



Stem Audio

Subsidiary of Phoenix Audio Technologies

The Conference Room Ecosystem

Market Situation

- Over 40 million huddle rooms worldwide
 - Only 3% have AV equipment installed
- In next 5 years 40 to 65 million more rooms will be added
- Need for modern, user-friendly and cost-effective options
 - TrueConf, Zoom, MS Teams
- **Current audio solutions are dated, unfriendly, too complicated**
 - Not complete solutions
 - The simplicity of consumer devices not present in audio products for the B2B world.

Phoenix Audio Technologies believes that high quality audio should be easy to install and simple to use.

You shouldn't need to be an AV or IT expert to understand how to integrate or use our products.

We work on the premise that good audio solutions should be complicated on the inside so that they can be flexible and simple on the outside.

We achieve this through our proprietary powerful DSP inside every product, and standards based connectivity and cabling on the outside.



THE BIG TOUR OF 2018

- END USERS
- IT PROFESSIONALS
- INTEGRATORS
- CONSULTANTS
- DESIGNERS
- ARCHITECTS

60 QUESTION SURVEY
+
OPEN FEEDBACK

A FEW TAKE AWAYS

connectors

few, standard, bulky and secure

controller

dedicated preferred over anything else (Crestron/iPad)

personal devices

aren't used for interface or control

powering

always an issue - PoE

network security

over a secured network without wireless

new tech

machine learning, Dante, Alexa, and new SIP

maintenance

scheduled automatic testing and reporting

installation assistant

room mapping and converge feedback

preferred placement

table, wall, and ceiling all relevant

critical interfaces

SIP and video conferencing

ECO SYSTEM / HUB concept

multiple units with ability to mix and match: MAX 6 / AVG 3

remote access

OS neutral and web based

remote manageability

gather stats and full control

room esthetics

focus on proportions with white, black, silver options

A background image showing two people, likely a man and a woman, looking intently at a large screen or display. The image is slightly blurred and has a blue tint, serving as a backdrop for the text.

THE 6 COMMON PAINS

- **ROOM DESIGN** – how to spec a room properly
- **DIFFICULTY OF INSTALLATION** – wiring, powering, and programming a room
- **TESTING A ROOM** – having an objective way to verify successful installation
- **CUSTOMIZING A SOLUTION** – matching a solution for different rooms
- **MANAGING** – insuring reliability on large installations on the day-to-day
- **TRAINING** – making sure everyone “plays nice” with new technology

THE VISION

ec·o·sys·tem

/ˈēkōˌsistəm/

noun ECOLOGY

any system or network of
interconnecting and interacting
parts

create an audio ecosystem made up of
building blocks using **specialized**
audio endpoints that work **seamlessly**
with **each other** and integrate
intuitively with a **powerful user**
interface



