



Jabra GN

Transforming hybrid collaboration with advanced meeting technology

Empowering organizations with seamless AI integration and reliable performance

In a world where hybrid work has become the norm, mid-sized businesses are constantly striving to create seamless and effective virtual and in-person meetings. Traditional audio and video conferencing solutions often fall short, lacking the seamless integration, interoperability, and accuracy required to fully leverage AI platform features and functionalities.

The old adage of “garbage in, garbage out” has never been truer as organizations attempt to leverage the capabilities of their AI-powered collaboration platforms to output usable, actionable and accurate data. This POV explores how advanced AI capabilities and innovative technology can empower mid-sized organizations to overcome these challenges and enhance their collaboration efforts.

THE PROBLEM WITH CURRENT MEETING TECHNOLOGIES

Today’s hybrid working environment demands robust solutions that can bridge the gap between physical and virtual interactions. However, many organizations struggle with:

- Complicated setup and installation processes
- Frequent updates, upgrades, and replacements (i.e.: planned obsolescence)
- Inaccurate and unclear data outputs
- Poor integration with collaboration platforms like Microsoft Teams and Zoom

Statistics highlight the severity of these issues:

- 19% of meeting time is wasted due to complicated technology
- 37% of employees feel left out in hybrid meetings
- 52% are less engaged in hybrid meetings compared to face-to-face interactions

These challenges underscore the need for a reliable, accurate, and user-friendly solution to support AI-enhanced collaboration.

SEAMLESS INTEGRATION AND USER-FRIENDLY INSTALLATION

Having a “front of room” video device solution ensures an easier, cleaner, and more user-friendly installation experience. Businesses want a plug-and-play technology that mitigates the need for additional wiring, components, or add-ons, allowing immediate and efficient use with little technical complexities.

Key features to look for include:

- Plug-and-play setup with no incremental cabling required
- Certifications with platforms like Microsoft Teams and Zoom to ensure seamless integration and interoperability
- Remote meeting room management and device controls



ENHANCED MEETING EXPERIENCE WITH ADVANCED AI CAPABILITIES

Ideally, your AV technology has advanced AI capabilities support multiple video streams, including real-time blending of primary speakers, secondary speakers, and full conference room views. You want to create an immersive, almost in-person meeting experience, ensuring high levels of engagement, accuracy, and productivity that ensures everyone is seen and heard equally—irrespective of location.

Key features to look for include:

- Real-time transmission of up to three separate video streams
- People recognition for enhanced meeting accuracy and engagement
- 180° Panoramic-4K video for comprehensive room views
- Intelligent zoom and lighting optimization for clear visibility

WHY CONSIDER JABRA?

Jabra stands out by providing the most accurate outputs due to their superior audio and video capabilities that support AI in collaboration tools like Microsoft Copilot and Zoom IQ. Their close relationships with Microsoft and Zoom, for example, allow Jabra to integrate advanced AI features seamlessly. Jabra's devices, designed with more processing power than necessary, ensure they remain valuable as AI and collaboration technologies evolve. This makes Jabra the ideal choice for organizations serious about enhancing their conference room intelligence with clear, trustworthy, and premium data for intelligent meeting outcomes.

For mid-sized and enterprise-level organizations looking to leverage their AI solutions and enhance collaboration capabilities, Jabra provides a compelling, future-ready, and cost-effective solution. By addressing the key challenges of traditional meeting technologies and offering superior integration, accuracy, and user-friendliness, Jabra empowers organizations to achieve their full potential in the hybrid working environment.

