AUDIO
THE MOST IMPORTANT PART OF
VIDEO CONFERENCING

Bob Farahar, EMEA Sales
PHOENIX AUDIO TECHNOLOGIES
bfarahar@phnxaudio.com

Remote workers   More connectivity   Increased simplicity
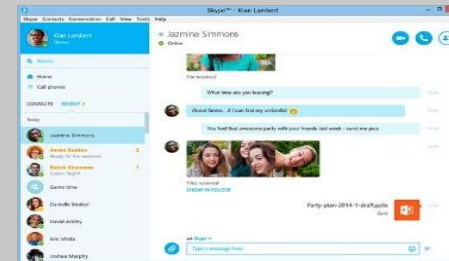
2020

2018

DESKTOP   HUDDLE ROOMS   CONFERENCE ROOMS

2000

1980

DEDICATED ISDN LINES

CURRENT TRENDS

MOVE PROCESSING TO THE CLOUD &
SOFTWARE RUNNING ON MOBILE DEVICES

HUDDLE ROOMS – AD HOC SETTINGS

MODERN, CLEAN, AND OPEN SPACE
ARCHITECTURAL APPROACH

ULTRA HIGH DEFINITION,
WIDER BANDWIDTH, HIGHER QUALITY

USB AUDIO DEVICES

SIMPLICITY AND QUALITY
The biggest issues organizations face with audio are that solutions are too complex or a bad fit for their needs

OFF THE TABLE MICS
Meeting room design requires discreet microphones to free meeting tables of visible cables and keep maintenance at a minimum

ADVANCED MICS
Beamforming mics – you don't need to be aware of where the mics is, the mics senses where you are

PHOENIX'S APPROACH TO STAYING AHEAD OF THE CURVE

THINK FORWARD
- MARKET RESEARCH, CUSTOMER INTERVIEWS…
- AMBITIOUS; WE NEED TO GUESS WHERE BOTH VIDEO CONFERENCING COMPANIES AND MARKET ARE HEADED

REACT FAST TO MARKET DEMANDS

- FIRST DESKTOP USB SPEAKERPHONE 2004

- FIRST CONFERENCE ROOM USB SPEAKERPHONE

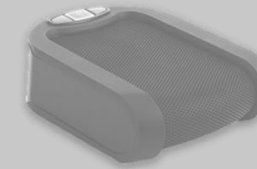- FIRST WITH DUAL CONNECTIVITY

- FIRST TO DAISY CHAIN

CRITICAL ELEMENT IN OUR STRATEGY AND DESIGN

HUDDLE ROOMS

BUSINESS OBJECTIVE

- ENABLE EASY AND READY ACCESS TO COLLABORATION TOOLS ACROSS THE WORKFORCE

- BYOD ENABLED

- MUST BE LOW COST AND SIMPLE TO IMPLEMENT AND MAINTAIN

AUDIO APPROACH

- DESIGN PRODUCTS THAT ARE EASY TO INSTALL AND INTUITIVE TO USE

- SMALL FOOTPRINT TO OPTIMISE SPACE FOR WORK

- ONE PRODUCT FOR VIDEO AND TELEPHONE CONFERENCES ON ANY DEVICE

"
It's seamless and it works. I don't ever have to think about it.

Mark Gentile
VP of Sales, ENow Software

ROOM SYSTEMS

BUSINESS OBJECTIVE

- USE THE SAME VC PLATFORM IN ALL MEETING ROOMS

- LARGER ROOMS REQUIRE GREATER AUDIO COVERAGE

AUDIO APPROACH

- SCALABLE PRODUCTS MEANS THE SAME DEVICE CAN BE USED IN SMALL AREAS TO VERY LARGE AREAS

- ELIMINATE COMPLEX PROGRAMMING REQUIREMENTS

> " Our clients need products that are reliable, scalable and affordable without compromising on **quality** and **performance**. Phoenix Audio is always our first choice.
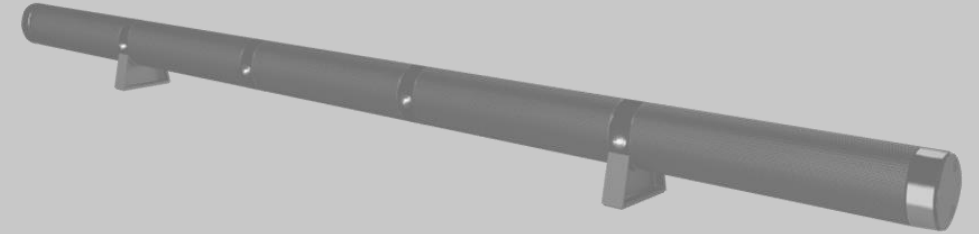
Randy Marcote
CEO, Perfect Video Conferencing

" In short, I am amazed by the fact that this sophisticated DSP requires no programming."

