



# BUILDING A BYOD MEETING SPACE

WITH THE STEM ECOSYSTEM™ AND AIRTAME

**T**he primary building blocks to video conferencing systems are deceptively simple: audio, video, and a computer to run them and make the calls. Scaling that model while keeping the flexibility workers need to get the most out of their conference calls is where the true difficulty lies. As more offices transition to a hybrid work model, IT managers are on the hunt for tech solutions that offer the kind of scalability and flexibility needed to create modern, BYOD conference rooms for users across their organization. To help ease this process, we created a guide to break down what you need to know about BYOD spaces, the equipment you need to create them, and how to get your BYOD space up and running in no time.

## HOW THE MODERN HYBRID WORKPLACE HIGHLIGHTS THE NEED FOR BYOD

**V**ideo conferencing has revolutionized the way people communicate, whether it be with instructors, clients, or colleagues. As more companies switch to a hybrid work model, the deficiencies of existing conferencing systems for thousands of organizations come to the surface. When using their workplace conference rooms, users want a hassle-free conferencing experience free from technical disruptions. They want the ease and familiarity of starting and participating in meetings using their personal devices, but with the quality of professional audio and video devices offered by a dedicated conferencing space.

Oftentimes what they find instead is a limited system that requires either a complicated and error-prone setup or one that limits their ability to use their own device. To provide users with the optimal conferencing experience, IT managers need to equip meeting rooms with solutions that offer the flexibility their users need with an effortless setup process.



## STRIKING A BALANCE BETWEEN DEDICATED PC & BYOD SETUPS

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ost conferencing systems are set up to address users in need of a quick and hassle-free way to connect to a conference call or users in need of a conferencing system that can adapt to their personal calendar and needs.

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he reason these systems are specialized for one or the other is that conferencing systems are often a complex arrangement of different parts that each require one or more physical connections to work together. The video elements including displays and cameras, audio, and the computer that runs the conferencing software all need to be connected in order for the conference system to function correctly. The rigidity of these systems means that businesses can either opt for convenience, through the use of a dedicated computer where connections are pre-made, or flexibility, by allowing users to bring their own device (BYOD) but have to make the connections themselves each time. While these arrangements can work under certain circumstances, neither are ideal for the flexibility needed in shared conferencing spaces.





## THE AIRTAME HYBRID CONFERENCING SOLUTION

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he Airtame Hybrid Screen Solution approaches conferencing in a unique way that brings the best of both worlds: it gives users the platform flexibility of BYOD setups, while also providing the stability and convenience of having a dedicated computer in the room which is plugged into the display, camera and audio peripherals.

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o start a video conference with Airtame, users walk into an Airtame-equipped meeting space, and use the Airtame App to essentially “cast” the meeting up to an Airtame Hub device. All they have to do is open the app on their laptop, and press “Join Call”. The Airtame app sends the meeting info from the user’s calendar, over to the Airtame Hub and the Hub joins the call.

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he Airtame Hub is connected to the display, camera and audio peripherals so the user never has to worry about plugging additional hardware into their laptop (it’s completely software-driven), or stress about their laptop’s battery life or wireless signal.

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hen designing your conferencing system, you need to select the video and audio solutions that work best for the physical space where they’ll be installed and that have been tested to ensure compatibility with Airtame - solutions like the Stem Ecosystem.



## HOW STEM AND AIRTAME GRANT OPTIMUM FLEXIBILITY

**A**udio is often one of the most complex parts of the conferencing system, with connections needed for both microphones and speakers taking up valuable real estate in your room and the available data connections on your computer. Setups that require using more than one speaker or microphone typically either need a time-consuming and difficult tuning process or require an expensive integration.

**T**he Stem Ecosystem radically simplifies conference audio for both installers and users. Each of the four audio endpoints - Wall, Table, Ceiling, and Speaker - can be mixed and matched to create an ecosystem of up to 10 audio endpoints. Plus, the Stem Ecosystem Platform lets you add each device to the local network and assign devices the room while giving you access to free software tools to adjust device settings to the room's unique audio environment and verify a successful install.





