

FROM AI-ASSISTED CAMERA CONTROL  
TO FLEXIBLE LIVE VIDEO PROCESSING:

# Technology Is Key to More Collaborative Environments and More Productive Meetings

## The Rise in Meetings & Meeting Fatigue

**3X** 

Time spent in meetings and calls is [three times higher](#) than before Feb 2020.<sup>1</sup>

**78%** 

Percentage of U.S. workers spending [three or more hours per week](#) in meetings.<sup>2</sup>

## How To Achieve Better Meetings

It's clear that meetings themselves are not the problem because some workers do find their current meetings useful and claim attending more meetings would aid them in their jobs.

**55%** 

[Percentage of workers](#) who feel the weekly time spent in meetings [enhances their overall productivity](#).

**81%** 

[Percentage of workers](#) who feel [more meetings would be beneficial to their work](#).<sup>3</sup>

It's *how meetings are conducted* that influences whether employees view them as good or bad. Properly conducted meetings can serve as excellent opportunities for engaging with company leadership, increasing connections with coworkers, improving collaboration, and more.

**1/2** 

Approximately [half of meeting time is "effective, well used and engaging,"](#) and the percentage drops for remote meetings.<sup>4</sup>

Technology has played an increasingly important role in meeting effectiveness and experiences. Advanced audio-visual (AV) and information technology (IT) solutions enable businesses to create connected workspaces where employees can communicate and collaborate effectively.

**Aside from reliable internet access and adequate bandwidth, some of the AV and IT equipment that is considered essential by meeting venues include:**

**84%**

Speaker system for audio playback

**55%**

LED/Flat panel screens

**38%**

Digital signage<sup>5</sup>

Panasonic's AV Solutions can help create better meeting spaces and experiences. From cameras to ceiling microphones, Panasonic's integrated software, automation and AI-enhanced workflows, allow professionals to create and capture collaborative experiences without requiring skilled operators in the workplace.<sup>6</sup>



### PTZ Cameras

Professional camera technology enables total control over how businesses capture and experience meetings and live events.

**Panasonic's PTZ camera features include:**

- > Whisper-quiet operation
- > Auto-tracking capabilities
- > Remote-control options
- > Zoom certified models

### Ceiling Microphones

Professional audio technology ensures no word is missed during a meeting, whether an attendee is in-person or remote. **Panasonic's ceiling microphones feature:**

- > 30' x 30' coverage area
- > Automatic sensitivity adjustment
- > Native PTZ camera integration



### Switchers

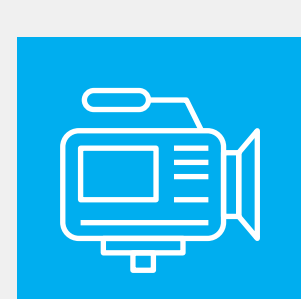
Switchers allow meeting planners to select from and switch between inputs across multiple video and audio sources and send them to the desired output device. **Panasonic's switchers feature:**

- > Multi-functional operation
- > Remote camera control options
- > SDI, NDI, and HDMI support\*

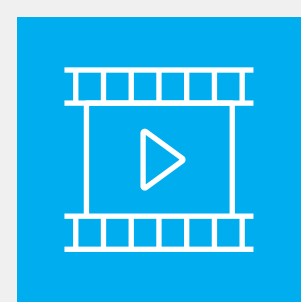
\*dependent on model

## Solutions

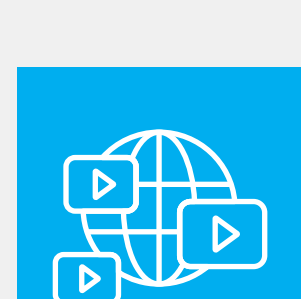
Panasonic offers various technology solutions to transform meetings and live events for businesses.



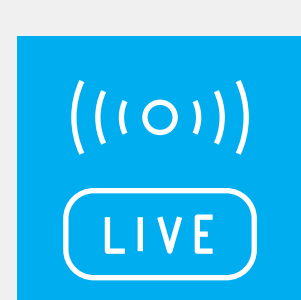
**Robotic Camera System** - Track-and-pedestal system and plug-and-play software that fully integrates with Panasonic PTZ cameras to provide broadcast-quality movement. It supports single-operator control over up to 10 camera systems.<sup>7</sup>



**Media Production Suite** - A software platform that offers a variety of functions for enhanced video quality and increased operational efficiency. By centralizing the management and monitoring of Panasonic cameras, it facilitates the streamlining of setup, management, and control.<sup>8</sup>



**PressIT** - The Wireless Presentation System is a plug-and-play solution that eliminates the need for cables and facilitates content sharing between different sources. The 360 camera speakerphone is an all-in-one web conference solution.<sup>9</sup>



**KAIROS** - A production platform offering unrestricted flexibility over input, output, and operation for live video processing needs. It allows for resolution and format-independent operation, produces 4K HDR images, and supports ST 2110 connectivity.<sup>10</sup>

**Panasonic**

<sup>1</sup> "Great Expectations: Making Hybrid Work Work." Microsoft, Microsoft, 16 May 2022, <https://www.microsoft.com/en-us/worklab/work-trend-index/great-expectations-making-hybrid-work-work>.

<sup>2</sup> "The State of Meetings 2024." Calendly, Calendly, <https://calendly.com/resources/guides/2024-state-of-meetings-report>.

<sup>3</sup> "The State of Meetings 2024." Calendly, Calendly, <https://calendly.com/resources/guides/2024-state-of-meetings-report>.

<sup>4</sup> "The State of Meetings 2024." Calendly, Calendly, <https://calendly.com/resources/guides/2024-state-of-meetings-report>.

<sup>5</sup> "IACC Meeting Room of The Future 2024." IACC, IACC, <https://www.iacconline.org/iacc-meeting-room-of-the-future>.

<sup>6</sup> "AV Solutions for Corporate." Panasonic, Panasonic, <https://connect.na.panasonic.com/av/solutions/workplace>.

<sup>7</sup> "Robotic Camera System." Panasonic, Panasonic, <https://connect.na.panasonic.com/av/video/robotic-camera-system>.

<sup>8</sup> "Media Production Suite." Panasonic, Panasonic, <https://connect.na.panasonic.com/av/video/software/media-production-suite>.

<sup>9</sup> "PressIT 360." Panasonic, Panasonic, <https://connect.na.panasonic.com/av/solutions/lecture-capture>.

<sup>10</sup> "KAIROS Live Video Production." Panasonic, Panasonic, <https://connect.na.panasonic.com/av/video/kairos-live-production>.