GET OFF THE TABLE

BUSINESS OBJECTIVE

- AESTHETIC – MODERN DESIGNS REQUIRE NO DEVICES ON THE TABLE
- WIRING OFF AND ON THE TABLE COSTS TIME AND MONEY

AUDIO APPROACH

- PLACE AN ARRAY ON THE MONITOR
- MOUNT UNITS ON THE CEILING or WALLS
- WIRELESS CAN ADDRESS THE WIRING ISSUE BUT REQUIRES CHARGING, SUFFERS FROM QUALITY AND RELIABILITY ISSUES, AND POSES SECURITY CONCERNS

MT 503 White Smart Spider

"We have the spider set up in a few conference rooms. We were looking for a solution to get the mic/speaker off the table, the ceiling mount has worked out perfect."
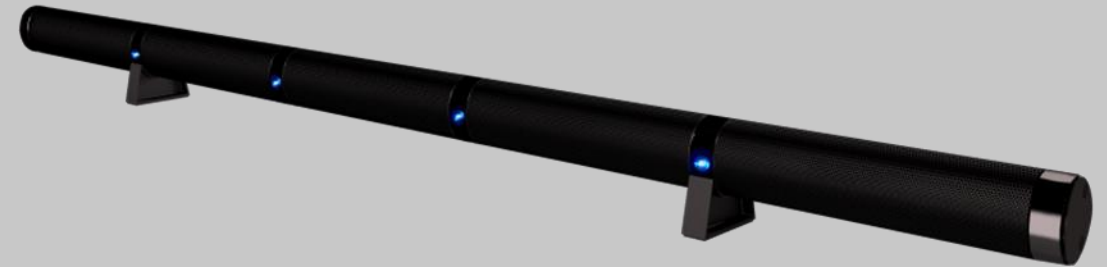
★★★★

Nick B, Amazon Reviewer

COLLABORATION AND WHITE BOARDS

BUSINESS OBJECTIVE

- COLLABORATIVE WORK SESSIONS

- TRAINING

- CHALLENGE TO AUDIO – PICK UP PRESENTER WITH UNCOMPROMISED QUALITY

- CAPTURE THE PARTICIPANTS AROUND THE TABLE

AUDIO APPROACH

- ARRAY PLACED ON THE MONITOR, CAPTURES THE PARTICIPANTS BUT ALSO THE PRESENTER

- ALLOW THE CONNECTION OF AN EXTERNAL MICROPHONE (LAPEL) TO DESKTOP DEVICES

OPEN SPACE HUDDLE AREAS

BUSINESS OBJECTIVE

- OPEN SPACE DESIGN ARE TAKEN TO THE NEXT LEVEL
- CONFERENCING APPLICATION RUN ON PERSONAL LAPTOP
- HUDDLE AREA FURNITURE IS REDUCED TO A MINIMUM – NO TABLES AT ALL

AUDIO APPROACH

- THE MICROPHONE WILL HANG FROM CEILING OR BE PLACED ON MONITOR
- AUDIO DEVICE MUST BE DISCREET OR INTEGRATED INTO THE ROOM DESIGN
- MUST BE SIMPLE TO USE

> **"**
> With the Spider, you know all you'll ever need to do is plug the device in.
>
> ──────
>
> **João Rocha**
> AV Engineer at TransferWise
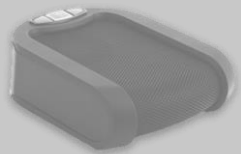
Phoenix Audio Technologies

> We work on the premise that good audio solutions should be complicated on the inside so that they can be **simple** on the **outside**
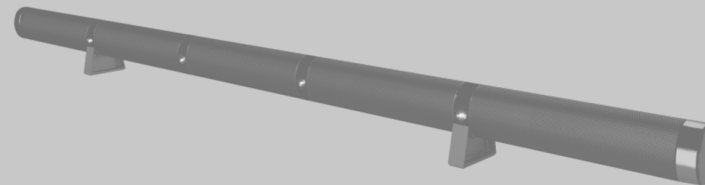>
> Jacob Marash
> CEO, Phoenix Audio Technologies

Duet   Spider   Condor   Stingray

THANK YOU

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