



ROOM Launches New Suite of Modular Architecture for the Post-Covid Workspace with Integrated 4K Jabra PanaCast 180° Camera

More space for less cost

In the wake of the COVID crisis, companies are searching for ways to bring workers back to the office safely while ensuring that their investments last beyond the pandemic. A rise in virtual and remote work has also highlighted the need for efficient video conferencing spaces. Even as office design has undergone countless changes in recent decades, efforts to maximize space utilization and reduce overhead costs have remained fairly consistent. This trend has finally culminated in one of the office world's most creative new design concepts: [The Meeting Room](#), a standalone soundproof meeting room for small group discussions of up to four people, featuring an integrated Jabra PanaCast 180° video conferencing camera complete with artificial intelligence.

“In light of the pressures that the global pandemic has placed on offices, ROOM’s vision of adaptive architecture is now more relevant than ever,” says ROOM co-founder, Morten Meisner-Jensen. “To accomplish this we combined the engineering and design expertise of ROOM with the one-of-a-kind Jabra PanaCast video conferencing camera, which makes The Meeting Room, the most space-efficient video conferencing room ever created, and an affordable alternative to construction.

“Most companies are scrambling for space and looking to maximize office efficiency, and as a result, the industry standard of permanent conference rooms for 8-12 people is increasingly becoming underused and potentially obsolete,” Meisner-Jensen said. “Meanwhile, over 70 percent of all meetings involve four participants or less, pointing to an enormous need for more space-efficient solutions. Now, any company can add a ready-to-use video conference room thoughtfully designed for small team collaborative work to their office in a single day, with no business interruptions or building construction required.” Each solution is more affordable than traditional construction and can be positioned in various places throughout the office, or to an entirely new location as company and employee needs change alongside the global health crisis.

No construction zone

Until now, ROOM has focused exclusively on single-person soundproof phone booths for privacy and focused work, that have exploded in popularity among offices of all sizes. The Meeting Room is the first modular solution in a growing suite of larger

THE PROJECT AT A GLANCE

Customer

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[ROOM](#) offers modular and creative architectural office solutions that foster team collaboration, individual work, and everything in between. Their popular soundproof 'phone booth' style office pods help companies of all sizes create a better work environment.

Solution: Jabra PanaCast camera

- Crystal-clear Panoramic-4K resolution
- 180° view of the room without distortion
- Intelligent Zoom technology

Benefits

- See the full picture. Hear the full story - 180° Panoramic-4K
- Increased cost-effectiveness
- Effective video conferencing even in small meeting spaces
- Easy to deploy and use -plug-and-play, instant collaboration
- Jabra PanaCast works with all leading video and audio conferencing solutions, and is Certified for Microsoft Teams & Zoom





prefabricated products from ROOM to offer an integrated video conferencing system complete with a camera and digital display. It is expected to be a best-seller.

“Now more than ever, businesses are contemplating how to provide reliable, compact, easy-to-use video conferencing meeting rooms without breaking the bank,” Meisner-Jensen continued. “Our vision for the future sees ROOM products eliminating the need for businesses to resort to construction, and our Meeting Room featuring the Jabra PanaCast accomplishes that.”

The Meeting Room can be installed in less than one day and only requires about 30 square feet of floor space. It offers a spacious interior for up to four people and silent fans replenish the air inside the meeting space every 60 seconds, 5x that of traditional conference rooms, to ensure comfort and wellbeing. The Jabra PanaCast provides a Panoramic-4K video conferencing experience so those in the room can instantly be connected to colleagues, partners and customers worldwide.

PanaCast proves best-in-class

When designing the first ROOM model to include an integrated video conferencing system, the company tested dozens of different cameras before determining that the Jabra PanaCast camera provides the simplest operation, the best ultra-wide-angle view and most user-friendly features like Intelligent Zoom that automatically includes everyone in the conversation, zooming in whenever meeting participants are present. “Only the Jabra PanaCast camera could provide a complete wide-angle view of the room’s interior,” Meisner-Jensen emphasized.

“Jabra PanaCast is a unique multi-camera array system which delivers a natural collaboration experience in Panoramic-4K video with a fully immersive 180° field-of-view coverage. It is a simple-to-use device with a built-in PanaCast Vision Processor which utilizes computer vision and artificial intelligence algorithms to synchronize, stitch and optimize three video streams from the built-in three 13 megapixel cameras in real time, to create a natural 180° field of view video without the human scale distortion found in single wide-angle or fisheye cameras.” explained Aurangzeb Khan, Jabra Senior Vice President, Intelligent Vision Systems. “It optimizes video quality across the entire field of view in real time, and works with popular video collaboration services to deliver a simple-to-use, pleasing collaboration experience.”

Designed to solve a problem

The Meeting Room is built in the U.S. and utilizes all the breakthrough design elements from the popular ROOM series

of phone booths, including sustainable soundproofing made from recycled plastic bottles, a motion sensor that turns on the fans and lights to ensure energy efficiency, a built-in ventilation system that keeps the air inside the room fresh and cool, simple connection to conference room booking systems, minimalist construction that can be taken apart and relocated to an alternative workspace, and prefabrication that lowers costs and guarantees performance and productivity, ensuring true maximization of your office real estate.

“We only include technologies and design elements that truly solve a problem,” Meisner-Jensen said. “From the Jabra PanaCast’s 180° view, to the spacing of the benches and tabletop, we’ve carefully considered every square inch of The Meeting Room to deliver a seamless, enjoyable video conferencing experience that is better than any ad-hoc solution built into an existing office or conference room.”

A win for efficiency, a win for the planet

The Meeting Room is available in both a Pro model which includes the Jabra PanaCast, and a Standard model. The Meeting Room Pro features a table with built-in electrical outlets, HDMI and USB ports, wireless in-table charging pads for mobile devices and a 27-inch HD monitor recessed into the wall above the table. The Jabra PanaCast can connect with any modern USB3.0 enabled PC or laptop in seconds, and the PCs / tablets can connect with the monitor using the in-desk HDMI and USB cables. The only external connection required is a single 120-volt plug that powers the lighting system, ventilation, monitor and internal outlets.

Their flexible meeting rooms offer a safe and convenient alternative to traditional conference rooms amid social distancing concerns, allowing employees to stay connected and productive during COVID-19. ROOM’s products are engineered with recycled materials thus minimizing the company’s environmental footprint. The Meeting Room is also available ‘open,’ ideal for impromptu brainstorming. The Open Meeting Room features the same meeting room space and functionality, just without the door. Each Meeting Room measures 92.1"H x 90.6"W x 47.2"D and is available in two colorways: light and dark. ROOM began accepting pre-orders in July 2020, with deliveries starting in October.

—For more information please visit jabra.com/business/customer-stories or contact your Jabra Account Manager.