

How to Build Meeting Rooms That Stay Current for Years

Five Things to Get Right on Day One in Spaces That Have to Keep Evolving



Your Rooms Worked Great on Day One. That's the Problem.

The equipment did its job.

What the room is asked to do changed.

Step into almost any conference room, and everything seems fine on the surface: the hardware functions, the microphones capture audio, and meetings start without immediate issues. Each space was originally tailored to its specifications and delivered exactly what was required on day one. None of these rooms is flagged for repair, yet their ability to deliver what the business needs erodes a little more each year. That's because organizations keep asking these spaces for capabilities that were never accounted for in their original design.

Here is the pattern I've observed: You build a meeting space once, and it remains in service for up to a decade. The equipment inside it turns over every four to eight years. And the unified communications (UC) platforms running in that room need to accommodate new capabilities every few months. New hardware ships with headroom, meaning it houses processing power and sensor capability beyond what the room needs on day one, and software uses that headroom to add new features. That arrangement worked while demand grew gradually. Today's collaboration needs ask more of every room, and do so faster than ever before. And once the headroom is spent, no software update can add it back.

Interestingly, this pattern shows up in two kinds of space, but they look nothing alike.





The first is the standard meeting room: the medium and large conference rooms with a rectangular or tapered table and a fixed, familiar layout that make up much of any estate. These rooms have been overtaken by what the platforms running in them now expect, and by how people use them. Teams, Zoom, and Meet demand capture and compute power the room doesn't have.



The second is the large or multi-purpose space: divisible rooms, boardrooms, and all-hands spaces. These spaces have the same headroom gap, plus a second problem: the layout changes. A boardroom gets rearranged for classroom seating, a U-shape, or small groups, but these often require an outside integrator to custom-build the cameras and microphones for only one, maybe two layouts. Once the furniture moves, the room underperforms, and fixing it usually means calling the integrator back. A standard room that falls behind needs a new video bar with more capacity. A multi-purpose space that no longer fits how people need to use it becomes a new integration project. While they are the minority of the rooms, they require the majority of the effort.

In both kinds of rooms, IT buys headroom where it can. But platforms change every few months, while a room stays in service for years. Employees are forced to live with that headroom gap. Few of them file a ticket because the meeting still happens. It just takes more effort, and the decline in meeting experience is slow enough that no single meeting seems worth reporting. Instead, people work around problems like these:

- || Remote participants can't clearly see the people at the far end of a long table.
- || Voices blend with echo and room noise, so remote participants struggle to follow.
- || Someone walks the floor looking for an open room while booked rooms sit empty.

Over time, people book only the rooms they trust and avoid the rest. That shows up as low utilization, which gets read as a capacity problem, while the support dashboard stays clean. In the estates I review, this is the most commonly misread signal in the building.

Then AI and Hybrid Work Raised the Bar

All of this was manageable while demand grew slowly. Two changes have ended that:

AI is raising what every room has to do.

Meeting platforms used to add features a few times a year. Now they add them every month, and most of the new ones are AI features that depend on the room's cameras, microphones, and processing power. None of them wait for a hardware refresh.

Hybrid work is changing how every room is used.

People come into the office to meet, and they expect the room to work for everyone, including the people joining remotely. Divisible rooms are now standard, and movable furniture is the norm. The same space can be a boardroom in the morning and a training room in the afternoon.

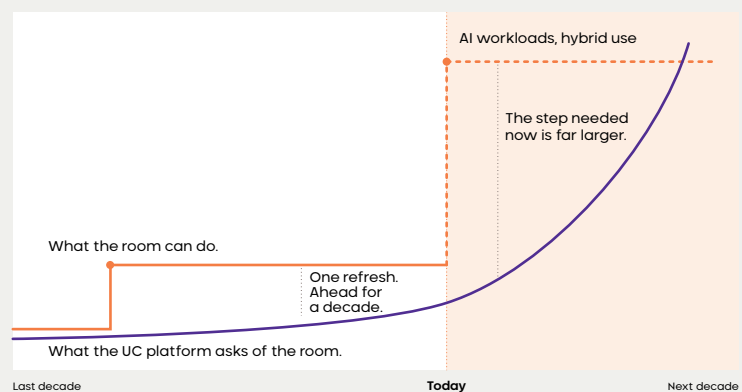
Each update leaves both kinds of room further behind. The standard room can't add the processing power or sensors the new features demand. The large space was built for one layout and now must change layout all the time. Each new arrangement needs the cameras and microphones positioned differently, and often requires another camera, speaker, or microphone to cover it. In most of these spaces, both needs mean calling the integrator back. People using the room should be able to switch layouts themselves, and adding a device should require only a cable run.

