

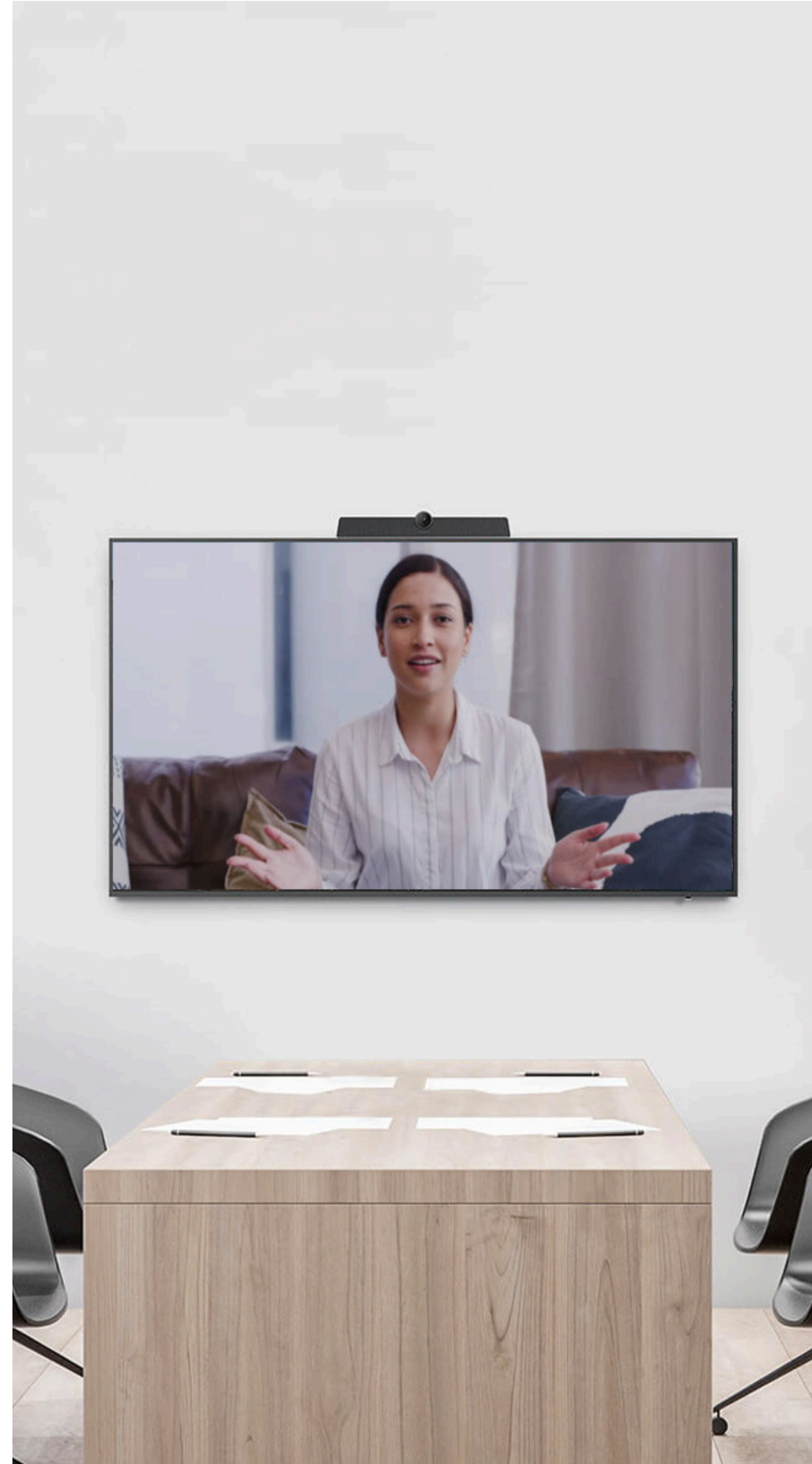
WHAT TO LOOK FOR IN A VIRTUAL COLLABORATION PARTNER

High-tech audiovisual tools enable unparalleled productivity in a hybrid work environment



MAXHUB

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INTRODUCTION

In today's hybrid work environment, we're increasingly turning to virtual-collaboration solutions to help us stay connected.¹ Numerous new tools enable greater workplace flexibility, supporting a bring-your-own-device (BYOD) world.

We can communicate better and in near real-time, seamlessly sharing information using the latest audiovisual (AV) technology.

