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A First Look at the Logitech Scribe

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First Look is sponsored by:

logitech



Wainhouse estimates
there are

31
MILLION
whiteboards in use in
48.6 MILLION
worldwide
conference rooms



1.5
MILLION
in large rooms



6.3
MILLION
in medium-sized
rooms



23.1
MILLION
in small rooms¹

A First Look at the Logitech Scribe

In May 2021, Logitech introduced Logitech Scribe, a purpose-built whiteboard camera designed to work seamlessly with several popular video conferencing services. Scribe intends to solve one of today's most pervasive challenges in collaborating over video – making traditional whiteboard content viewable and accessible to video conferencing participants who are not in the conference room.

But the challenge in this seemingly straightforward goal is more complex than it appears. How do you take analog content like hand-written scribbles and transform them into legible digital artifacts that can be shared as content with others in the video call? As an IT decision-maker (ITDM), how do you make it easy for your end users to use while they are in the room without interrupting their workflow? And, how do you make this solution tie seamlessly into your other device management tools such that you can deploy, provision, and manage like any other part of your video solution strategy?

¹Source: Wainhouse Research, "Conference Room Total Addressable Market & the Impact of COVID-19 on Video Conferencing," March 2020



Solution Overview:

Scribe is designed from the ground up to solve the nuances of the “analog-to-digital” divide in the conference room. This is not one of Logitech’s existing cameras repackaged in a mounting bracket. The 1080p camera with a custom low-distortion 148 FOV lens is integrated into a short-throw mounting arm installed above the whiteboard. The field of view enables the camera to work with whiteboards, dry-erase walls, and solid white glass boards up to 6’ W x 4’ H.

Scribe features a wireless share button to initiate the sharing of information written on whiteboards into video meetings. The button is Bluetooth enabled and can easily be mounted on the wall next to the whiteboard. End users can also start content sharing into a video call from a room controller such as Logitech Tap.

Well-designed hardware aside, the core of Scribe’s value is enabled by the built-in camera AI that converts the whiteboard images into digitized content in a call. First, Scribe corrects for angular distortion and converts the captured image into a centered “straight on” view. All of this is automatically set up during the auto-calibration process, but as an IT administrator, you can also adjust the calibration through Logitech’s locally

installed device management tool, Sync app. Next, the AI algorithm recognizes the written marks on the whiteboard and converts them into clean images, with irregularities such as reflections and glare removed. The AI brings out the colors and sharpens the lines of the written marks for enhanced clarity. Scribe does this progressively with minimal delay as content is added to the board. Finally, the AI technology removes people and their hands in front of the whiteboard, so the far-end only sees the desired marks on the whiteboard. Scribe has an administrative setting that allows the presenter to be completely transparent, or semi-transparent in which the person appears as a ghost image, allowing viewers to see what the presenter is pointing to or about to write, but with the written content always on top of the ghost image.

All this AI expertise results in everyone in the video call getting a clear view of whiteboard annotations as if they were in the room.

Fit with the Rest of Logitech:

Logitech offers a holistic portfolio of easy-to-use and reliable video conferencing solutions. Their video conferencing solutions cover the complete expanse of small, medium-size, and large rooms and support

all major solution vendors, including Microsoft Teams, Zoom, Google Meet, and bring-your-own-device (BYOD) use cases.

Scribe, as a room-based peripheral, adds value to Logitech's room solutions (Meetup, Rally, Rally Bar, Rally Bar Mini, and so forth) that are compatible with either Microsoft Teams Room or Zoom Rooms. Both video conferencing services have integrated into their user interface and workflows the use of whiteboard cameras.

With Scribe, Logitech follows its proven strategy of integrating within the given parameters of the conferencing service. The net result is Scribe does not require any special software to be installed or use any interim cloud service to connect to either Zoom or Microsoft Teams. This is advantageous as it frees up Logitech to focus on ongoing AI algorithm improvements, which is the most vital element in solving this use case.

Why Does a Simple Whiteboard Camera Solution Matter Now?

A simple solution matters because hybrid work means new challenges for you to consider.

The Challenge for the Business:

As businesses try to figure out what exactly "hybrid work" will mean to them, they can expect that the "why," the "when," and possibly even the "where" their employees go into the office is likely to change. Many employers expect to say goodbye to 9-to-5 hours where the entire staff is in one office simultaneously. Therefore, it becomes paramount to optimize the hybrid

collaboration experience wherever your employees may be, with complementary technology that is simple to use. This will help drive user adoption / satisfaction with the existing collaboration toolset, as well.

The Challenge for End Users:

When collaborating in-person, many employees naturally turn to the lowest common denominator of familiar whiteboards and markers to share their ideas. And now, they will need to share their creative, inspired whiteboard sessions with those not in the room, without interrupting the flow of the meeting. To do this successfully, in-room participants need a content solution that does not require a learning curve.

