

Use case: Hospitality & workplace rental companies

Customer ABC, has a facility rental service. They rent conference rooms for groups of people who wish to organize meetings. They specifically host small groups who need to do video calls. Some of the rooms have a fixed size but others can change depending on the group size, so flexible spaces are created based on the number of participants and the meeting purpose.

Here are the challenges (Ch) that Customer ABC is facing:

- Ch 1. Since the rooms can be used for different purposes, they often need to install and uninstall the videoconferencing (VC) system, along with the other components such as the screen, the speakers and microphone...
- Ch 2. Their conference rooms are not all located on the same floor, nor in the same section. Carrying the videoconferencing system is a challenge. While trolleys can be used for such purposes, they are not practical to move between floors and between different sections of the building
- Ch 3. They require a technical and AV (audio-visual) specialist to take care of the setup and make sure all the components are properly connected and that the system is properly configured and tuned
- Ch 4. Each customer would need to use a given VC platform to establish their video call, depending on the far site they are trying to connect to. Therefore, it is challenging for Customer ABC to limit their VC system to one vendor
- Ch 5. The system should be easy to use and intuitive. The participants should be able to operate it on their own, to avoid keeping a technician in the room just in case the customer may need assistance during the call

How Silex Value proposition helps solve the customer challenges:



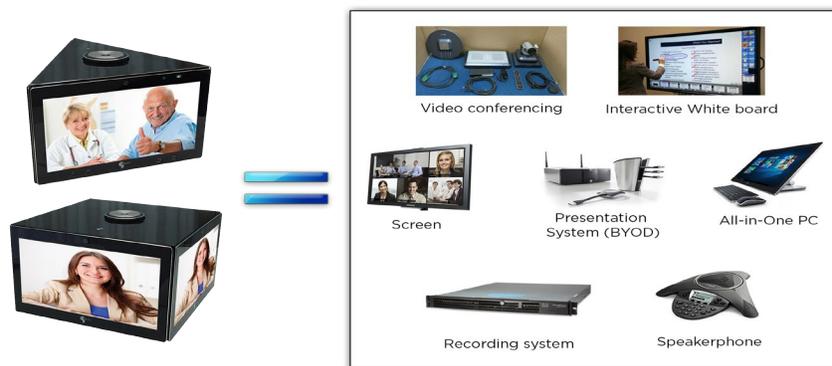
Solution to Challenge 1: Zero installation required

Silex PTE systems are all-in-one Center of Table visual collaboration devices. All the required components that may be needed for visual collaboration are integrated in a single stylish unit that is placed in the center of the table and participants would sit around it.

Silex PTE systems include all the below mentioned components, and therefore it does not require any installation. It just needs to be placed in the center of the table, plugged to a power socket and connected to the internet (physically or wirelessly).

Silex PTE main integrated components:

- A multitouch screen on each side
- A HD camera on each side (3 for Silex PTE Trio and 4 for Silex PTE Quattro)
- A Sennheiser omnidirectional speakerphone (speaker and microphone)
- An agnostic video conferencing system
- A multisided whiteboard with an annotation system
- A wireless presentation system based on Miracast and AirPlay standard wireless presentation protocols
- Recording



Solution to Challenge 2: Fully portable

Silex PTE systems are fully portable. One person can carry it and place it in the center of any small to medium meeting room table. It can be moved between rooms, floors and buildings very easily.

Solution to Challenge 3: No need for highly trained personnel

Since all components are integrated in one single device, any IT employee can take care of the installation. Tuning the solution is just about operating the unit, configuring the VC client if needed and placing the call for the customer if required.

The system is easy to use so there is no need to have highly trained employees.

Solution to Challenge 4: An agnostic video conferencing solution

Silex PTE systems are agnostic. They virtually run any VC software allowing the participants to seamlessly use the VC platform of their choice such as:

- WebRTC
- Microsoft Skype for Business
- Skype (Microsoft)
- Polycom RPD/Cloud Axis
- Avaya Equinox/Scopia
- Cisco Webex/Jabber/Spark
- StarLeaf Breeze
- Zoom
- Vidyo
- Adobe Connect
- GoogleTalk
- RingCentral
- LifeSize Cloud
- BlueJeans
- StarLeaf
- Pexip based platforms
- etc...



Solution to Challenge 5: Easy to use

Silex PTE systems are easy to use. The system operates on Windows 10 Pro, which makes it easy and familiar for participants to manipulate. The Silex PTE control interface is easily accessible and is graphical. It is intuitive and participants can learn how to use it in a few minutes. There is no complicated remote control to worry about.

Summary:

Using a couple of Silex PTE Quattro and/or Trio devices, Customer ABC can fulfill all requests from small groups upon demand. The system can easily be installed in few minutes in any room of the building by any IT employee. There is no need to worry about the platform or VC system that the client is using because Silex PTE is agnostic. The customer can learn how to use all the rich features of the system in a few minutes and be completely independent during video calls.