The potential gains of remote work include heightened productivity and efficiency, reduced bureaucracy, and improved processes.² However, the hybrid-work transition hasn't been without its challenges. Many professionals have reported online meeting fatigue, technical hurdles, and connectivity issues.

For the above reasons, it's critical to invest in solutions that enhance your video-conferencing experience with colleagues and clients.

Your technology partner should help maximize audio and visuals so that participants feel connected and ready to collaborate hassle-free.

¹ [GetVoIP](#), 'The State of Video Conferencing in 2022', 2022

² [GitLab](#), 'The Remote Work Report 2021', 2021



Success in a hybrid work environment requires employers to move beyond viewing remote or hybrid environments as a temporary or short-term strategy and to treat it as an opportunity.

George Penn, VP at Gartner

TECHNOLOGY'S CENTRAL ROLE IN THE MODERN WORK ENVIRONMENT

Business leaders increasingly recognize the benefits of an agile, hybrid workforce. But how well they integrate virtual-conferencing technology in the workplace will determine their success. Trends show a growing appreciation for and adoption of virtual-collaboration tools.

VIRTUAL-COLLABORATION TRENDS

75%

of all team conversations will be virtual by 2024.³

79%

of users say their collaboration platform is very important to their work.⁴

19%

of IT and business leaders see video as a critical technology.⁵

80%

of business leaders use video extensively as a means of engagement.⁶

70%

of hybrid employees show greater agility during meetings.⁷

84%

of professionals use collaboration tools for better communication between co-workers, departments, and managers.⁸

³ [Gartner](#), 'Gartner Survey Reveals a 44% Rise in Workers' Use of Collaboration Tools Since 2019', 2021

⁴ [Slack](#), 'The Future Is Collaborative: How Communication Platforms Are Shaping the Way That We Work', 2021

⁵ [Metrigy](#), 'The State of Unified Communications in 2021', 2021

⁶ [Harvard Business Review](#), 'Recreating Work as a Blend of Virtual and Physical Experiences', 2020

⁷ [Gartner](#), '4 Modes of Collaboration Are Key to Success in Hybrid Work', 2021

⁸ [TechRepublic Premium](#), 'Research: Video Conferencing Tools and Cloud-Based Solutions Dominate Digital Workspaces; VPN and VDI Less Popular With SMBs', 2021



SELECTING A VIRTUAL COLLABORATION SOLUTIONS PARTNER

When selecting a partner, join forces with a company that **develops cutting-edge solutions, invests in pioneering technologies, and offers premium-level customer service.**

While there are numerous virtual-collaboration products available, not all provide an exceptional user experience. For truly effective meetings, **seek out best-in-class, scalable solutions** such as those offered by MAXHUB.

Let's explore some of the key solutions and technologies to consider.

SYSTEMS THAT OFFER VERSATILE FUNCTIONALITY



You could consider each work environment independently and adopt the most effective technology to meet each room's needs. But a more **affordable, versatile** option is an all-in-one conferencing display that can function as a:

- ▶ projector
- ▶ digital whiteboard
- ▶ information signage
- ▶ computer

These displays adapt to any meeting type, enhancing team collaboration. Innovative features ensure a high-quality audiovisual experience for team members, making it easier to hear and see each other well.

Whether you're launching a new product or running a hybrid brainstorming session, a conferencing display boosts your chance of success.

THE MAXHUB SOLUTION

Our all-in-one displays integrate all the functions you need for **effective local and remote collaborations**. Equipped with the latest mic technology that can now detect voices much further away, our solutions ensure no one is left out of the conversation. **Crystal-clear audiovisual clarity** also helps rekindle once-lost connections among hybrid workers.

Ensure everyone stays in sync with whiteboard synchronization giving participants access to the same information in real-time. And thanks to the **fast, wireless screen-sharing capabilities** of our displays, employees can interact and collaborate seamlessly.

With total host control, you'll achieve **greater productivity levels** and make swift decisions.

MAXHUB

PICTURE-PERFECT DISPLAY QUALITY



Most people are visual learners,⁹ so the **quality of the display is critical**. It affects engagement and interaction among meeting participants and the impact of presentations.

You'll want a solution that provides crystal-clear picture quality so that when a remote participant is presenting, you can see their facial expressions and body language, picking up on subtle nuances.

The quality also needs to be preserved when displaying multiple screens. You should be able to follow both the presentation content and the speaker.

THE MAXHUB SOLUTION

Our conferencing displays offer **vibrant image and video quality**, optimizing the impact of your presentations.

