The Logitech Guide to Video Conferencing in Every Room

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You do it every day. So do I.

I'm talking about video conferencing, of course.

Video conferencing has become synonymous with how we work. According to Fellow, **we spend an average of 11.3 hours in meetings every week**. Of those meetings, **86% have at least one remote participant dialing in**.

So it would stand to reason that organizations are generally well-prepared to accommodate these meetings. Well...not exactly. According to Omdia, only **28% of all meeting rooms worldwide have any form of video conferencing equipment**. What's worse is only **6% of those rooms are fully standardized, native rooms (e.g., Microsoft Teams Rooms or Zoom Rooms)**.

You can't ignore the meeting experience any longer. There is too much at stake between the actual cost of wasted meeting time—**$29,000 per year per employee**, according to Reclaim.ai—and the toll that wasted time has on the employee experience. To help you get moving, we've assembled a guide with everything you need to make your meetings count, regardless of room size and shape.

What are the most common room sizes and how do organizations use them?

Every organization has a variety of room spaces designated for collaboration. This not only accommodates meetings of different sizes, but different purposes as well. The more clearly you define each of your spaces, the easier it will be to equip them for video conferencing.

So what are the spaces you should start planning for? We've defined them as follows:

Huddle room

CAPACITY

2-4 people

COMMON USES

One-on-one meetings, spontaneous collaboration and brainstorming

Small room

CAPACITY

4-6 people

COMMON USES

Focused team meetings, client calls

Medium room

CAPACITY

6-12 people

COMMON USES

Larger team meetings, departmental meetings, formal client presentations, creative ideation and brainstorming

Large room

CAPACITY

12+ people

COMMON USES

Board meetings, training sessions, large presentations

Open space

CAPACITY

Dependent on location

COMMON USES

Standups, impromptu meetings and brainstorming sessions

How does room size affect the video conferencing equipment you need?

Room size directly influences how cameras, microphones, and speakers perform. The best solution for one space is likely going to differ from the others. This is why understanding the nuances of various room sizes, from small rooms to large rooms to open spaces, is critical.

Smaller rooms require wide-angle cameras to fit everyone in view, while larger rooms benefit from longer range video and audio capture, either through an all-in-one solution or a modular solution with additional components. We've broken down the equipment most impacted by room size.

Front-of-room camera(s)

A front-of-room camera is a great way to establish the focal point of any space while keeping installation simple via an all-in-one system. However, what a room requires from its front-of-room camera ultimately depends on the size of your space and the way you intend to use it. For instance, smaller rooms require less zoom from their front-of-room camera but a wider field of view. As rooms get bigger, you need more zoom but require a smaller field of view.

In addition, smaller footprints can typically capture every conversation with an all-in-one video bar. However, once you get to medium and large rooms, you often require additional cameras and/or microphones to create the inclusive feel you need from your meetings. Speaking of which...

Additional cameras

As you outfit larger rooms, you need additional cameras to complement your front-of-room camera view. You want to make remote attendees see and hear everyone like they are in the room with you having a face-to-face conversation. So when people are spread out around a long table having their conversations—and not facing the front of the room—you need to capture those perspectives as well.

There are two primary approaches to capturing additional viewpoints in a meeting room: inside-out and outside-in. What is best for you will ultimately come down to room purpose and personal preference.

The inside-out approach drops a camera and mic into the middle of the action (i.e., the table) to best capture faces and conversations. Logitech Sight, for example, complements your front-of-room camera, giving you both front and center views of meeting attendees. What makes this multi-camera system so valuable though is its smart switching capability which actively provides you with the best point of view of the speaker.

The outside-in approach puts cameras and technology all around the walls of the room, and is more geared towards larger, multi-purpose spaces (e.g., training rooms) or spaces in which there's a strong desire to keep clean tabletops with minimal technology (e.g., executive boardrooms or high-end customer meeting rooms).

Here, in addition to your front-of-room camera, you would mount cameras such as Rally AI Camera to the side and/or rear walls. These help capture the angle of any presenters or participants along a longer table.

Additional microphones

While a video bar can deliver enough audio power to support small and medium rooms, additional microphones can expand your audio coverage deeper into rooms with a bigger footprint. For your standard conference rooms, microphones such as Rally Mic Pods make a great extension to your video bar either as tabletop mics or as hanging pendants. While hanging pendants make for a cleaner aesthetic, tabletop microphones give all in-person attendees easy mute control. Logitech Sight also acts as both a video and mic extension when placed on tables from the center of the action.

