



Re-imagine Meeting Flexibility: Mobile AV Innovation

Stronger Together Series: Building Scalable Enterprise AV Solutions Through Strategic Partner Collaboration

As workplace expectations evolve, so must the AV systems that support them. It's no longer enough for technology to simply work—it must flex, scale, and engage. That's why Panasonic takes a partnership-first approach to AV innovation. We work closely with strategic collaborators to design and deliver complete, experience-driven solutions that solve real workplace challenges without the complexity of traditional AV installs.

These alliances help us bring adaptable, human-centered AV systems to market faster, with seamless integration and reduced overhead for IT teams and end users alike. In this paper, we highlight one such collaboration with AV tech company Artome to showcase how mobile, modular AV solutions are transforming how businesses communicate, collaborate, and scale.

60% of enterprises plan to expand their meeting capacity using mobile AV systems



RETHINKING THE MODERN MEETING ENVIRONMENT

Hybrid work is reshaping how, where, and when teams meet—and most office spaces weren't built for this new reality. Open floor plans, hot-desking, and satellite offices offer flexibility but often lack the AV infrastructure required for high-quality collaboration.

Traditional room-based systems can be expensive, time-consuming to install, and difficult to scale. As a result, many organizations are turning to mobile, reconfigurable AV setups that don't require construction or heavy IT involvement.

In fact, recent industry research shows that over 60% of enterprises plan to expand their meeting capacity using mobile AV systems that can adapt to flexible workflows and evolving space needs¹ And they're restructuring spaces to support this shift: 75% of companies have reconfigured office layouts, with 30% prioritizing more collaborative areas and 20% adding new meeting rooms²

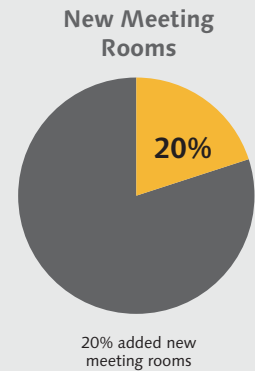
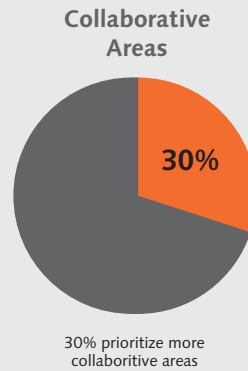
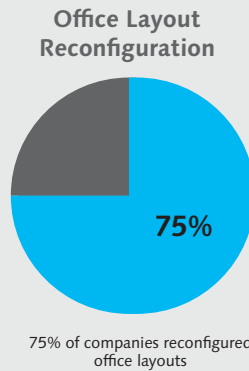
The need is clear: As companies reconfigure more of their existing spaces versus building new meeting rooms, they need mobile AV systems that can keep pace—delivering quality, flexibility, and simplicity all at once.

¹ Futuresource Consulting, "Corporate AV Trends", 2024

² Futuresource Consulting, "Understanding Enterprise AV Decision-Maker Perspectives," Futuresource-consulting.com. Accessed July 24, 2025.

Workplace Trends Towards Mobile AV and Flexible Spaces

Recent Futuresource Industry research indicates more companies are reconfiguring existing office space than building new meeting rooms.



A SMARTER SOLUTION: PANASONIC AND ARTOME

Enter the Panasonic–Artome solution: a scalable, furniture-based AV system that brings professional-grade audio and projection into any room, no installation required.

At the heart of this solution is a seamless integration between Panasonic's compact laser projectors (PT-VMZ7ST, PT-VMZ82 and PT-VMZ71 series) and Artome's mobile AV Solution. Each unit arrives pre-assembled and ready to use, with:

- Built-in sound system
- Preconfigured control interface
- Casters for mobility and repositioning

It's a true plug-and-play experience. No wall mounts. No ceiling installs. No cable runs or IT intervention. Users can roll the unit into an open space, power it up, and start presenting or conferencing in seconds.

// *Artome was born from the realization that fixed installations, though powerful, don't fit every space. Our philosophy is simple: one device, any space. Technology should not interfere with construction—it should empower people."*

– Toni Parikka, Founder, Artome

BUILT FOR THE AGILE WORKPLACE

This solution is designed to move with your teams—not the other way around. Whether it's a shared project space, a breakout area, or an impromptu client huddle, the Panasonic–Artome setup adapts instantly.