MAXHUB's versatile V5 interactive flat panels – available in the Classic, Vogue, and Transcend series – are equipped with advanced communication tools, offering **outstanding sound and video performance**.

MAXHUB Digital Signage, with its bold 4K display, **commands attention in any room size**. Its DC dimming feature ensures a flicker-free display, while the non-glare panel optimizes visibility.

The MAXHUB Integrated LED Wall Raptor Series, in turn, helps teams stay connected. Equipped with 4K resolution and fully integrated speakers, our LEDs are **built for high-quality collaboration**.

⁹ [Atlassian](#), 'How To Work Best With the 4 Different Types of Learners', 2018

EASY-TO-USE SYSTEM WITH OPEN COMPATIBILITY



Your video-conferencing system should be simple to use to prevent delays during important meetings. All-in-one displays provide a **seamless solution**, allowing users access at the click of a button.

And because they also function as a computer, most of today's popular collaboration platforms, such as Zoom, Teams, and Skype, are easily accessible.

The conferencing display should also integrate easily with your existing audiovisual system so you don't have to purchase additional equipment.

THE MAXHUB SOLUTION

Our comprehensive range offers **plug-and-play compatibility**, allowing you to focus on what matters most – productive, efficient teamwork.

MAXHUB's solutions are highly compatible across platforms, systems, and devices, removing the stress of connectivity issues. We've also eliminated the need for multiple devices and protocols by providing **all-in-one solutions**.

Whichever platform you choose, MAXHUB's technology is compatible with all popular collaboration applications, including Zoom, Microsoft Teams, and Skype.

MAXHUB

A COMPLETE SOLUTION FOR ANY ENVIRONMENT



When investing in a virtual-collaboration solution, there may be many points to consider, such as the size of the organization, the dimensions of meeting rooms, and the features you might need. Partnering with a **total-solution technology provider** that offers versatile display and UC products can take the pain out of decision-making.

You should be able to **easily bundle solutions** across your virtual collaboration partner's range, seamlessly matching products to suit specific needs. Your high-tech communications tools should also **effortlessly adapt to all environments**.

THE MAXHUB SOLUTION

MAXHUB's **total-solution offering** has been developed to meet the unique needs of every organization. Our comprehensive range, which includes everything from conferencing displays to an extensive UC product lineup, caters to all.

Furthermore, our all-in-one IFP, Digital Signage, and LED displays can stand on their own in various environments. MAXHUB offers the **flexibility and freedom to bundle our products** for a world-in-class audiovisual experience. From big, open spaces to huddle rooms, our solutions **effortlessly adapt to all environments**.

MAXHUB

TOTAL COST OF OWNERSHIP



When partnering with a virtual collaboration solutions provider, it's important to consider the total cost of ownership (TCO) of their products to accurately **determine their investment value.**

TCO covers the entire lifecycle of a solution and includes the initial purchase price as well as deployment, operation, maintenance, and decommissioning costs. To determine the viability of your investment, you'll need to compare the TCO with the **total benefits of ownership.**

THE MAXHUB SOLUTION

Not only does MAXHUB provide **cost-competitive solutions** that are easy to use and maintain, but our **products are built to last.**

With more than 60 local engineers and agents in over 30 countries, we provide a **hassle-free experience.**

We're so confident in our comprehensive design, production, sales, and service chain that we offer a competitive **3-year Hot Swap Warranty.**

MAXHUB

SEAMLESS SCREEN-SHARING



For a clutter-free meeting or conferencing environment, look for solutions that limit cable usage. File and screen-sharing should be wireless and easily conducted across devices.

Your virtual collaboration platform should also enable multi-screen sharing, allowing you to effortlessly switch between screens or introduce a split-screen mode at the **touch of a button**.

These features are especially useful during brainstorming sessions, allowing for unrestricted interaction

THE MAXHUB SOLUTION

Our R&D team has developed software and hardware to simplify **sharing**.

MAXHUB Share Software allows wireless screen-sharing from laptops, phones, and tablets. Even as four participants share content simultaneously, the **visual experience is preserved**. And with a 0.09s transmission time ensuring stable visuals, users can **present seamlessly**.

Wireless sharing is also possible using MAXHUB Share's **X-Link feature** and the MAXHUB dongle. Users can share their screens from laptops faster and without connecting to any network. Pair our interactive flat panels with the **MAXHUB dongle** easily by just plugging it in.