With bigger, more complex rooms, you may opt for a more embedded, professional audio solution. This plays right into the clean aesthetic conversation and is ideally suited for modular rooms in which the seating format is unconventional or prone to change. Audio solutions from companies such as Q-SYS and Shure integrate seamlessly with the Logitech modular system of AI cameras, making it easy to build your ideal meeting experience.

Visual displays

Without a visual display, video conferencing is simply conference calling. The visual display not only enables you to see your remote counterparts but any shared content as well. For smaller rooms, a single display is sufficient as everyone is in close proximity to the screen. For medium to large rooms where participants are further from the screen, dual displays enable you to share participants on one screen and content on the other, helping each stand out more clearly.

What else should I consider when building my room standard?

While room size does heavily influence the video conferencing equipment you need, there are also several components that are consistent across all room sizes. These include:

Seamless meeting entry

Every meeting should be a breeze to join and manage. To deliver a consistent, one-touch join experience from room to room, consider a preconfigured room solution (e.g., Teams Room, Zoom Room, Google Meet Room) to deliver that seamless experience for the user. To do so, look for solutions that bundle or include a touch controller and sometimes a mini compute to run the room conferencing.

For a more agnostic, plug-and-play experience, you can run the user's choice of video conferencing directly from their laptop with a bring-your-own-device (BYOD) experience. You can do this via single USB-C connection by deploying Logitech Extend or Active USB Cable for your rooms.

Scheduling panels

Finding an open meeting room should be quick and easy. One way to ensure this is installing a scheduling panel such as Logitech Tap Scheduler outside every room. These make it easy to view existing meeting details and schedule new ones while LED lighting displays current room availability, making it easy to find an open room.

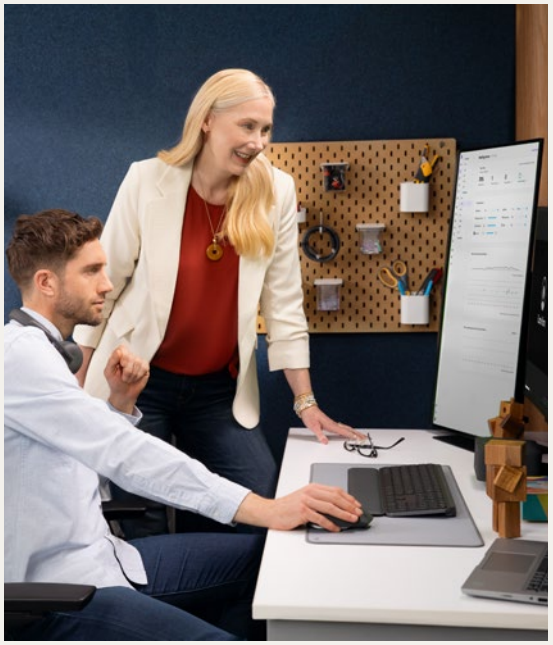
Occupancy and environmental sensors

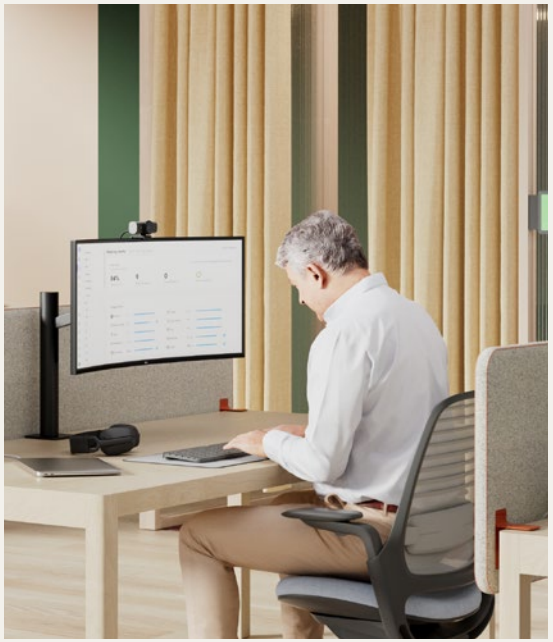
Occupancy sensors should be in every meeting as they help you understand when and for how long rooms are in use. This data enables you to better manage your spaces and help them run more efficiently. Getting additional environmental data such as temperature, humidity, and CO2 levels can give you the data you need to keep rooms comfortable and running efficiently.

