

## How new meeting technology promotes safety, clarity, and equity



The nature of meetings has shifted — this we know. The pandemic upended how we participate in meetings, where we meet from, and how we read and respond to one another in digital spaces. We are more flexible, but decisions about whether or not to go into the office because of a meeting still dictate how we balance our relationship to work and work from home.

But what we may not know is that while new meeting technology holds the potential to make digital and in-person meetings equal in quality, these technological advancements also dramatically *enhance* our meeting experience, no matter where we take a meeting from. Various aspects of new meeting technology are improving our work environments, maximizing efficiency, and creating more seamless hybrid workplaces — which studies show are not going anywhere anytime soon. In fact, this work culture is increasingly becoming the norm, and exciting new technology is here to pave the way toward the future of meetings. If yesterday's meeting structures were uninventive and today's are in-flux, then tomorrow's — with the help of wise and easy-to-use technology — are innovative.

Not only does new-normal-ready technology have sharper video, voice detection, and panoramic views, it also promotes safety, clarity, and equity in the workplace, aligning with contemporary values more and more companies are striving to emulate.

### SAFETY

Health regulations are ever-evolving, and they impact how companies do business and who (and how many people) are allowed in the office at once. A combination of new technology — future headsets, phones, and the Internet of Things (IoT) — will work together to provide employees with smart touchless experiences when in the office. This minimizes contact tracing and lets employees focus on their jobs.

Additionally, future headsets will have proximity sensors. This allows meeting technology to track how close participants are sitting next to each other, making social distancing easier

to manage and enforce as health guidelines change. Data analytics offers safety guidance and easy stats about how close participants sit, also alerting attendees when six feet of social distancing is not maintained. As people tend to move around, this process is repeated whenever the system senses movement. The technology will also tell you how many people are sitting in a room at once in case occupancy needs to be capped to maximize safety.

### CLARITY

94% of businesses feel that video calls increase productivity — but what if sound and video are not complying? This will tank a meeting and leave employees, scattered around the world, at sea. New meeting technology ensures picture and audio are in sync and never fail so digital meetings feel as real, pure, and undisturbed as in-person ones.

For audio, new technologies eliminate extraneous noises from meetings through intelligent noise cancellation and precision voice detection. Residual echo, static noise, and vibration sounds are removed so that superior, high-definition sound and crystal-clear voice is aurally prioritized.

For video, picture quality is the baseline, but new tech is taking focus a step further: intelligent cameras, built into many video meeting solutions, now include auto-zoom and video stabilization. This provides an up-close view of every speaker for enhanced visual detection. Video bars also capture a wider, panoramic view to get all members of a conference room, no matter how large or wide the space, in frame. This 180-degree view literally opens a meeting up to include all participants.

### EQUITY

Meeting technology can also promote equity in the workplace. First, dual cameras with auto-zoom and picture correction stream clear images of any white board usage to remote attendees so they, too, can see what notes are being taken. This enables equal opportunities in meetings, leaving no unfair advantages.

The virtual director mode also focuses on speaking participants to draw more attention to those who are talking; this encourages taking turns and not speaking over one another as to keep a clear focus. This focus can also expose team members who talk more than others and take up more metaphorical space — sometimes we're not aware of how we behave in meetings, but when we see it on a screen, we may be more attuned to how much we share in comparison to others, inviting those who are normally more quiet the chance to speak. This can enhance collaboration.

Finally, new technology will work with all leading UC platforms — including Zoom, Microsoft Teams, and others — so that all can access its benefits.

*Meetings are evolving, and companies must evolve with them. Jabra's PanaCast video series and Evolve audio series are just a few examples of cutting-edge technology that can streamline and enhance the meeting experience for companies of all sizes. Get in touch to learn more about our products or request a quote. Remember, our solutions can also be purchased as-a-service at an affordable, subscription-based pricing model.*