**B**y pairing your Stem Ecosystem with Airtame's Hybrid Conferencing solutions, with USB connectivity from the Airtame Hub to your Stem Hub Express or standalone device, you can easily convert any collaboration space into a hybrid meeting room. The high-performance Airtame Hub is built for superior screen sharing, signage and video calls to the service of your choice. With their conferencing software Airtame Rooms, you can join video calls connecting people across locations. The perfect combination of Airtame Rooms with Airtame Hub, connected to your preferred camera, microphone and speakers, provides a consistent experience and standardized deployment in all your meeting rooms.

**A** fully functional video conferencing system is more than just the computer and audio, however. Let's talk about what you will need to create a complete Stem x Airtame conference room.





# SHOPPING LIST



## To create a successful BYOD conferencing room using the Stem Ecosystem and Airtame Hybrid Conferencing Solutions, users will need:

### + DISPLAY

To pair with your video conferencing, you'll want a good display. Depending on the room size and functions needed, you can choose from a variety of options. For smaller rooms, you can use a small computer monitor or TV display. As you get into larger rooms you can consider larger monitors such as LCD wall displays or even interactive boards.

### + USB CAMERA

There are a variety of cameras for different room sizes and based on what features you need or want. For huddle and small rooms, the Huddly IQ is a great option. For larger conference spaces more powerful cameras with a larger field of view like the AVer CAM 520 Pro would be beneficial.



**Huddly IQ**

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**AVer CAM520 PRO**

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## + AIRTAME HUB

The Airtame Hub is the hardware component of the Airtame Hybrid Screen Plan, which powers your conference calls. The Hub is wired to your display, camera and audio peripherals and is also connected to your network via PoE.

## + AIRTAME APPLICATION

You can download the Airtame App onto your device via the [Airtame website](#). With the app open, simply locate the Airtame Hub you would like to run your hybrid meeting, and press join call. You can synchronize your calendar with the Airtame App so it automatically populates the appropriate meeting information. Alternatively, you can manually enter the Teams or Zoom information.

## + BYOD LAPTOP

The user's laptop, which is used to interact with the Airtame Hub. All computer operating systems are supported to initiate a conference call on an Airtame Hub.

## + DHCP POE+-ENABLED NETWORK SWITCH or INJECTOR WITH CAT6 CONNECTOR CABLES



**Airtame Hub & Laptop**

## + THE STEM ECOSYSTEM DEVICES AND PLATFORM

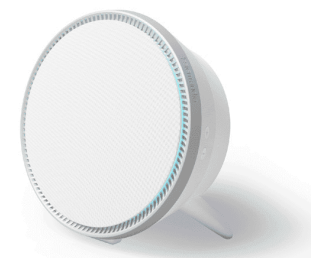
an audio ecosystem made up of six networked devices including Stem Wall and Table speakerphones, Stem Ceiling microphone array, Stem Speaker, Stem Control, and Stem Hub to bring your ecosystem all together in any meeting room for customized coverage.



**Stem Table and Wall** are conferencing speakerphones with PoE+ and USB type B connectivity options and can be used as standalone devices or in tandem with other Stem devices to expand your audio ecosystem.



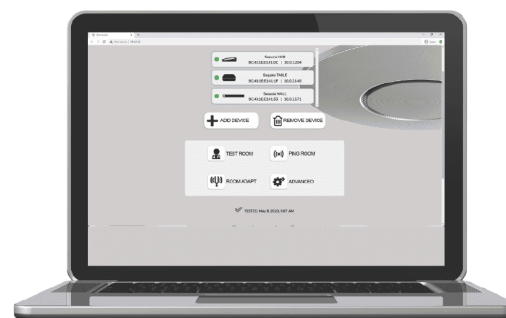
**Stem Ceiling** is a ceiling-mounted microphone array with four beam settings, dual mounting options PoE+ and USB type B connectivity options.