Finally, we've added a **Type-C port** to our flat panels so you can connect to other devices immediately and have access to the panel's camera and microphone.

WHITEBOARDING WITH SMART ANNOTATION



Your whiteboarding solution must be user-friendly and technologically advanced enough to support smart annotation. It should allow team members to **easily display their ideas and designs**.

In addition, the whiteboard screen should respond quickly and accurately to the user's touch and have fine-tuned pressure sensing for a more natural user experience.

Speedy writing synchronization is also a must-have, and new information should be displayed almost simultaneously across devices so that no one is out of the loop.

THE MAXHUB SOLUTION

Create, present, and annotate effortlessly with the MAXHUB Whiteboard – a user-friendly solution that **amplifies team collaboration**.

Thanks to its **intuitive interface**, users can write with an ease as familiar as using pen and paper, while recording their ideas instantly by lifting the stylus to activate the responsive toolbar.

The MAXHUB Whiteboard's **pressure-sensitive, intelligent writing technology** allows for pixel-perfect precision, adapting to the user's writing speed. And it instantly converts graphics and forms into legible digital content with the **auto-recognition feature**.

HIGH-TECH CAMERA WITH AUTOMATIC FRAMING



Camera quality affects how employees see each other and how your clients and stakeholders see you. Good camera quality is essential during pitches and product launches, for example, when you want to **display your expertise**.

You'll benefit from high-definition, life-like clarity, and the entire meeting room should be visible so everyone feels included. Another important feature is automatic framing, whereby the camera detects and zooms in on those speaking, adjusting the angles as necessary for a dynamic video experience.

THE MAXHUB SOLUTION

Our high-tech visual innovations offer **perfect picture quality** under all conditions.

MAXHUB AI Vision delivers **unparalleled accuracy in people detection and auto-framing**. Built with smart-gallery auto-tracking, our cameras can follow the movements of eight participants simultaneously. And our real-time hyper-stitching technology produces near distortion-free images.

In addition, our digital noise reduction algorithms ensure consistently sharp images, while our low-lux technology provides a **vivid video-conferencing experience**. Equipped with a wide dynamic range, our cameras ensure all objects are visible in high-contrast settings.

POWERFUL SPEAKER AND MICROPHONE SYSTEM



For many, clear audio is more important than video quality because it plays a pivotal role in preventing miscommunication. When selecting an audio system, make sure it has a wide range that captures voices no matter the size of the room or where people are seated.

Your solution should come with the **latest echo and noise cancellation technology** to limit meeting disruptions and hone in on voices. This way, there's no confusion about who is speaking.

Poor sound quality triggers stress and frustration during video conferencing, which means clear audio is non-negotiable. Advanced speakerphone technology ensures everyone feels heard.

THE MAXHUB SOLUTION

Equipped with the latest innovations in audio solutions, our range of bluetooth speakerphones will help you **keep the conversation going.**

MAXHUB's intelligent voice technology uses a **high-accuracy source localization algorithm** to determine the active speaker in a room. In addition, our dereverberation algorithm, used across our UC product line, ensures our microphones pick up a more **precise, natural sound.**

Built with AI noise and acoustic echo cancellation, our solutions **intelligently absorb and filter intrusive sound,** improving focus and enhancing productivity. And the PZM structure of our speakerphones delivers **crisp audio at every supported frequency range.**

MAXHUB

PREMIUM PEACE OF MIND



Your virtual collaboration solutions partner should offer a consistently **high level of customer service**.

You should also have access to ongoing support and training, ensuring you are well-equipped when taking solutions to market and communicating with customers.



Customer care is also now a major opportunity for businesses. Done well – through a combination of tech and human touch – it is an area where companies can drive loyalty through a more personalized customer journey while unlocking greater productivity, increased revenue, improved job satisfaction, and real-time customer insights.