Meeting room devices have always been asked to do more over their service life, and the good ones handled it because they shipped with capacity to spare. The capacity that carried a room through the last decade, however, won't carry it through the next.

So what do you have to get right on day one? The next section sets out five things, each with a test you can apply to rooms you already own.

Room hardware can't keep that pace. In my own modeling, I use four to five years of useful life for Windows-based room systems and five to eight for Android-based systems, and many organizations keep them longer.

One refresh used to stay ahead of demand for a decade. The next one has a steeper curve to clear.



Analyst Takeaway

"Nobody is going to fund a room refresh every time the meeting platform raises the bar. What you specify on day one is the only lever you actually control."

— Craig Durr, Chief Analyst, The Collab Collective

Room-Scale Intelligence:

Five Things to Get Right on Day One

A room that has to last through several rounds of change needs more than a good spec sheet. These are the five things I'd hold any room to, each with a test you can apply to rooms you already own. Together, they make up what I call room-scale intelligence. **Five tests you can apply to a room you already own, before anyone quotes you on a new one.**



Headroom

The room's processing power, cameras, and microphones should exceed what it needs today, because the features that will matter in three years haven't shipped yet. .

THE TEST: what can this room do that nobody asks of it yet?



Extensibility

As new layouts join the rotation, adding a camera, microphone, or speaker should take a cable run, not a project.

THE TEST: can you add a camera without re-cabling the room?



Reconfigurability

Admittedly, this one is mostly applicable to your larger, high-impact rooms but it deserves to be called out as a prerequisite. Layouts change more often than the technology in the room. The people using the room should be able to switch its layout, change the camera view, and adjust basic settings themselves.

THE TEST: can someone standing in the room do all three without calling a specialist?



Platform independence

A room will outlive at least one decision about which meeting platform the company uses.

THE TEST: if you switched platforms next year, what in this room would you have to replace?



Sensing beyond audio and video

A room should measure its own conditions: air quality, temperature, humidity, light, occupancy, and utilization. Those readings tell IT and Facilities when a room is uncomfortable or unhealthy before anyone complains.

THE TEST: can this room tell you the air is stale or the temperature is off without someone reporting it?

In an earlier [analysis of AI cameras](#), I described contextual room intelligence: a camera's ability to recognize how a space is being used and frame accordingly.

Room-scale intelligence is that same principle applied to the room and the estate. It is what separates a room that can absorb the next decade from one that has to be rebuilt to meet it.

room-scale intelligence (n.) Capability that belongs to the space and the estate rather than to any device inside it, and that holds up through extension, reconfiguration, and a decade of platform change.



Rally Bar 2 and Rally System 2 Pro: Room-Scale Intelligence for Every Room

Logitech's next generation of video conferencing solutions, Rally Bar 2 and Rally System 2 Pro, answers the five criteria in two places: the layer every room shares, and the device chosen for each room. Room size still matters. A medium room and a divisible multi-purpose space will always need different hardware. What has changed is how much gets settled before anyone picks a device.

What every room gets, regardless of type

Logitech Link carries video and audio over the network cabling already in the building, so adding a camera, microphone, or speaker only takes a cable run.

CollabOS gives every device the same operating system and security foundation, built on Microsoft's Device Ecosystem Platform (MDEP), and runs Teams, Zoom, and Meet on the same hardware.

Logitech Sync manages video bars, modular systems, and room controllers from one console. More importantly, it's where IT sees the sensing data from every room. Occupancy, air quality, and temperature readings come together in one place, where IT can spot a problem room and act on it before the first ticket is filed.

That shared layer answers three of the five criteria before anyone decides what goes in a room: **extensibility**, **platform independence**, and **sensing beyond audio and video**. Each belongs to the estate rather than to a device, so each survives a refresh.

Logitech Spot brings some of this to rooms you already have. It adds sensing to existing rooms and to spaces with no video system, measuring

air quality, temperature, and whether anyone is in the room, and releasing the booking when nobody arrives. Older rooms and non-video spaces then report into Sync alongside the new ones.

The other two criteria, **headroom** and **reconfigurability**, depend on which system you deploy in the room.

What still depends on the room

Capability	Rally Bar 2	Rally System 2 Pro
Room type	Medium to large rooms with a standard layout	Large, divisible, and multi-purpose spaces
What it is	An all-in-one video bar	A modular system: Rally AI Camera Pro, two Rally Mic Pod 2s, Rally Speaker 2, and RoomMate 2 Pro
Criterion it answers	Headroom	Reconfigurability
Why it matters	Next-generation processing and built-in sensing, so a room set up today can handle what the platforms add next	People in the room switch layouts from the controller in the room, in spaces that today need an integrator. Divisible setups are configured in Sync.