THE HYBRID WORK CHALLENGE

is not new – but in the wake of the pandemic-driven WFH circumstance,

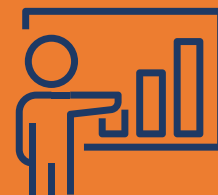
81%

of respondents expect to continue hybrid work compared to 29% before COVID²



²Source: Corenet, Cushman & Wakefield, 2021 Total Workplace Survey, n=339

49% OF END USERS STATE THAT improvements in viewing content would increase their engagement in online meetings, with 18% specifically citing “better view of whiteboards or other non-digital content”³



And let us not forget about the remote participants in that video call. Remote participants need solutions that solve for poor camera angles in the room. You cannot get by with simply pointing the primary camera at the whiteboard. Those not in the room need to see both people and content in a way that they are part of the conversation and can see the annotations being created.

The bottom line is ITDMs need to figure out ways to enable productivity and creativity when everyone is not in the conference room. Sharing ideas needs to be natural for those in the room and inclusive for those not in the room. To do so, video conferencing and sharing whiteboard content must work together seamlessly.

Logitech Scribe Has the Features to Address These Challenges:

This is where Scribe offers a refreshing answer to this increasingly familiar situation. In bridging this analog-to-digital divide, Scribe focuses on enabling all participants in a video call to have clear, democratized access to the collaboration taking place, even if they are not all in the room.

³Source: Wainhouse Research, Survey Insight: Meeting Room and WiH Technology Trends and Drivers – End Users Q4 2020, n=348



- **Simple to Use:** Simply push the wireless share button next to the whiteboard, and it automatically launches the content into the meeting. (As mentioned earlier, you can also use the button located on the room controller, too.) To the end-user, this solution offers no disruption to their workflow. Just push and go.
- **AI-Powered Performance:** By correcting for angles, enhancing the color of the whiteboard and the annotations, and removing the person creating the content, Scribe leverages its camera AI technology to make the content front and center – not the whiteboard or the writer.
- **A Non-intrusive Solution with a Modern Design:** This may seem trivial at first, but do not underestimate the value of a cleanly designed solution to ensure that the technology fades away and the collaboration becomes central. The mounting arm for Scribe is a modern white with tapered edges – easily complementing contemporary conference room esthetics. It also has clean, enterprise-ready cable management with several wire routing options, including one that completely hides the CAT 5/6/7 cable used in the solution. Combined with the Bluetooth connected wireless share button, you will have a clutter-free solution that an installation team can easily repeat for all of your enterprise deployments.
- **Management made simple through Logitech Sync:** For the administrators who need to manage these devices, Scribe can be managed with Sync, the same online management portal they are using for their other Logitech video conferencing solutions. From this single portal, you can adjust Scribe's configurations, update software, confirm systems are up and running, and so forth.
- **Single vendor:** The ability to source your video conferencing solutions from one vendor has enormous benefits for your conferencing rooms. Solutions are sure to have been tested together with high assurance that nothing will break when one part of the room is updated or upgraded. Your IT Buyer would also likely find benefit in a single-vendor strategy, as well.

Wainhouse's Conclusion on Our First Look at the Logitech Scribe:

There is a lot to like with the Scribe. Scribe focuses on solving the genuine problem of enabling those not in the room to see the whiteboard content that other meeting participants in the room are creating. The timing of this new product is exceptional as ITDMs need to prepare NOW for the return to the office and the resulting hybrid work use cases.

If the product delivers on its value proposition of simple to use, AI-enhanced clarity, and easy to manage, the Logitech Scribe should address the market needs of both ITDMs and end users alike.





ABOUT WAINHOUSE RESEARCH

Wainhouse Research provides in-depth research and analysis that helps you gain a clear perspective on the market, technology, and services for workplace communications and collaboration. Wainhouse analysts are industry experts in enterprise voice, video, team collaboration, and streaming applications, services, and devices. Our expertise is backed by one of the most comprehensive data sets and models in the world. Our domain expertise and market data combine to deliver in-depth forecasts, enterprise insight, and objective product evaluations that frame the industry's current state and anticipated direction. Services include syndicated market insight, custom research, and sales enablement. Content and additional detail is available at <https://insight.wainhouse.com/> and www.wainhouse.com/intro

ABOUT THE RESEARCHERS

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ABOUT LOGITECH

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through video, music, gaming, and computing.

The Logitech Video Collaboration group supports a lasting shift to working from anywhere by helping people across organizations connect face-to-face, wherever they are - without compromising on the quality, productivity or the creativity that comes from collaboration. Learn more about Logitech Video Collaboration products at www.logitech.com/vc, www.linkedin.com/showcase/logitech-video-collaboration or [@LogitechVC](https://twitter.com/LogitechVC).