How the right video conferencing solutions enhance meeting quality

The meeting experience you create should be grounded in the idea of meeting equity. Everyone, whether in the room or remote, should be able to communicate clearly and directly with one another. No exceptions.

Key to establishing meeting equity is using the right equipment in the right rooms. Only then can you ensure that everyone is seen and heard clearly, regardless of where they meet. But how else does the right equipment contribute to an elevated meeting experience? The following are the most common areas you can impact:





Quick and intuitive meeting access

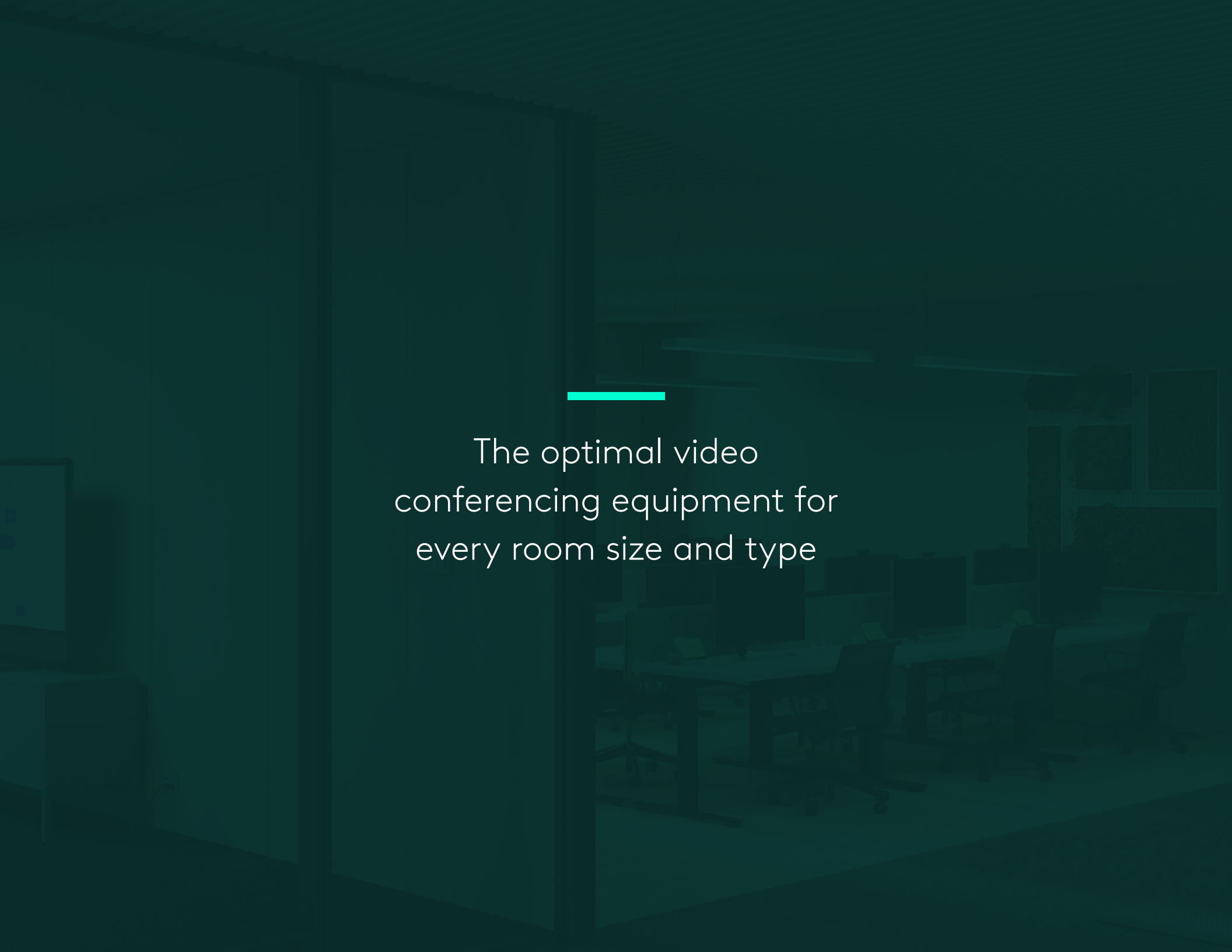
No matter which room you enter, you should have the same experience starting and managing your meeting. Deploying equipment from the same brand is a great way to maintain consistency, while standardizing across a single room solution (e.g., Zoom, Microsoft Teams, Google Meet) can further unify the experience across your rooms.