Compelling deployments include:

- **Kulosaari School, Helsinki:** An entire secondary school uses Artome to flexibly deliver hybrid and in-person learning—rolling the same unit from classroom to auditorium.
- **Outdoor Cinema Events:** Municipalities and cultural centers use Artome units for community movie nights, turning parks into theaters.
- **U.S. Classrooms with Asbestos Restrictions:** Schools modernize AV without drilling or construction, avoiding costly abatement.

And sometimes the challenge is unexpected: "We planned to rotate units between classrooms, but teachers wouldn't give them up. Apparently, once you get one, it becomes 'yours,'" says Toni Parikka, founder of Artome.



MOBILITY MEETS SIMPLICITY:
REDEFINING EVENT SETUP

According to Futuresource (2024) and AVIXA (2024), the shift toward remote and hybrid work is fueling increased demand for flexible and easy-to-deploy audiovisual solutions in the professional AV market.

The Panasonic–Artome partnership also answers another common challenge: the AV demands of internal events, community demos, or pop-up presentations.

Traditional event setups require technical staff, calibration, and a tangle of cables. But with Artome’s road-ready AV system, powered by Panasonic’s compact laser projectors, a single person can deploy a full AV setup in minutes—indoors or outdoors.

“Setup takes under 10 minutes. Our teachers love it — and won’t let go of it.”

– Hemet Unified School District, Ben Markley,
Chief Technology Officer



“ In a building with 12 meeting rooms, Artome is the most used ‘room’ we have — and it’s on wheels.”

— California-based enterprise client

CUSTOMER BENEFITS AT A GLANCE

From simplified setup to consistent performance across locations, the Panasonic–Artome solution delivers clear advantages for IT teams, end users, and organizations looking to scale AV without added complexity.

Benefit	How it Helps
Instant setup	Just roll in, power up, and go—no mounting or calibration needed
Scalable AV infrastructure	Deploy units where needed—without construction or permits
Mobile and modular	Reconfigure or relocate as team and space needs change
Reduced IT dependency	No complex AV integrations, wiring, or support headaches
Consistent user experience	Standardized equipment across multiple rooms or sites
Road-ready event support	Easy to transport, deploy, and operate for pop-ups or offsites
Premium visuals and sound	Panasonic’s trusted image quality, paired with integrated audio

Measured Impact from Customers:



95% reduction in AV setup time



25 – 40% lower rollout costs
vs fixed installs



Units used 3 – 5x more often
than fixed systems

TECHNOLOGY BACKBONE: POWERED BY PANASONIC

Panasonic's AV platform provides the foundation for every Artome deployment, offering:

- **Compact Laser LCD Projectors:** PT-VMZ7ST, PT-VMZ82 and PT-VMZ71U7 Series
- **Features that matter:** Vertical Auto Keystone (enabled a patented Artome adjustment system), wide throw ratio options, brightness for diverse spaces, and unmatched reliability.



MARKET TRENDS & FUTURE OUTLOOK

Hybrid work has forced organizations to rethink what "AV-ready" means. Spaces must be adaptable—and so must technology. Artome's mobile platform delivers exactly that: one device, any space. Clients no longer design rooms around technology; instead, they bring technology that fits every room.

"Hybrid work has changed everything. Artome adapts instantly—no rewiring, no reconfiguring. Just roll in, power on, and present." – Artome team

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// *Panasonic projectors meet the demanding requirements our customers set for performance and flexibility. They gave us the precision we needed to innovate our patented projection adjustment system."*

– Artome Engineering Team



A PARTNERSHIP BUILT ON SHARED VISION

The collaboration between Panasonic and Artome goes beyond product integration—it's a shared commitment to solving real-world challenges through scalable, user-focused AV solutions.

"The Panasonic partnership has elevated what's possible with mobile AV. Their laser projection and SDM platform give us a performance edge—while maintaining plug-and-play simplicity. This collaboration is about building the future of intelligent, integrated AV." – Artome team

Together, we are delivering a better way to work, present, and connect—with less friction and more freedom.

ARTOME