

LOGITECH RALLY BAR APPLIANCE FOR ZOOM ROOMS RUNS THE ANALYST'S GAUNTLET

Frost & Sullivan's Analyst Gauntlet is a structured program wherein participating vendors and service providers give industry analysts deep dives and demonstrations of their collaboration solution. The analyst then uses the collaboration solution over a period of time and provides candid feedback based on his/her user experience with the specified tool.

The Frost & Sullivan Connected Work research team has evaluated the new Logitech Rally Bar video conferencing device. Rally Bar, which began shipping in February 2021, is an all-in-one collaboration bar incorporating cameras, microphones, speakers and embedded Android compute and processing software. Rally Bar fills the mid-range of the new Logitech Rally intelligent endpoint family, with Rally Bar Mini addressing small rooms and Rally Plus for large rooms.

Logitech positions Rally Bar as a state-of-the-art solution that tightly integrates with popular video conferencing services in three deployment modes:

- Appliance mode, a standalone Android-based solution
- USB mode, connecting with in-room Windows PCs and Macs
- Bring your own device (BYOD) mode

In this review, we detail our experiences configuring, installing, managing and using Rally Bar in Appliance mode for Zoom Rooms, functioning as a remote user with no local IT support. Our setup was comprised of Rally Bar, a Logitech Tap touch-based meeting room controller, and a 42" Samsung 4k television as the room display placed on a standard-height shelf along with the Rally Bar approximately 7' from the meeting table. We required no extension microphones or additional speakers in our midsize meeting room. Our shipment containing Tap and Rally Bar was well-packaged with components and cables boxed firmly with packing material for protection.

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Highlighted components of our evaluation included:

Rally Bar

Rally Bar unit dimensions are 6.46" H x 2.99" W x 5.14" D; lens depth is 1.13"

- Weight is 15.6 lbs.
- Integrated AI viewfinder and PTZ camera Embedded audio includes 2 speakers and 6 beamforming microphones with 15' pickup range

Remote control



PTZ Camera

- Resolution: up to 4K support and SD at 30fps
- Pan: Motorized $\pm 25^\circ$
- Tilt: Motorized $\pm 15^\circ$

Field of View Camera

- Zoom: 15X HD zoom (5X optical, 3X digital available with upcoming software update)
- Diagonal field of view (FoV): 90°
- Room coverage: 82.1° horizontal FOV; 52.2° vertical FoV

Total room coverage (FoV + PTZ): 163° horizontal x 110° vertical

Audio - Speakers

- Drivers: 2 x 70 mm / 2.7"
- Output: 90dB SPL @1W, 99dB SPL @8.0W, both +/- 2dB at $\frac{1}{2}$ meter
- Sensitivity: 90+/-3dB SPL at 1W, $\frac{1}{2}$ meter
- THD: 1kHz < 2%
- Speaker Sampling Rate: 48 kHz

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Audio – Microphones

- Frequency response: 90Hz – 16kHz
- Sensitivity: >-36dBFS +/-1 dB @ 1Pa
- Microphone data rate output: 48 kHz
- Pickup Range of 15' / 4.5m
- Beamforming elements include 6 omnidirectional digital MEMS microphones forming 5 adaptive acoustic broadside beams
- Audio processing via AEC (Acoustic Echo Cancellation), VAD (Voice Activity Detector)
- Noise suppressing AI filter
- Supports up to 3 additional Rally Mic Pods for extended room coverage

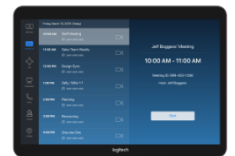
Connectivity

- 2 HDMI Out ports, 1 HDMI in
- 3 USB-A and 1 USB-C ports
- 1 100/1G Ethernet port
- 802.11a/b/g/n/ac WiFi
- Proprietary external mic input for Logitech Rally accessories
- Remote control with Bluetooth Low Energy



Tap Room Controller

- Dimensions: 2.28" H x 9.6" W x 7.0" D; 1.25 kg weight
- Touch screen: 10.1" diagonal with 14o display angle; 1280 x 800 resolution
- OS support: Windows 10, Chrome 80 and higher, Logi CollabOS
- Interfaces: USB 2.0/3.0/3.1 Type C to Rally; USB 2.0 to accessories; HDMI for video and content; 3.5mm headset jack



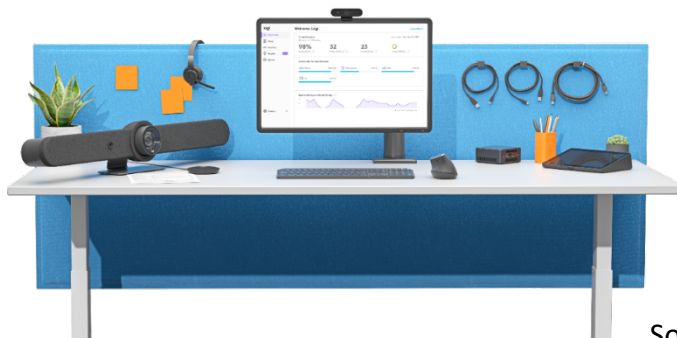
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Administrator Experience

