



Redefining the Workplace: Empowering the Next Generation of Meeting Rooms with AI

FROST & SULLIVAN VBOOK

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Rethinking Meetings for an AI-First World

The widespread adoption of AI signals a pivotal moment—AI is no longer a future consideration; it is a present-day imperative.

In a global survey of business leaders and IT decision-makers:

90% view AI as a critical enabler for achieving their organizational goals

89% say becoming more AI-enabled and data-centric is important or crucial to their organization

74% have deployed AI, ranging from pilot programs to enterprise-wide implementations, highlighting a clear shift from experimentation to execution

Source: Frost & Sullivan Global AI Survey, October 2024

The potential power of AI is most evident in the evolution of video meetings, which have become the cornerstone of modern collaboration. AI is transforming the meeting room experience, making it more engaging, efficient, inclusive, and productive.

AI-powered audio-video experiences are not just enhancing productivity—they are redefining what effective collaboration looks like in a digital-first world. As organizations invest in building high-impact spaces, meeting room modernization is fundamental to workplace transformation. Modern meetings are designed to be engaging, technology-driven, and intelligent, and AI is emerging as a critical enabler that rapidly enhances the quality and inclusivity of video meetings.

The Productivity Paradox

53% of business leaders say productivity must increase

80% of the global workforce says they lack the time or energy to do their work

Intelligence on Tap

57% of the businesses rank improving operational efficiencies as the number one benefit of AI

81% of decision-makers expect AI agents to be moderately or extensively integrated into their company's strategy within 12–18 months

73% of the decision makers say that AI is important or crucial to enhancing the effectiveness of video meetings

71% say AI is important or crucial to enhancing the audio quality in meetings

Source: 2025 Microsoft Work Trend Index; Frost & Sullivan Global ITDM Survey, July 2025



AI-Driven Features Are Expected in Meetings Today

AI features in modern video conferencing devices and platforms (Microsoft Teams, Zoom, Google Meet) are driving productivity and enhancing engagement.

BENEFITS FOR USERS

- ▶ Intelligent meeting experiences enhance personalization, boost engagement, and foster inclusivity.
- ▶ AI-enhanced audio delivers crystal-clear sound, filtering out background noise and distractions to ensure every participant is heard.
- ▶ Intelligent multi-camera switching, speaker tracking, and adaptive framing create natural and immersive meetings that bridge the gap between in-person and remote participants.
- ▶ In-meeting virtual assistants and bots automate the meeting workflow to improve efficiency and provide data insights.
- ▶ Auto-generated meeting notes, recaps, and action items ensure alignment and follow-through across teams.
- ▶ Live transcription and real-time translation improve accessibility and consistency of documentation to support workflows.
- ▶ AI-driven sentiment analysis provides users with insights on participant and content performance.

BENEFITS FOR IT

- ▶ AI-powered automation and user-friendly interfaces reduce support requests, accelerate user onboarding, and drive utilization.
- ▶ Granular policy controls safeguard meeting access and ensure AI features comply with organizational standards.
- ▶ Real-time analytics and diagnostics ensure reliability, minimize disruptions, and reduce downtime.
- ▶ AI helps automate routine and repetitive tasks like software updates, patch management, and system monitoring.
- ▶ Utilization data and room analytics optimize meeting spaces, track technology adoption, and guide deployment decisions.





73% say adoption of Agentic AI is important or crucial to their organization's success



86% say they will favor vendors demonstrating a firm commitment to an AI-powered roadmap

Source: Frost & Sullivan Global ITDM Survey, July 2025

Drivers of AI Implementation



Base: n=693

What are the main drivers for implementing AI technologies in your organization? (Multiple responses allowed).

Source: Global State of AI Survey, 2024

Pillars for Effective Room-Based Meetings: The Three Cs

In today's hybrid-first world, the meeting room has evolved from a static space into a dynamic innovation hub. At the heart of this transformation are the three Cs—**Content, Collaboration, and Control**—which now intersect powerfully with AI to redefine how we meet, share, and collaborate.



CONTENT: Smarter Sharing, Seamless Access

Content plays a crucial role in meetings, particularly as remote and hybrid work has become the norm.

- ▶ Frictionless content sharing and distribution of high-quality presentations, documents, videos, and live feeds drives engagement, enhances understanding, provides structure, facilitates follow-up, and accelerates decision-making.
- ▶ With AI, content isn't just shared—it's contextual, accessible, and actionable.
- ▶ Unified content delivery ensures that everyone sees the same thing, whether in a meeting room, classroom, or remote location.



COLLABORATION: Inclusive, Adaptive, and Effortless

Collaboration brings people together to achieve shared goals effectively.