Simplified management

The right equipment is important, but using intuitive, simple, and powerful management software helps you get better visibility and control of your entire video conferencing deployment while ensuring optimal performance and uptime. With a powerful management platform such as Logitech Sync, you can manage your fleet of devices, your office spaces, and your office data and insights from one unified location to keep your office running efficiently. Not to mention, you can do all of this remotely *and* at scale.

Consistent performance

Every room in your office should deliver the same intuitive video conferencing experience with the same level of audio and visual fidelity. Any variation from one room to the next starts to erode any trust you've built up with your staff.


The optimal video
conferencing equipment for
every room size and type

Open Spaces

Huddle Spaces and Small Meeting Rooms

ADDITIONAL PRODUCTS

Logitech Tap Scheduler

Logitech Spot

Logitech Extend (for Rally Bar Huddle)
OR Active USB Cable (for MeetUp 2)

ALTERNATIVE PRODUCTS

MeetUp 2

Logitech Tap IP

Medium meeting rooms

ADDITIONAL PRODUCTS

Rally Mic Pods
Logitech Tap Scheduler
Logitech Extend

ALTERNATIVE PRODUCTS

Rally Board 65
Rally Bar Mini
Logitech Tap IP

Large Meeting Rooms

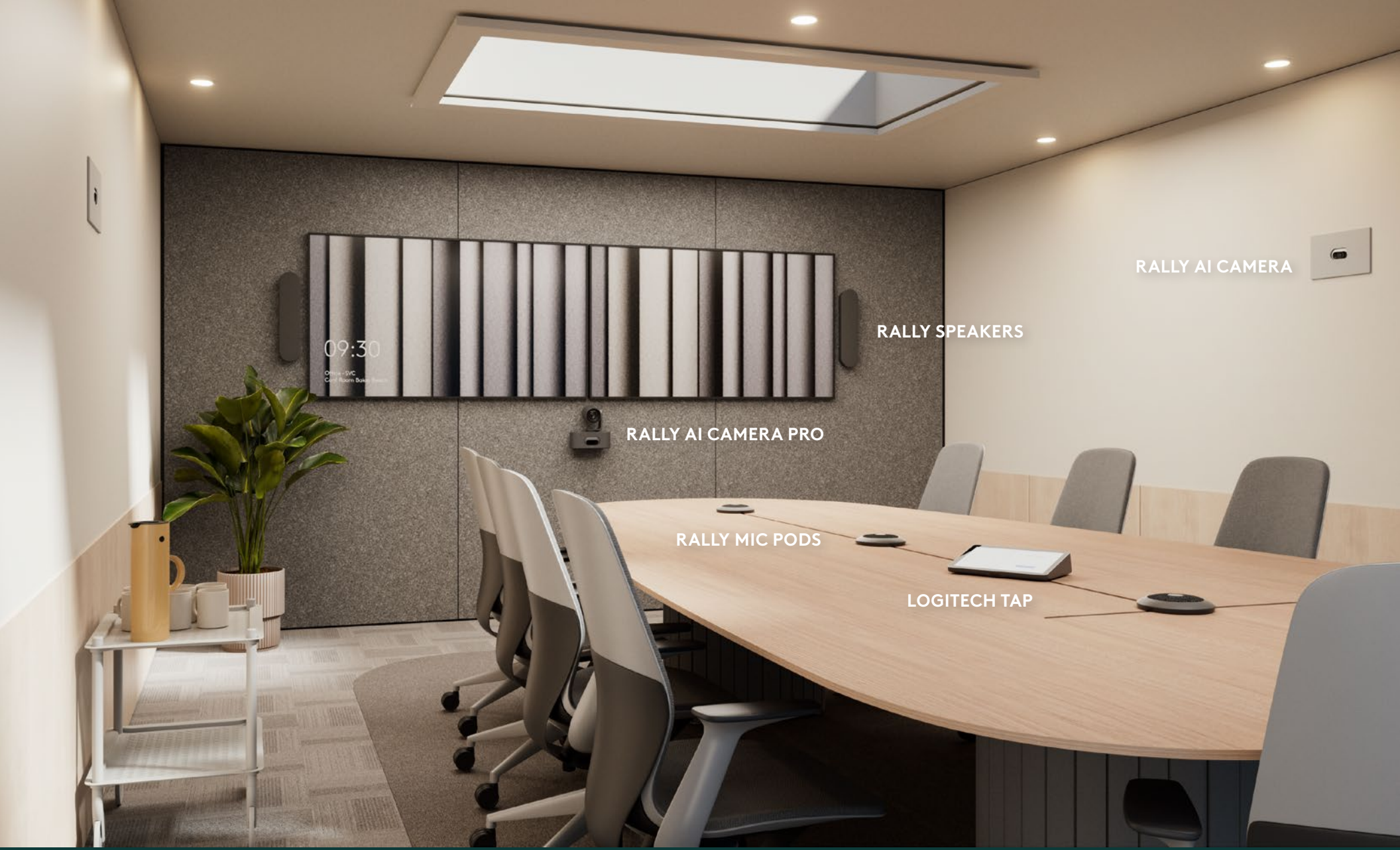
Standard Conference Room

ADDITIONAL PRODUCTS

Logitech Sight
Logitech Tap Scheduler
Logitech Spot
Logitech Extend

ALTERNATIVE PRODUCTS

Logitech Tap IP



Large Meeting Rooms

Executive Boardroom

