



## **NEC: The Rise of the Huddle Room**

By Richard Slawsky | Contributing writer, Digital Signage Today

Businesses today are moving away from large conference rooms and toward technology-based spaces where small groups can meet and share ideas.

With business today moving at 100 MB per second or faster, companies are shedding the stodgy, slow-changing ways of the past in favor of a nimble approach where ideas are developed quickly and creativity is the new currency.

Nowhere is that shift more evident than at the corporate office. Instead of large conference rooms where ideas are presented to the board and discussed endlessly in committees, companies are adopting the use of smaller “huddle rooms” where small groups can hash out and refine ideas for quick implementation.

But what exactly is a huddle room? For the most part, it depends on who you ask, but there are some general concepts on which most people agree.

“I see a huddle room as some place, where three to six or seven people can get together, and either study or collaborate to solve whatever problem they’re working on,” said Ben Hardy, product manager for large screen displays with Chicago-based display manufacturer NEC Display Solutions.

“It likely includes a large screen and ways for people to easily connect to that screen,” Hardy said. “The goal of a huddle space is to have a way to use technology to easily be able to discuss a problem.”

page 1 \_\_\_\_\_

**NEC: The Rise of the Huddle Room**

page 2 \_\_\_\_\_

**NEC: The Rise of the Huddle Room, Continued**

page 3 \_\_\_\_\_

**Creston Mercury**

page 4 \_\_\_\_\_

**Epson Announced the World’s First 12000 Lumen 4K Projector**

**SONY - Delivering a Superior Image for Your Business**

page 5 \_\_\_\_\_

**Vaddio Launches Codec Kits for Cisco and Polycom Codecs**

page 6 \_\_\_\_\_

**What We Do - Our Services**

## NEC: THE RISE OF THE HUDDLE (CONT'D)

### WHAT'S THE USE?

How many huddle rooms are being used in the business world is difficult to quantify, but a 2015 study by Duxbury, Massachusetts-based Wainhouse Research estimates the number at about 50 million, with 30 million in the United States alone.

Considering that the concept of huddle rooms was relatively unheard of just a few years ago, those rooms are obviously filling a need.

There are a number of factors driving the popularity of huddle rooms. In addition to the need for quick decision-making and project implementation to keep a business ahead of the competition, one of the main drivers is the cost of real estate.

According to Chicago-based real estate consultant Cushman and Wakefield, the average annual rent for office space in the third quarter of 2016 was \$29.45 per square foot, up 5.5 percent compared with the same period in 2015. For tech-focused San Francisco,

annual rents are a whopping \$69.21 per square foot.

At those prices, a 20 foot-by-40 foot conference room in a San Francisco office costs a business more than \$55,000 a year. So unless that room is being used on a daily basis, much of that cost is wasted. A smaller, 12-foot by 12-foot huddle room being used on a daily basis, on the other hand, can save that bayside business more than \$45,000 a year.

Another driver of huddle rooms is the growing number of employees who telecommute. According to Carlsbad, California-based Global Workplace Analytics, the number of employees who work from home, excluding the self-employed, has grown by 103 percent since 2005. More than 3.7 million employees now work from home at

least half the time. It's important, then, for companies to not only have spaces for those workers to use when they do come in to the office, but also to have the ability to teleconference in to small group meetings.

And if a group of employees need to give a presentation to a client or upper level management in an intimate setting, a huddle room can be a place to do so.

[READ MORE HERE.](#)



"There are still places for large conference rooms, but those are better suited for broader discussions."

"If you have a lot of people, you have a lot of opinions," Hardy said. "Huddle rooms are really better suited to having micro-level discussions and trying to refine ideas."

**CRESTRON**

**Crestron Mercury™**  
Make Meetings Better

## EPSON ANNOUNCED THE WORLD'S FIRST 12000 LUMEN 4K PROJECTOR



Epson, the number-one selling projector brand worldwide, today announced the world's first 12,000 lumen native 4K 3LCD laser projector, the Pro L12000Q. Epson also adds the compact Pro L20000U to its large venue projector line, boasting 20,000 lumens of color and white brightness1 and WUXGA resolution.

Epson's award-winning Pro L-Series laser projectors are powerful performers in demanding environments, including rental and staging events, lecture halls, and digital signage installations. The new Pro L12000Q and L20000U models share the same robust, compact and lightweight

chassis that makes them easy to integrate into existing infrastructure – a breakthrough at this level of brightness. The new projectors also feature support for HDR, 360-degree installation flexibility, and a sealed light source and optical engine to protect from dust and smoke.

*"We listened intently to the leaders in rental and staging and worked hard to solve their problems by integrating requested features into these models such as backward lens compatibility, swappable interface boards, robust and compact chassis, geometry correction assist, and edge-blending assist,"* said Gavin Downey, senior product

manager, Epson America. "We remain committed to delivering the highest quality projectors to the AV industry with cutting-edge technology, and high durability."

The Pro L12000Q and L20000U are compatible with Epson's Pro L-Series lens family, including the new ultra short-throw ELPLX02 for large image projection from just a few feet away. Epson laser technology delivers remarkable color accuracy, easy set-up, and up to 20,000 hours2 of laser light source for a virtually maintenance-free solution. Epson is the first manufacturer to combine inorganic 3LCD panels with an inorganic phosphor wheel to achieve high brightness and reliability.

