HOW MAXHUB MAKES VIRTUAL TEAM MEETINGS EASIER

Adaptable solutions unlock the true potential of remote work and collaboration.

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INTRODUCTION

"Hey. Have you got a moment?"

At the start of 2020, very few of us could have known how much we'd miss these six words one day. Communicating with our team members was as simple as walking over to their desks and chatting. You could ask someone to come over to your computer to look at something, brainstorm together, and exchange ideas face-to-face.

Many of these simple communication conventions were lost when the pandemic arrived.

Anyone who could work from home did so and most professionals had to get used to virtual meetings. Instead of catching someone on their way past your desk, we sent texts, emails, or instant messages.

People started talking about video conferencing or "Zoom" fatigue – the exhaustion they felt after too many video calls. Excessive close-up eye contact, constantly seeing our own faces, moving less, and using more brainpower during calls than in normal conversations added to the fatigue.[1]

> I think that the office as we know it is over. It's kind of like an anachronistic form.
> It's from a pre-digital age. If the office didn't exist, I [would] like to ask: would we invent it? And if we invented it, what would it be invented for?

Brian Chesky, Airbnb CEO

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1   Technology, Mind, and Behavior, 'Nonverbal Overload: A Theoretical Argument for the Causes of Zoom Fatigue', 2021

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REMOTE WORK HERE TO STAY

Remote and hybrid work triggered a significant shift in how we view our relationship with work and workspaces. And it looks like these trends are here to stay.

REMOTE AND HYBRID WORK TRENDS

47%

of people are now more likely to choose family and personal life over work.[1]

21%

are quitting their jobs because of a lack of flexible working location or hours.[2]

53%

consider a move to hybrid work.[3]

Almost

30%

of full, paid working days are now done from home.[4]

18%

of all professional jobs in the U.S. are now remote.[5]

2   Microsoft, '2022 Work Trend Index: Annual Report', 2022
3   Microsoft, '2022 Work Trend Index: Annual Report', 2022
4   WFH Research,'Working From Home Around the World', 2022
5   Ladders,'Data: Nearly 20% of All Professional Jobs are Now Remote', 2022
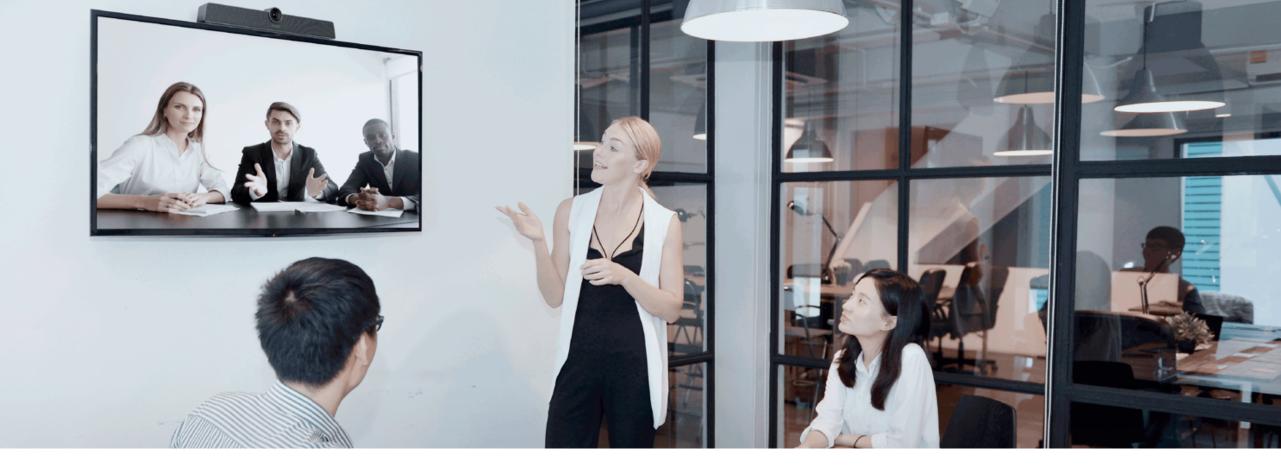
6 COMMON COMMUNICATION CHALLENGES

At MAXHUB, we recognize that choosing the right collaboration solution isn't always easy. For this reason, **we focus on creating all-in-one solutions that are truly intuitive and cost-effective**. Today's employees don't want to think about how they communicate, just as they wouldn't think about chatting to another colleague at their desk. The focus should be on the message, not the interface.