ADDITIONAL PRODUCTS

Rally AI Camera
Rally AI Camera Pro
Logitech Tap Scheduler

ALTERNATIVE PRODUCTS

Logitech Tap IP

Large Meeting Rooms

Multi-Purpose Room

ADDITIONAL PRODUCTS

Rally AI Camera(s)
Logitech Tap Scheduler
Logitech Spot

ALTERNATIVE PRODUCTS

Logitech Tap IP
Third-party speakers and mics

Step-by-step deployment best practices for all room sizes

A consistent setup process streamlines deployment and ensures dependable performance across every location.

1.

Assess room dimensions, shape, and user behavior.

2.

Define the collaboration experiences you want in the room (e.g., what to capture, speaker location, mute access).

3.

Choose between BYOD or a room solution.

4.

Furnish room to optimize audio and video coverage and capture.

5.

Plan camera, display, and microphone placement.

6.

Select the appropriate Logitech equipment.

7.

Connect components and route cables cleanly.

8.

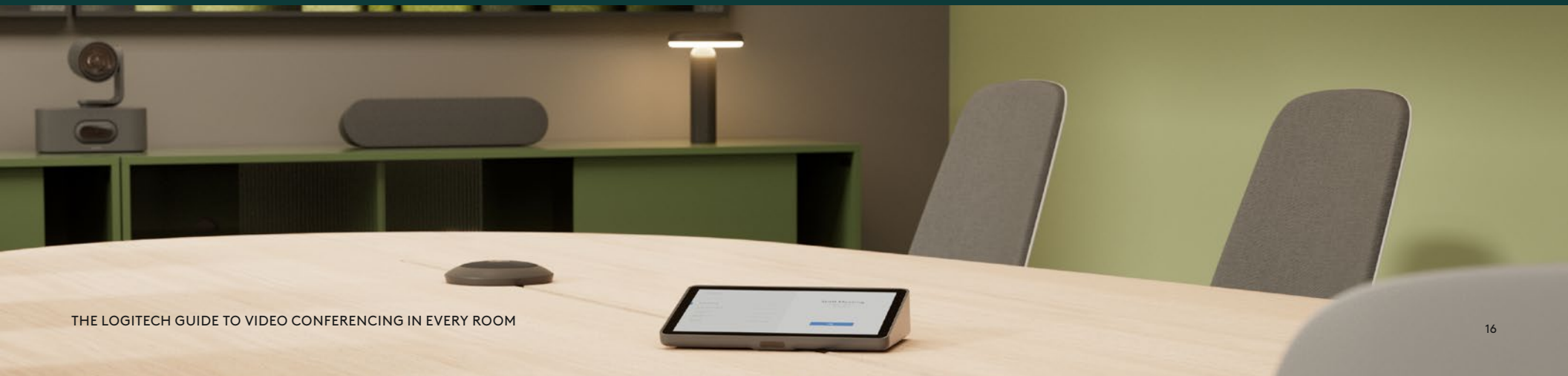
Test audio, video, and network stability.

9.

Enroll devices into Logitech Sync for monitoring and updates.

10.

Conduct a mock meeting to validate framing and sound quality.



Need help finding the right solutions for your spaces?

Configuring all of your meeting spaces can be daunting, even with a guide like this at your disposal. So for any questions that come up along the way, or if you want an expert by your side from the outset, speak to one of our solutions specialists. Your employees will thank you later.

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