Most estates need both. The question is *which rooms get which, and when.*

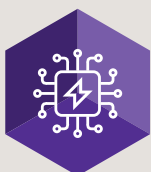
Together, the shared layer and the right device for each room pay off in three places. The next section covers each:

- || **Experience:** what employees notice the moment a meeting starts.
- || **Operations:** what IT and Facilities work with every day, from one console and the sensing data behind it.
- || **Scale:** the same approach holding steady across every room type.



What Room-Scale Intelligence Delivers

The shared layer and the right device for each room pay off in three places: the meeting itself, the team that supports it, and the estate as it grows.



Headroom



Reconfigurability

Experience: The first minute of every meeting

Employees decide what they think of a room in its first minute, and they decide it once.

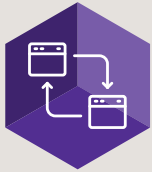
- || **Rally Bar 2 and Rally System 2 Pro** frame the room automatically, so everyone at the table is visible. Rally System 2 Pro also includes Presenter View to follow a presenter as they move.
- || **RightSound 3** focuses on the person speaking and cuts echo and room noise, so remote participants follow without straining.
- || **In divisible spaces**, end users switch the scenes to match new layouts from the Tap controller in the room, or admins do it in Sync, and the room adjusts to match.

In my experience, the first tickets to disappear are the ones IT could never reproduce, because nothing was ever broken.





Sensing beyond
audio and video

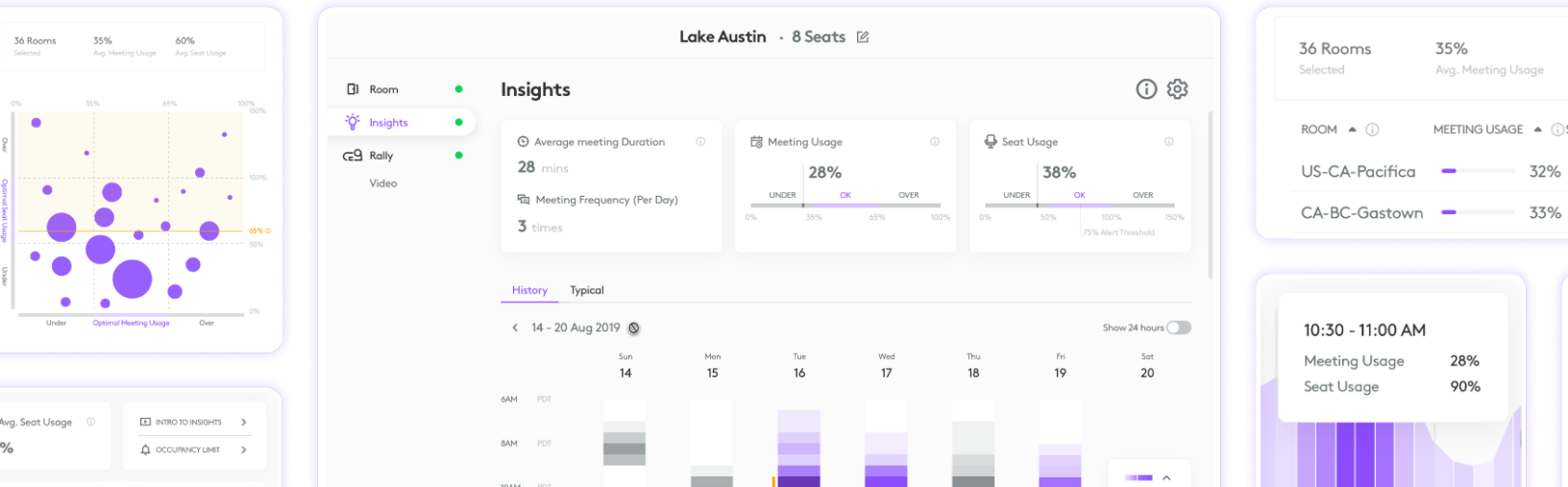


Platform
independence

Operations: One view of every room

No teams support just one room. IT and Facilities support a floor, a campus, or a portfolio, usually without knowing which rooms are in trouble until someone complains.

- || **Logitech Sync** manages every Logitech device from one console, with alerts and a ServiceNow connection, so problems show up in a dashboard instead of a complaint..
- || **Rally Bar 2** measures occupancy, air quality, temperature, and humidity. Or add Logitech Spot to older and non-video rooms and see all of it reports into Sync.
- || **Unused bookings** release automatically, so time nobody uses returns to the pool.
- || **CollabOS** gives every device the same security foundation, so the security review clears once and devices update on a common path.



Analyst Takeaway

"Ask an IT team how their rooms are doing and watch what happens. Somebody opens a console, and somebody else says the console will not tell you about the third floor. A self-reporting estate closes the gap between those two answers."