SOURCE  
AMSTERDAM, Feb. 6, 2018 /PRNewswire/  
-- (ISE 2018, Epson Booth #1-H90)

[READ MORE HERE](#)

## SONY Delivering a Superior Image for Your Business

### LET'S WORK TOGETHER

Sony has decades of experience in helping TV broadcasters and program makers create better-looking images – and generate bigger returns from any size operating budget.

Sony brings the same sparkle to your corporate communications, with a complete family of audiovisual presentation solutions that can help every organization inspire, inform and engage

with employees, customers and other stakeholders.

### RECEPTION AND PUBLIC AREAS

Transform the quality and efficiency of all your visual communications with BRAVIA 4K Professional Displays. Easy integration is matched with rock-solid reliability, stylish looks and very appealing running costs. Our complete digital signage solution lets you create eye-catching notices and information points, with

automated content scheduling – whether stand-alone, hosted on premises, or in the cloud. Easy integration is matched with rock-solid reliability, stylish looks and very appealing running costs. Sony's complete digital signage solution lets you create eye-catching notices and information points, with automated content scheduling – whether stand-alone, hosted on premises, or in the cloud.



## Vaddio Launches Codec Kits for Cisco and Polycom Codecs

**Now Shipping – OneLINK Codec Kits provide more freedom of choice for room design, cameras, and cloud conferencing software.**

Eden Prairie MN (Jan. 22, 2018) – Vaddio is now shipping its new OneLINK Codec Kits for Cisco® and Polycom® Codecs. OneLINK Codec Kits give room designers more camera flexibility by providing the ability to connect Cisco, Polycom, or Vaddio® cameras to codec rooms. Using Vaddio RoboSHOT® PTZ cameras in rooms with Polycom and Cisco codecs provides a broader array of camera choices including 12x, 20x and 30x optical zoom.

OneLINK Codec Kits provide an HDBaseT™ interface that extends video, power, control and network up to 328 feet (100 meters) over a single Cat-6 cable. This means Cisco® and Polycom® systems can now go into larger rooms, with more flexibility in camera and/or codec placement, while appealing to end users who want to enjoy the benefits of cloud conferencing. Vaddio OneLINK extension systems and RoboSHOT PTZ Cameras are now also compatible with the popular Cisco TelePresence® SX20 Codec.

Vaddio's OneLINK Bridge Codec Kits provide the added flexibility of connecting over USB 3.0 to any cloud conferencing software such as Google Hangouts, Skype for Business, WebEx, Zoom and others – regardless of the brand of camera or codec installed, greatly enhancing capabilities of traditional codecs.

[READ MORE MORE](#)

### ABOUT VADDIO

Vaddio, founded in 2003, designs, develops and manufactures professional quality PTZ cameras, Pro AV solutions and a full suite of Unified Communication and Collaboration systems for the audiovisual, collaboration and production markets. Vaddio solutions combine enterprise-class performance with system-configured design and are easy to install and easy to use. Backed by industry-leading support, Vaddio products enhance any AV experience by elevating the science of communication with the Art of Easy. For more information, visit [www.vaddio.com](http://www.vaddio.com) or contact 1.866.833.9373 / [info@vaddio.com](mailto:info@vaddio.com) in North America.



**BOARDROOMS AND MEETING ROOMS**  
Tighten collaboration and reduce travel costs with the easy-to-use PTZ cameras that bring employees, customers and partners together with crisp images.

**SEAMLESS VIDEO CONFERENCING**  
Multiple cables, AV switchers, video conferencing systems and other hardware are a frequent cause of wasted time and frustration in meetings, as presenters struggle with awkward wiring instead of focusing on the meeting itself. Vision Exchange eliminates these operational headaches, allowing participants to focus on the message, not the technology. Participants can share content from their own laptops, tablets and smartphones, with annotation overlaid or whiteboard images for better

and quicker communication. And Vision Exchange's remote communication capabilities allow effective collaboration to be extended to remote locations.

### ATA ARCHIVE

Safeguard your precious digital assets for the long term. Faster and more reliable than tape back-up, Optical Disc Archive is the rugged, cost-effective, future-proofed archive solution with a media lifespan that's rated up to 100 years with no special environmental control requirements. ODA grows smoothly with your business ambitions, from simple desktop backup to large-scale robotic libraries.

[READ MORE HERE](#)

**"All the technology in the office is based on Sony's 4K Professional Displays. We also use the 4K SRX-T615 projector in our auditorium and even the CCTV cameras are from Sony. We love Sony."**

**Erik Ubels**  
Director of Information  
Technology and Workplace,  
Deloitte Netherlands



## WHAT WE DO

Our markets include corporate, government, education, hospitality, healthcare, worship, and residential.



### FINANCIAL STRENGTH

CCS has a pre-approved bond limit of \$5 million per project and \$10 million aggregate bond limit.

## OUR SERVICES



Design & Engineering



Project Management



Installation & Integration



Documentation



Service & Maintenance



Leasing

## CONTACT US:



Corporate Headquarters  
17350 N. Hartford Dr.  
Scottsdale, AZ 85255



480-348-0100



jsolomon@ccsprojects.com  
www.ccsouthwest.com