McKinsey & Company

THE MAXHUB SOLUTION

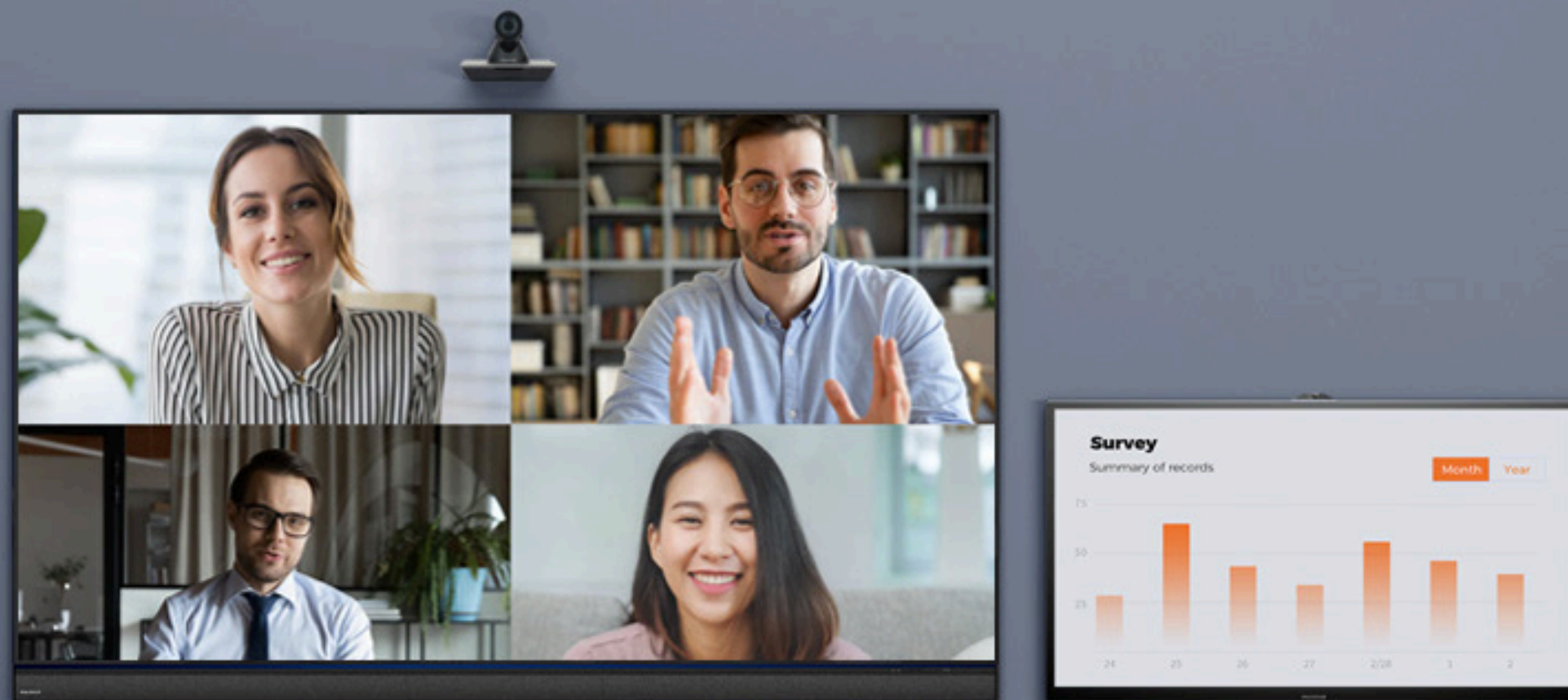
When partnering with MAXHUB, you are **guaranteed premium-level** service every time.

Users and partners have access to extensive online support through the MAXHUB online knowledge base (self-service) and MHGSS (manual service).

Our partners and distributors also have **24/7 access to the MAXHUB College learning platform**, both on- and offline. The platform offers partner-focused training to get you up to speed on brand and product messaging.

We provide customized e-learning and ready-to-access resources for multiple users to help you **deliver the best customer experience**.

MAXHUB, YOUR TRUSTED COLLABORATION PARTNER



HERE AT MAXHUB, WE FOCUS ON:

- ▶ Solutions for various scenarios: small, medium, and large meeting rooms as well as public spaces.
- ▶ A total solution: a complete offering in each scenario and better life-for-like pricing.
- ▶ Design for a hybrid working world, making communication and collaboration more efficient.

PARTNER WITH MAXHUB FOR:

- ▶ A full solution offering of best-in-class collaboration solutions that will help you step up your professional game.
- ▶ Cutting-edge audiovisual technologies that support collaboration and enable immersive communications.
- ▶ World-class products backed by an industry-first 3-year Hot Swap Warranty.
- ▶ Complete, scalable solutions that facilitate team collaboration in every space.
- ▶ User-centered product design, yielding solutions that are easy to install, use, maintain, and bundle across our UC range.

MAXHUB

Beyond Collaboration

BEST-IN-CLASS VIDEO-CONFERENCING SOLUTIONS

Choose MAXHUB as your preferred virtual-collaboration solutions partner.

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