



*Crowdbeamer is a Belgian product which enables anyone to distribute his/her digital content wirelessly to the attending audience. It does so without requiring an internet connection.*

*Simply connect your source device (e.g. laptop, tablet...) to the crowdbeamer and your presentation will be distributed among your audience using the built-in Wifi network of the device. Every attendee will be able to follow the presentation on his/her personal device. This can be a laptop, but also a tablet or a smartphone.*

## Crowdbeamer: the meeting room reviewed – how will we meet in the future? Changes in the workplace forced by CoViD-19

**We used to live in a world where doing business meant meeting each other face to face to discuss, consult and decide. Meetings were an integral and important part of the work environment and deals were struck with a handshake. But now, we can ask ourselves if we'll ever return to that world?**

**The CoViD-19 pandemic has forced us all to think about the way we live life.**

### Work environment and technology

On one hand we are being forced to reevaluate our work environment: business meetings in a small, confined space. Everyone watching the presenter giving his/her presentation somewhat attentively, that is if we're not checking our e-mails at the same time. Our eyes fixed on the monitor at the front of the room, but we're not able to make out every small detail on each slide. How can we apply social distancing measures to this environment? How can we make sure that our work is done efficiently while at the same time keeping in mind every aspect of this pandemic? On the other hand, the SARS-CoV 2 (virus) has taught us the value of modern-day technology. We've all discovered new ways of staying in touch with family, friends and colleagues through digital platforms such as Skype, WebEx, Zoom or even Houseparty. In the corporate world people are now realizing they can work together and be productive even though they are working from home. And as an added bonus traffic jams are non-existent, we all have more time to go for walks or work out and we have learned the value of having a light and flexible schedule. These new technologies turn social distancing into physical distancing, and they make the lockdown more bearable.

However, human beings have always been social creatures and there's one thing we are all looking forward to: the moment we'll be allowed to go visit family and friends again.

As a result of this pandemic, we are left searching and wondering: how will we do business in the future? Because even in the work environment, there is still a strong need for social interaction. How can we get back to that?

### Social distancing

At Crowdbeamer we believe that meeting people in person can create significant added value to your business. And we also believe that we can help you to achieve more and better interaction, while taking into account the current regulations regarding CoViD-19. Instructions on "social distancing" read: always keep 1,5 to 2 meters distance between each other. As a consequence, bigger meeting rooms will have to be used. This means that participants will be seated further away from the screen or projection and as a result, they might not be able to see the presentation anymore. This situation will undoubtedly affect your attendant's attention span and the way they interact with each other and the presenter, resulting in a decrease in efficiency and productivity.



## CHALLENGES

- Reevaluating the meeting environment while taking into account regulations surrounding the CoViD-19 pandemic
- Maximizing the use of your meeting rooms, both small and large.
- Helping employees maximize their efficiency and productivity during meetings.
- Enabling employees to be flexible in the way they meet and where they meet.
- Minimizing the (upgrade) cost for physical meetings

Crowdbeamer can easily solve this problem because it allows each individual to follow a presentation directly and in real time on their own device. You can also zoom in on the content and you're able to take snapshots to take home with you. Crowdbeamer is a mobile device with a built-in battery which allows you to quickly transfer it from one room to another. On top of that it generates its own Wifi-network. So in a strict sense, you don't need a meeting room anymore. There are actually **no limitations to where crowdbeamer can be used.**

## Meetings in open air

Spring is in the air and summer is just around the corner, so why not organize your meetings outside? Simply ask your participants to take a chair, respect the social distance and start working outside.

This means there are literally thousands of unique locations you can turn into a meeting room. From the company garden to the parking lot to the big auditorium.

Just bring your crowdbeamer and start working together. Any location on the company grounds, can now be called a meeting room.



## WHY CROWDBEAMER?

- Without the need for a physical meeting room you can present to people sitting more than 1,5 meters apart while guaranteeing excellent visibility.
- With crowdbeamer, thanks to its built-in battery and Wifi, you can turn any location into a meeting room.
- Crowdbeamer stimulates the creative use of your companies' rooms, halls, areas.
- Minimizing the (upgrade) cost for physical meetings
- Using the crowdbeamer app attendees can follow any presentation on their personal device, but also store information they find essential and add notes to your presentation.

## Flexibility and diversity

Crowdbeamer offers a flexible solution to the meeting room, not only for organizers, but also for the presenter and the attendees.

The presenter is able to share and present any type of digital content he/she chooses. From PowerPoints over Excel sheets to video. Simply connect a source to the crowdbeamer using an HDMI cable and start your meeting! The attendees can sit wherever they like and they will always have a good view of the presentation, because the presentation is streamed to their personal device. The added zoom function makes sure that no detail escapes their attention.

As a result of this setup attendees will pay more attention to the meeting topic and to the presenter. It will improve their interaction with the subject that is being discussed, with the presenter and with each other. All these qualities will lead to an efficient and productive meeting.