THE HARDWARE

Stem building blocks



wall



table



ceiling



hub

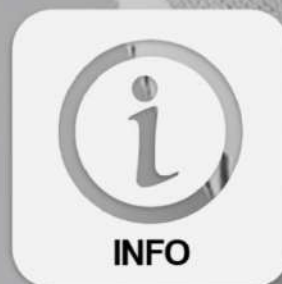


control





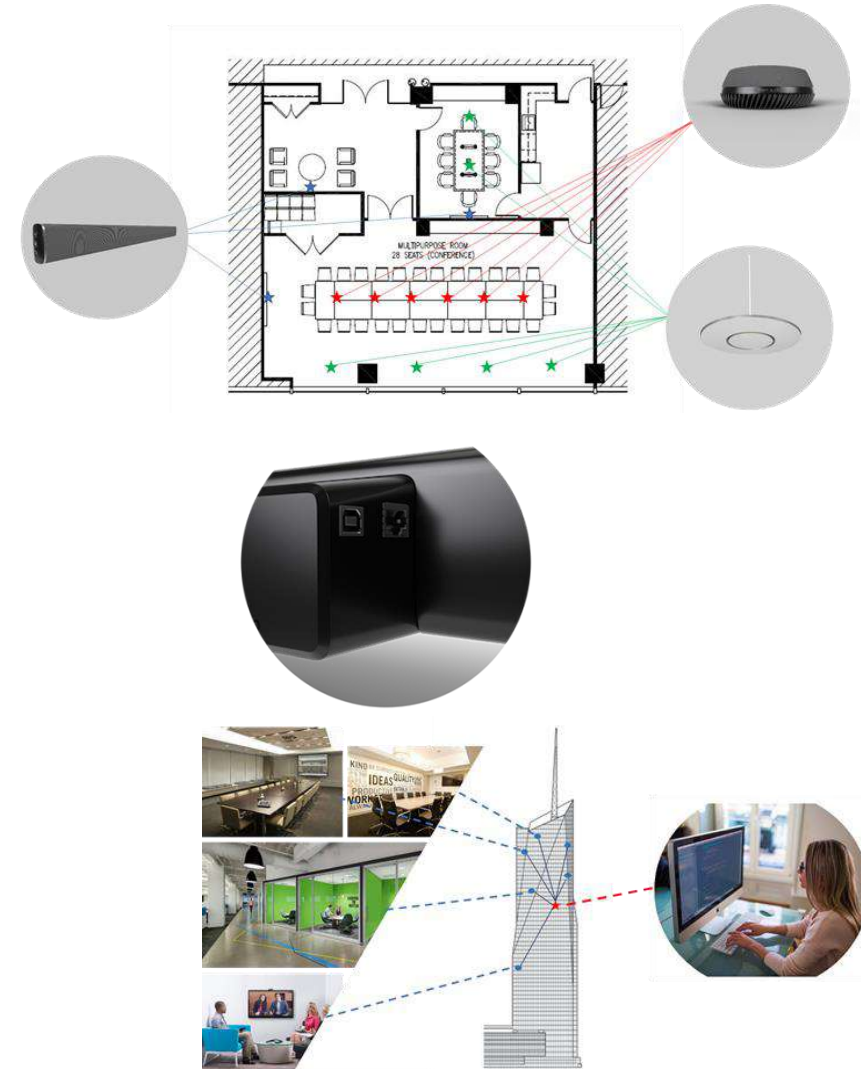
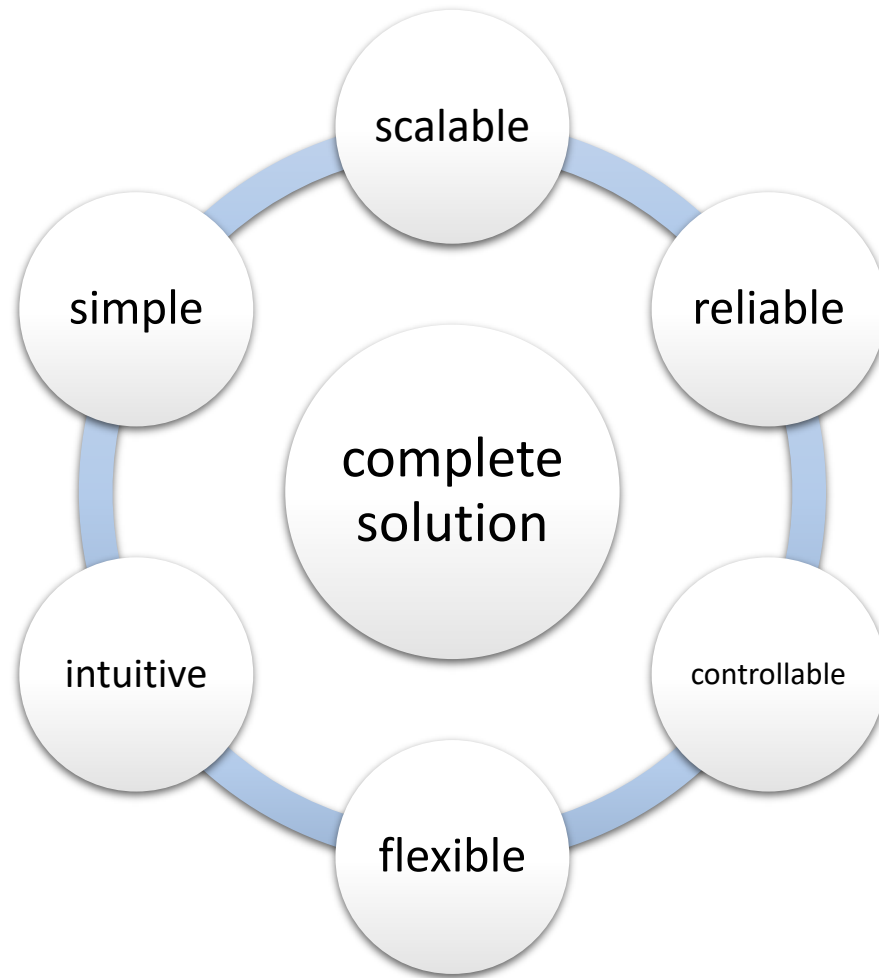
THE 6 COMMON PAINS



STEM ANSWER TO THE 6 COMMON PAINS

- **ROOM DESIGN**
 - Simple intuitive Room Design Tool
- **DIFFICULTY OF INSTALLATION**
 - few, standard, bulky and secure connectors with PoE included
 - Automatic Room Adapt
- **TESTING A ROOM**
 - Objective Room Check application based on actual pick up
- **CUSTOMIZING A SOLUTION**
 - Modular and scalable ecosystem of devices fits any size and shape of room
- **MANAGING**
 - Stem Room management – Remote management, diagnosis and planning
- **TRAINING**
 - Eliminate the need

A solution designed to meet the current market requirements
Conceived from input of the major stakeholders in conferencing solutions





stem audio

The Conference Room Ecosystem

For more information please visit stemaudio.com

BACKUP SLIDES