- ▶ Collaboration combines the strengths of diverse talents, sparks innovation, increases efficiency (teamwork vs individual), improves outcomes, encourages learning, and builds stronger relationships.
- ▶ By embedding intelligence into the collaboration workflow, AI helps teams connect more meaningfully and efficiently while ensuring that remote participants can see and hear clearly, creating a more natural experience.



CONTROL: Automation That Anticipates Needs

Control is about seamless operations, for enhanced productivity, security, and a positive user experience.

- ▶ Control encompasses meeting flow and focus (scheduling, moderation tools), security and privacy (waiting rooms, password protection, feature access, participant admittance), and the user experience (lighting, climate, and AV settings).
- ▶ Appropriate control technology enables seamless operational functions through intuitive interfaces that simplify/manage complex workflows and systems.
- ▶ AI creates environments that intelligently respond to people, not the other way around.



Creating High-Impact Experiences: The Role of AV in AI-Powered Meeting Spaces

As organizations modernize their workplaces, there's a growing shift toward “high-impact spaces”—meeting environments designed to deliver elevated user experiences and measurable collaboration outcomes.

High-impact spaces go beyond traditional AV setups. They are intelligent, dynamic hubs that support hybrid work, foster engagement, and drive productivity through professional AV technologies and smart control platforms.

Today AV systems have transitioned from hardware-heavy, standalone solutions to software-driven, plug-and-play platforms that operate on standard IT infrastructure. As a result, unified communications (UC), cloud conferencing, and networked AV are now increasingly converging into a single IT infrastructure, bringing the benefits of scalability, centralized control, and enterprise-grade security. This convergence creates the ideal foundation for AI to be deployed at scale, enabling smarter, more responsive meeting environments.



The **evolution of high-impact spaces** has been made possible by the convergence of AV and IT.



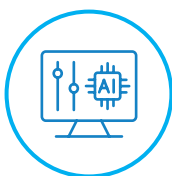
The Synergies Between AV, IT, and AI

Transforming Modern Meeting Spaces

AI is the intelligence layer that transforms meeting rooms from static spaces into adaptive ecosystems to power



Voice recognition
for speaker tracking,
transcription, and voice
commands



Video intelligence for
auto-framing, facial
recognition, and gesture
detection



Environmental
awareness through
occupancy sensors and
noise suppression



Automation that adjusts
lighting, camera angles,
and audio levels based
on real-time context

AI is only as good as the data it receives. In the meeting room, high-fidelity audio and video serve as the eyes and ears, capturing the environment with clarity and precision. These inputs allow AI—acting as the brain—to interpret, learn, and respond in real time.

- ▶ Audio: Clear, high-fidelity audio for accurate speech recognition and voice-based control
- ▶ Video: High-resolution, well-framed video capture enables facial recognition, gesture tracking, and participant framing

Ultimately, AV serves as the sensory infrastructure of the intelligent meeting room. When integrated into modern IT networks, it becomes the foundation for AI-driven collaboration, powering everything from real-time translation to intelligent automation.

Maximize Technology Impact Through Holistic Deployment

When it comes to outfitting meeting spaces—whether large boardrooms, mid-sized meeting spaces, or small huddle rooms—the effectiveness of deployment hinges on a strategic approach that prioritizes scalability, user experience, and long-term value. A holistic deployment unlocks far more than just operational efficiency—it creates a foundation for scalable innovation, consistent user experience, and long-term ROI.

Why Standardization Matters

Standardizing a primary technology vendor across meeting spaces delivers significant benefits:

- ▶ Streamlined sourcing and service support: Simplify procurement, asset tracking, and vendor management with unified SLAs
- ▶ Consistent device management and security: Enable centralized administration and uniform security protocols across the meeting room ecosystem
- ▶ Unified user experience: Reduce the learning curve, boost adoption, and minimize support requests

Future-Proofing

- ▶ A holistic deployment strategy ensures that technology investments remain adaptable and future-ready:
 - ▶ Firmware updates: Integrate new features and enhancements without replacing hardware.
 - ▶ Modular hardware upgrades: Easily integrate new components—such as cameras, microphones, speakers, and control interfaces—to expand capabilities as needs evolve.

Use Cases

This approach is especially impactful in environments where consistency, scalability, and high performance are critical:

- | | |
|--------------------------------------|--|
| ▶ Executive boardrooms | ▶ Higher education lecture halls |
| ▶ Training rooms | |
| ▶ Multi-purpose collaboration spaces | ▶ Government and public sector meeting rooms |

A **holistic deployment** unlocks far more than just operational efficiency.

Solution Spotlight: Crestron Sightline

Crestron Sightline, Crestron's flagship full-room solution, uses AI-driven automation, intelligent video, and spatial audio to ensure every participant—remote or in-room—feels equally present and engaged. It integrates AI-enabled 1 Beyond cameras, beamforming microphones, and content sharing to create a seamless and inclusive collaboration that delivers broadcast-quality video to remote participants.

