

# CAN YOU SEE ME NOW

## HOW A VIDEO MICROPHONE SOLUTION IS TRANSFORMING BASIC MEETING SPACES INTO COLLABORATIVE ENVIRONMENTS

It's a familiar scene: A stage, a lectern and a microphone attached to it. In the audience, a few wireless microphones float around to support comments. It's the sort of run-of-the-mill audio system that has dominated meetings for decades. However, the B2B climate has evolved rapidly and the a/v needs are far more complex with global audiences in attendance, collaborative themes in play and interactive content infused into events.

The all-in-one video microphone solution by Conference Rental (one in a portfolio of microphone options) is enhancing the meetings landscape, making communication and the presentation of content more seamless, interactive and making large-scale congresses feel more intimate. No more awkward pauses to pass the mic, no more stretching your neck to see who is speaking. Everyone in attendance at the event has their own microphone unit in front of them displaying live video or content, comment queues, accommodating voting and offering language interpretation, among features. Simply put, every seat becomes "the best seat in the house."

"What the systems provide is the ability for more of a collaborative meeting environment, whether it's making sure everyone's voice will be heard, allowing everyone to be understood, allowing everyone to offer input and allowing everyone to be able to see what content is being shared," says Andrew Murphy, Director-Rental Operations at Conference Rental.

### HOW IT WORKS

Whether you're using Conference Rental's video microphone solution or its other conference microphones, all systems are stand-alone with only one audio output. You can deploy as few as five (think: Silicon Valley-style "huddle rooms") or as many as thousands of microphones at the same time. For complex events, Conference Rental's technical staff manages deployment. Otherwise, the units are simply sub-rented to a/v companies to setup and manage.

"You don't need those big consoles that you'll see at a rock concert—all of these microphones are tethered together and you have one output going into the P.A.," Murphy says. "The cool thing about these microphones is that they daisy-chain



together so if you're talking about cabling, you just loop all of the microphones one to the next, to the next, whereas with the typical audio system you would need 100 inputs on a mixing board, plus you would need to run 100 cables to each and every individual microphone."

Overall, Conference Rental offers wired microphones, wireless microphones, microphones with voting, microphones with language channel selectors and the video microphone solution (that offers a combination of everything with the addition of a screen for displaying live feeds and content). Like the company's infrared audio distribution solutions, the receivers are secure, leveraging infrared technology immune to interference from Wi-Fi or other devices because they use light to transmit signals as opposed to radio frequencies.

### WHAT YOU CAN DO WITH THEM

**Electronic Voting:** Conference Rental's video microphone solution, and its basic-level conference microphone with voting, allow for many style voting situations, whether parliamentary voting, multiple choice, rating systems and more—all built into the base of the unit. You can assign attendees microphones or hand out IC (identification) cards during registration that they'll use to sign into a microphone station.

"You don't have to have assigned seating," Murphy says. "When people register, they can be issued an IC card, so they can sit at any microphone, sign in with their card and vote under their own name. People can have special privileges, too, where

their vote holds more weight. So, these units can accommodate complex environments and be heavily customized.”

**Speaking Queues:** The video microphone solution offers a visual speaking queue, which users can join by simply pressing a button. The units display who is speaking and when in a fair and orderly fashion, so attendees know when it’s their turn to contribute to the meeting.

**Speech Timers:** Automatic speech timers are built into the units, where after an allotted period of time, the unit will start flashing or the microphone will be switched off in a hard cut fashion.

**Video Display:** Conference Rental’s video microphones offer 10-inch personal displays with 1280x800 high resolution and support high-definition video displays. They also feature an optional digital nameplate on the back of the unit, facing outward. You can add live, automatic video tracking to the video microphone solution, where PTZ (pan-tilt-zoom) cameras automatically zoom in and track the current speaker, or display streaming video. This benefits those in the room as well as those in overflow rooms.

**Language Interpretation:** Conference Rental microphone solutions interface with language interpretation systems as well. There is also a channel selector, up to 63 channels, that allows users to listen to language interpretation with headphones. In that same way, the units operate as assisted listening devices, where if someone is having trouble hearing the P.A., they can plug in headphone and adjust the volume as needed.

#### WHO HAS USED THEM

Conference Rental provided 30 video microphones for a high profile international congress in San Francisco, replacing the need for presentation screens throughout the room. The built-in displays gave each delegate a clear view of the meeting content. Additionally, the use of the units contributed to a “clean, minimalist” event space that complimented the event’s overall messaging. Conference Rental’s infrared audio technology was also deployed to ensure interference-free sound quality for simultaneous interpretation in five languages.

The IUCN World Conservation Congress in Honolulu, Hawaii, leveraged Conference Rental’s conference microphones. More than 900 microphones were deployed to accommodate voting on 121 decisions. There were 1,500 personalized voting IC cards issued and simultaneous interpretation in 20 rooms. The system helped accommodate 10,000-plus attendees from 180 countries seamlessly.

No need to “pass the mic.”

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