We've developed innovative ways to address six common hybrid and remote communication challenges. Let's take a closer look.

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COST OF EQUIPMENT AND SOFTWARE

PROBLEM

Remote work and video conferencing solutions are now critical tools for many businesses. Still, there are costs involved – and it can be difficult for small and medium enterprises (SMEs) affected by the pandemic to balance the related costs with operational expenses.

Research by the World Economic Forum found that SMEs have been affected far more than larger businesses in terms of:

▶ Growing demand for IT products

▶ Increased costs of new equipment

▶ IT infrastructure load

▶ Remote work[6]

SOLUTION

MAXHUB offers various affordable video conferencing solutions. At the same time, our solutions provide **market-leading features and convenience**. For example, IT Pro awarded the UC S10 soundbar a full five-star rating. "It works as either a connected solution or a standalone one, with great video and audio quality, flawless speaker tracking, and support for a wide range of popular cloud video conferencing apps," they wrote.[7]

HIGHLIGHTS

✓ Our customers can enjoy all-in-one design that integrates various functions, helping to reduce unnecessary IT costs.

✓ We take a customer-centric approach to video conferencing experiences, always aiming to deliver affordable, innovative products.

✓ Our products are user-friendly, freeing up valuable IT resources to focus on other tasks.

6   World Economic Forum, ''COVID-19 and Technology Adoption in Small and Medium-Sized Enterprises: The Impact and the Way Forward', 2021
7   IT Pro, 'MAXHUB UC S10 Review: Affordable, Versatile Videoconferencing for SMBs', 2021

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CHALLENGE 2

COMPATIBILITY ISSUES

PROBLEM

Pairing devices from different brands is a common technical challenge. A study found that the level of technical infrastructure required for remote work can create collaboration challenges. What's more, **technology without support or resources often fails to facilitate remote work**.[8]

SOLUTION

MAXHUB offers complete hardware and software solutions for remote communication and collaboration needs, removing the need for multiple devices and protocols.

HIGHLIGHTS

- We offer comprehensive solutions that take away the stress and inconvenience of compatibility issues. Our solutions are also highly compatible with other platforms, systems, and devices.

- With MAXHUB, wireless presentation is simplified with a hardware dongle with cross-platform compatibility for all major operating systems. These include iOS Airplay, Android, DLNA casting, macOS, and Windows.

- Our interactive flat panels offer more than great functionality. Paired with our other devices, they offer a complete solution for presenting, collaborating, and brainstorming.

8 Springer Nature, 'Challenges and Barriers in Virtual Teams: A Literature Review', 2020

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SCALING CHALLENGES

PROBLEM

Most video conferencing systems are designed for a certain number of participants and room sizes. This can make scaling to larger rooms and groups challenging. In turn, many businesses want to avoid investing in several systems and solutions to keep IT costs down – but they want to remain adaptable.

SOLUTION

All MAXHUB products are **adaptable and flexible**, making it easy for businesses to scale.

HIGHLIGHTS

- MAXHUB provides solutions for many different spaces, from huddle rooms to large conference rooms and more.

- We develop our own hardware and software. As a result, we're able to provide custom solutions and services to suit every possible business need.

- All MAXHUB products work together seamlessly, making it easy to match them to changing business needs.

8 Springer Nature, 'Challenges and Barriers in Virtual Teams: A Literature Review', 2020

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CONNECTIVITY ISSUES

PROBLEM

Struggling to stay connected during virtual meetings leads to frustration among employees. A Doodle survey showed, for example, that 86% of people found **a poor connection in video meetings** to be the most irritating feature.[9]

SOLUTION

MAXHUB addresses this challenge through **wireless innovations** for more efficient streaming.