- The Logitech Rally Bar, with its all-in-one endpoint form factor, contains an embedded Android computer that manages the onboard audio and video hardware as well as runs Zoom Rooms software. It reduces the number of components that need to be installed, configured and managed compared to room solutions that require dedicated in-room computers. The purpose-built compute is also more consistent in reliability and performance compared to various devices brought into meeting rooms by users. Further, the embedded compute frees user PCs for tasks such as typing notes, using meeting chat and sharing content. This form factor and Logitech's focus on excellent cable management built into the Rally Bar and Tap Controller made our installation clutter-free.
- Because there are multiple Rally Bar deployment options (Windows PC, Appliance, USB, single or dual monitor) there are also numerous instruction guides on Logitech web pages. In fact, it took more time to find & confirm the correct installation diagram to use for our configuration than to perform the install itself (which took less than 20 minutes).
- We placed Tap on the tabletop as a room controller for the Rally Bar and Zoom Room conferencing software. During our evaluation, we used the Tap and Zoom Room Administrator web portal to configure, control and adjust Rally Bar and Zoom Room capabilities. Tap and the Rally Bar remote control can be used for device settings, such as camera presets and volume control. These tools offer some overlap in functionality, while some specific capabilities (e.g., camera control) were only available in one of three tools. This mix of interfaces can provide experienced staff with management efficiencies, but can add a bit of complexity with multiple interfaces each with multiple menus to navigate for less experienced administrators.

Administrator Experience Analysis



Source: Frost & Sullivan

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- With built-in Android-based compute, Rally Bar has fewer components in its all-in-one design to streamline installation, configuration, and management. Combined with clever cable management capabilities in both Rally Bar and Tap, the solution offers a clean set up in the meeting room.
- Zoom Room configuration steps to pair Tap and create a Zoom Room is intuitive. Rally Bar in Appliance mode can be managed multiple ways—in the room from the Tap Room Controller, from anywhere using the Zoom Room Administrator portal and Logitech Sync cloud-based management utilities. This enables local control for the onsite administrator as well as remote technical support and management.
- Logitech Rally Bar is big and powerful. Even without extension mic pods or additional speakers, it has the appropriate audio pickup and delivery range to address a variety of mid-size room dimensions and seating configurations.
- Rally Bar supports an array of Logitech accessories that are also supported by Rally Bar Mini and Rally Plus, which enables standardization across rooms of varying sizes and streamlines inventory requirements.
- A total of 5 camera presets are supported (2 on the remote and 3 on Tap) so that administrators do not need to worry about meeting room participants physically touching the camera to adjust field of view or framing. Users can easily adjust PTZ or program settings to their specific needs using Tap or the remote control.

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- Logitech's suite of RightSense AI technology built into Rally Bar automates people tracking and framing, lighting adjustments and enhances speech clarity for in-room and remote meeting participants. RightSense AI enhances the user experience by limiting the need to adjust settings for varying room capacities and reduces routine support requests for administrators.

Con



- The sheer size and weight of Rally Bar may require professional installation services for wall mounting, which adds to cost and decreases flexibility of where it can be installed in rooms.
- An issue common to all Zoom Rooms in this form factor, in-room content sharing is performed by pairing with a user computer (or smart phone/tablet). We found this workflow to be a source of potential confusion for inexperienced hosts and in-room participants that can cause an increase in admin support tickets.