— Craig Durr, Chief Analyst, The Collab Collective



Extensibility

Scale: Every room type, one approach

No single device serves every space. What has to hold steady is how rooms are extended, managed, and replaced.

- || **Logitech Link** lets Rally Bar 2 and Rally System 2 Pro rooms add cameras and microphones with a cable run. And as a Rally System 2 Pro room scales, so can its speakers, with Rally Speaker 2 Pro and Max covering the largest spaces.
- || **Divisible setups on Rally System 2 Pro** switch from Tap, Sync, or an API, without a service call.
- || **The hardware is built with retirement in mind**, using recycled plastic across the portfolio, low-carbon aluminum in Rally System 2 Pro, and an aluminum unibody on Rally Bar 2 whose parts separate easily when a fleet is retired.



Link | CollabOS | Sync | *Different rooms, one consistent approach.*

My Verdict:

How Logitech Scores Against the Five Criteria

Logitech sponsored this ebook, so read this scorecard as one analyst's view, and hold every vendor on your list to the same five tests. Several of these criteria are table stakes in 2026. What matters is where a vendor goes further.

 Headroom	Next-generation processing and built-in sensing in Rally Bar 2	Table stakes. Every new device claims headroom. Logitech's support record is what makes the claim believable.
 Extensibility	Logitech Link adds cameras, microphones, and speakers over the network cable already in the building	Stands apart. It's new this generation, and it's the clearest difference from how most rooms are built today.
 Reconfigurability	Room layouts switch from Tap, Sync, or an API	Stands apart. Rooms that needed an integrator can now be changed by the people using them.
 Platform independence	Teams, Zoom, and Meet on the same hardware	Table stakes. Expect this from any serious vendor.
 Sensing beyond audio and video	Built-in sensors, plus Spot for older and non-video rooms, all reporting into Sync	Table stakes in new devices. Spot bringing sensing to rooms you already own is the edge.

A support record you can check:	Do you already have one of the original Rally Bars released in 2021? If so, you may already know that the Rally Bar has received 18 CollabOS updates, a move to Android 12, and support through 2030, all at no cost. That's what nearly a decade of support looks like in practice.
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Analyst Verdict

“Logitech’s next generation meets all five criteria. Where I believe it stands apart is in the two that matter most for rooms that keep changing: adding devices with a cable run, and letting people change the room themselves. If you’re planning a refresh for spaces that have to last a decade, this portfolio belongs in your proof-of-concept testing and evaluations.”

— Craig Durr, Chief Analyst, The Collab Collective



Next Steps: Where to Start and in What Order

Sequencing matters more than the size of the first purchase. Each step should inform the next.

1

Get every room into one console. Logitech Sync is the least expensive step. It works with rooms you already own and gives you a view of everything that follows.

2

Run the five tests on your priority rooms. Use occupancy and utilization data to decide which rooms to test first. Most organizations rebuild the rooms that generate complaints rather than the rooms that generate cost.

3

Start with one divisible room. Divisible and multi-purpose spaces are where the five criteria matter most. This is where Rally System 2 Pro earns its place.

4

Standardize by room type, not refresh date. A room's needs come from how it's used. Standardizing on the calendar is how organizations end up with three generations of equipment that don't work together.

The decisions that shape a meeting room are made before any equipment goes on the wall, and they're hard to revisit for years. Logitech built Rally Bar 2 and Rally System 2 Pro for organizations

making those decisions in their most demanding spaces. Get it right, and nobody thanks you. The only sign is the room people stop avoiding.

Analyst Takeaway

"I have walked into rooms eight years old that still felt current, and rooms two years old that everybody had already worked around. The difference was never the budget. It was what got asked on the day they were specified."

— Craig Durr, Chief Analyst, The Collab Collective

About Us



Craig Durr is the Chief Analyst and Founder of The Collab Collective, an industry analyst firm focused on workplace collaboration and communication. Through his work as an analyst, researcher, and keynote speaker, Craig has developed deep insight into the services, technologies, and devices that empower seamless connections between businesses, employees, and customers.

Beyond technology, Craig also researches the intricate human dimensions of work, categorizing his findings into the workforce, the workplace, and the workflows of the modern work experience. By unraveling these components, he helps to unveil the intricate interplay between technology, productivity, and business strategies essential to the future of work.



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Offers deep insights into the evolving landscape of workplace communication and collaboration, combining data-driven analysis with a nuanced understanding of the workforce, workplace, and workflows shaping today's hybrid environments. Our analysts are experts in workplace collaboration, customer experience, and employee experience technologies, as well as enterprise applications for creativity and workflow management—providing a comprehensive understanding of how these solutions drive real-world business outcomes.



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