HIGHLIGHTS

- We've improved the CRCP protocol and FEC algorithm to deliver **a more effective network layer interconnection** for 4K resolution. This feature increases the wireless transmission rate and keeps lag to less than 90 milliseconds, making calls smoother and more natural.

- To reduce time wasted during meetings, MAXHUB's **wireless presentation technology** makes it possible to connect up to nine devices with simultaneous display for up to four.

- X-Link Proximity technology detects MAXHUB compatible hosts for **one-click wireless sharing**. This technology allows for instant, seamless collaboration, helping employees to get more done in less time.

9 Doodle, 'The State of Meetings 2019', 2019

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CHALLENGE 5

TOO MUCH TIME WASTED

PROBLEM

Most professionals now know how to participate in video meetings. But if it takes too much time to resolve hardware or software issues, for instance, it can completely derail a meeting. Not wasting time is, of course, critical. An Asana survey of more than 10,000 professionals found that 40% were spending more time on video calls in 2022 than in 2021.[10]

Efforts to address the fatigue and frustration of online meetings have made 15-minute meetings attractive once more.[11] But repeated hardware and software challenges make this approach unfeasible for most.

The same goes for sharing documents and collaborating – a process that must run smoothly to keep meetings efficient.

SOLUTION

MAXHUB Share software integrates with a range of interactive flat panels, helping teams to **save time**.

HIGHLIGHTS

- The software facilitates **easy two-way operation**, using mobile devices to manage writing, annotating, and presenting on the panel.

- **Up to four participants can share documents wirelessly** via laptop, phone, or tablet, eliminating the need to fuss with cables and connection interfaces.

- MAXHUB's solutions offer **flexibility with various connection options**. This includes connection via X-Link, USB Type-C, MAXHUB Share application, and a hardware dongle.

10 Asana, 'Anatomy of Work Global Index 2022', 2022
11 Wired, 'The Rise of the 15-Minute Meeting', 2022

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CHALLENGE 6

VIDEO CONFERENCING FATIGUE

PROBLEM

Regardless of how popular it's become, video conferencing remains a **distant way to communicate**. Missing out on expressions and body language often leads to miscommunication. Poor video and audio quality can also strain participants, leading to fatigue. At the same time, silence, a natural part of regular communication, makes many of us uncomfortable on video calls.

SOLUTION

Years of research and development have resulted in a long list of MAXHUB patents that represent enormous **innovation in video and audio quality**. We continue to use artificial intelligence (AI) to make video conferencing more productive and less exhausting.

HIGHLIGHTS

- ● MAXHUB AI Vision tracks faces and movement, zooming in on and framing the active speaker, with support for group framing too. This feature allows for more movement during video calls, reducing fatigue.

- ● If you ever have had to move the video gallery around your screen to view documents while talking, you'll enjoy our multi-layout mode. This setting composes the video gallery into different layouts to suit your meeting needs.

- ● MAXHUB's 2D/3D de-noise algorithm and real-time video stitching create a seamless video conferencing experience.

10 Asana, 'Anatomy of Work Global Index 2022', 2022
11 Wired, 'The Rise of the 15-Minute Meeting', 2022

ENJOY THE BEST VIRTUAL MEETING EXPERIENCE WITH MAXHUB

HERE AT MAXHUB, WE FOCUS ON:

▶ **Solutions for various scenarios:** small, medium, and large meeting rooms as well as public spaces.

▶ **A total solution:** a complete offering in each scenario and better like-for-like pricing.

▶ **Design for a hybrid working world**, making communication and collaboration more efficient.

IN TURN, OUR CUSTOMERS EXPERIENCE:

▶ **Seamless communication:** Less time struggling with cables; more time spent collaborating.

▶ **Intuitive design:** Solutions developed with the corporate customer's needs in mind.

▶ **Easier use and maintenance:** State-of-the-art audio, video, and software with comprehensive support.

Worldwide, MAXHUB is boosting team creativity and productivity with our second-to-none collaboration solutions.

Let's do the same for you.

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Beyond Collaboration

Ready to embrace the possibilities of seamless collaboration with industry-leading solutions?

CONTACT US TODAY ▸