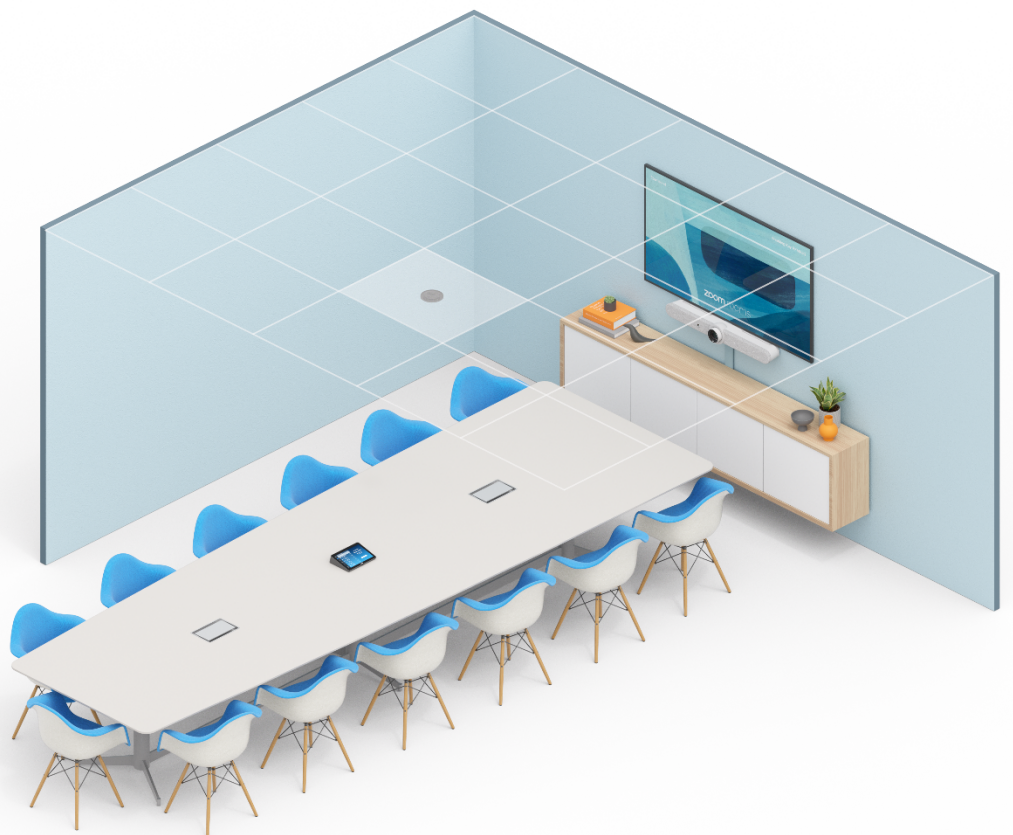
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User Experience

- During the course of our evaluation, Rally Bar demonstrated first-rate audio and video clarity for both room-based and remote meeting participants. This is the direct result of Logitech's use of the latest industry standards, a well-thought-out design and the innovative RightSense AI automation suite that makes meetings seamless with this high-end device.
- We found the Tap Controller to be easy and intuitive for meeting hosts to schedule, initiate, join and end meetings as well as for feature control (mute audio, stop video, adjust volume, manage meeting participants, etc.) The combination of tightly integrated hardware + software is evident. However, certain limitations common to all Zoom Rooms prevent Rally Bar from natively supporting full chat and content sharing functionality. These limitations are easily overcome with training and usage experience and should not present notable challenges for most users.

User Experience Analysis



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- The audio quality of the solution is excellent. Beamforming microphone arrays, acoustic echo cancellation, voice activity detection, noise suppressing AI filter and other audio technology allows users to hear and be heard clearly.
- Automated camera PTZ using Logitech RightSense technology provides smooth camera transitions. The system relies on the field of view camera to enable the PTZ camera to continuously frame people in the room.
- From the Tap Controller, room-based meeting hosts have easy, intuitive access to a range of meeting control and collaboration features, including: direct meeting initiation, invite participants, join meetings via meeting ID or personal link, presentation, list of meetings and phone calling. In meetings, the host can mute audio and video, record, Rally Bar control and framing presets, manage participants and more.
- Although there are some inherent feature access and usage inconsistencies (e.g., chat, content sharing) in Zoom Rooms, the Appliance solution set ensures computing performance and makes user computers available for note taking, content sharing, chat and more from their devices.

Con



- A known compromise for Zoom Rooms solutions is that content sharing requires another room computer or user device. From the Tap controller, hosts can initiate content sharing, which instructs the user to pair with the Rally bar via Zoom browser or desktop app from which they share their content. We did not find this process seamless, particularly in the first several uses.
- Also inherent to all Zoom Rooms, the in-meeting chat is not interactive for Zoom Room users; it is read-only. Those in the room cannot post or reply to chat messages, or click on links posted to the meeting chat displayed on the Tap controller or on the room monitor. To do so users must join the meeting from another computer or mobile device.

Source: Frost & Sullivan

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Analysis Summary

- The intelligent Rally Bar represents the future of video conferencing endpoints. Its components and functionality make Rally Bar unique in the market, and as such, it is difficult to compare its \$3,999 list price. However, we believe it is priced appropriately. Logitech has engineered Rally Bar to deliver functionality for today and tomorrow. Infused with AI and automation, and high-performance audio/video components in a modern design, the Zoom Room Appliance solution offers a wealth of deployment options and functionality. Native integration with Zoom Rooms software provides Rally Bar with the ease of installation, management capabilities, and usability that makes the Logitech solution an excellent choice to outfit mid-size Zoom Rooms.

[Click here](#) to learn more about Logitech Rally Bar in Appliance Mode for Zoom Rooms.