Content

CRESTRON DM NVX AV-OVER-IP ENCODER/DECODERS

- ▶ Powers scalable, low-latency distribution of high-quality content of up to 5k across rooms, buildings, and campuses
- ▶ The Multiview feature, displays up to six different content sources simultaneously on a single display using preset layouts for control rooms, classrooms, and collaborative spaces

Collaboration

INTELLIGENT VIDEO

- ▶ 1 Beyond cameras allow communication over the network to switch between group framing the table and tracking presenters based on people entering the priority zone.

- Streamlined: Bring up to 5 cameras into your preferred video conferencing platform with a single USB connection for seamless switching
- Automatic with Visual Cues: As people enter or exit key areas, cameras switch automatically
- ▶ Automate VX with Visual AI Direction optimizes camera views of in-room participants, enabling natural interactions for remote participants.
- ▶ Multi-Camera Speaker Tracking with Facial Direction Detection ensures that up to 12 cameras work together to dynamically switch views based on where the speaker is facing. AI analyzes facial direction to ensure the selected camera captures the speaker from the most natural and engaging angle—avoiding awkward side or back views.
- ▶ The Intelligent Video Room Designer provides a no-code tool for planning AV setups, including furniture placement simulation, microphone auto-population, and scenario recalls or presets for different room configurations.



Solution Spotlight: Crestron Sightline

Crestron Flex Video Conferencing offers a choice of all-in-one tabletop or front-of-room devices for Teams and Zoom Rooms, providing high-performance audio-video collaboration and wireless conferencing.

- ▶ Delivers consistent user and management experience from simple one-touch rooms to custom spaces of any size
- ▶ Supports native Microsoft Teams Rooms and Zoom Rooms while enabling BYOD flexibility
- ▶ Enhances collaboration through superior audio clarity and intelligent audio, which enables accurate transcription, translation, and participant identification

Crestron AirMedia offers easy wired or wireless sharing from a device of the user's choice. It connects via USB-C or HDMI and requires no software installation or complicated setup.

Control & Management

- ▶ **Crestron Control** allows for advanced room controls for easy, one-touch join and simplified automation of meeting features, devices, and the room environment.
- ▶ **XiO Cloud management** platform simplifies provisioning, monitoring, and managing Crestron and third-party devices with real-time alerts, remote updates, and insights.



Crestron Sightline and AVI-SPL Services

AVI-SPL + Crestron = A Complete Meeting Experience

- ▶ Crestron partners with AVI-SPL to offer AI-driven meeting room solutions that empower IT teams with the tools needed to ensure better business outcomes while meeting their ownership, control, and security needs.
- ▶ AVI-SPL services deliver an end-to-end experience for room design, deployment, management, and optimization of Crestron's AI-driven collaboration solutions.
- ▶ Organizations benefit from a consistent user experience in every room.

AVI-SPL's VR Design Services accelerate the design and validation process for high-impact meeting rooms.

- ▶ VR-based design service allows teams to prototype and visualize Crestron technology deployments within a virtual model of your meeting spaces.
- ▶ The solution ensures that room-based technologies are optimally placed and configured before deployment, reducing risk and speeding up implementation.

In addition, the **AVI-SPL Symphony collaboration experience management platform** integrates with Crestron XiO Cloud. This integration powers monitoring data from Crestron devices, as well as XiO Cloud itself, providing a unified view of your environment and ensuring that investments and resources are optimized in the era of hybrid work. You can:

- ▶ Know if a device is unreachable or if a setting has been changed before impacting users
- ▶ Access historical Crestron deployment data for future decision





Call to Action: Key Steps for Successful Meeting Room Transformation

Whether you're an IT decision-maker planning your next AV upgrade or a business leader rethinking your hybrid workplace strategy, embracing AI within the framework of Content, Collaboration, and Control is the key to unlocking the full potential of your meeting spaces.

- ▶ Let AI do the work to **automate and simplify** meetings
- ▶ Seamlessly **integrate physical and virtual** touchpoints to enhance in-room experiences
- ▶ Empower **inclusion and contribution** through engaging remote participant experiences
- ▶ Simplify **manageability and scalability** with intuitive controls
- ▶ Ensure **reliability and performance** through proactive insights
- ▶ Standardize on a technology provider for **consistent experiences** across room sizes and types
- ▶ Partner with a trusted global **professional and managed services provider** that takes the burden off your support teams
- ▶ Pursue **sustainability** through upgradable hardware and software

Explore [Crestron Meeting Room Solutions](#), [AVI-SPL Services](#) and [AVI-SPL Symphony](#)



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