**Stem Speaker** is a full-range loudspeaker with three mounting options and PoE+ connectivity to expand audio output in any room.



**Stem Hub or Hub Express** is a central communication device for when you have more than one Stem audio endpoint in a room. It



The **Stem Ecosystem Platform** provides access to software tools including RoomDesign, RoomAdapt, and RoomCheck tools to assist you with designing and optimizing the performance of your Stem Ecosystem rooms and devices. The app also includes the Remote Management function to view behind-the-scenes usage statistics and reports. This platform can be accessed through Stem Control, iOS or Android app, or via HTML web browser.



**SHURE**



# WIRELESS CONFERENCING ROOM SYSTEM SETUP



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he setup processes for both the Stem Ecosystem and the Airtame Hybrid Conferencing Solutions are simple enough for anyone in the office to do in a single afternoon. Creating your BYOD conference room setup can be completed in seven easy steps:

**1**

### **Create Your Ecosystem**

The Stem Ecosystem allows you to use up to ten of our mix and matchable audio endpoints to create a fully customizable coverage area for your space. Before you buy a single item, you can use our [RoomDesign tool](#) to determine what device mix works best for your room!

**2**

### **Mount Your Setup**

Once your Airtame Hub and Stem devices have arrived, you can mount them to their designated locations.

**3**

### **Make Your Connections**

Once the devices are mounted, you can begin making your wired connections.

- Use either a PoE+ capable network switch or a PoE+ injector connected to a switch for both the Airtame Hub and your Stem devices to use for power and networking.
- If you're using a standalone Stem device, connect it to the Airtame Hub via USB.
- If you're using multiple Stem Devices, connect both the Stem Hub and the Airtame Hub to the network switch using an Ethernet cable and then connect the Hubs together using a USB cable.
- Connect the display(s) and camera to the Airtame Hub.





# 4

## Use the Stem Ecosystem Platform to set up your room.

- Assign each device to the conference room. If you previously created a room using the RoomDesign tool, you can import the file and start placing your devices within it. If not, you can use the RoomDesign tool within the platform to digitally recreate the conferencing space that will be equipped with your ecosystem.
- Use the RoomAdapt tool to adjust each device's settings to work best in the space. With a single click, RoomAdapt uses the device's onboard microphones and/or speakers to measure the room's unique acoustic properties and adjust the settings to provide you with the best audio experience possible.
- Use the RoomCheck tool to create a customized audio heatmap of your conferencing space to see if there are any audio dead zones where participants' voices may not be picked up. You can use this tool to readjust the position of your devices or map out seating arrangements.

# 5

## Download the Airtame App & Setup your Airtame Hub

Start by [downloading the Airtame App](#) and follow the instructions to name your device and connect it to your network. Then, [register or create an account](#) to add your Airtame Hub to an Airtame Cloud account. For in depth instructions on setting up your Airtame device, visit the [Airtame Knowledge Center](#).

# 6

## Configure Peripherals

After setting up your Airtame Hub and cloud account, you have to select your Stem Ecosystem to act as the audio devices on conference calls along with your chosen camera. Since you connected your Stem devices to your Airtame Hub in step 3, your Stem devices should appear under 'Microphone' and 'Speaker' - select the proper devices and press "Apply changes".

# 7

## Start Your Conference

Once the Airtame Hub and your Stem Ecosystem devices are set up, you are free to start conferencing! Just open up the Airtame App, locate your device, press 'Join Call' and start collaborating!

**W**

ith a Stem Ecosystem and Airtame-equipped meeting room, your users will walk into the room, and with just a couple of clicks, they can join a hybrid video conference meeting from Microsoft Teams or Zoom. With this setup, they'll never have to worry about selecting the proper audio and video devices, as they'll be pre-configured to work, everytime.

SHURE

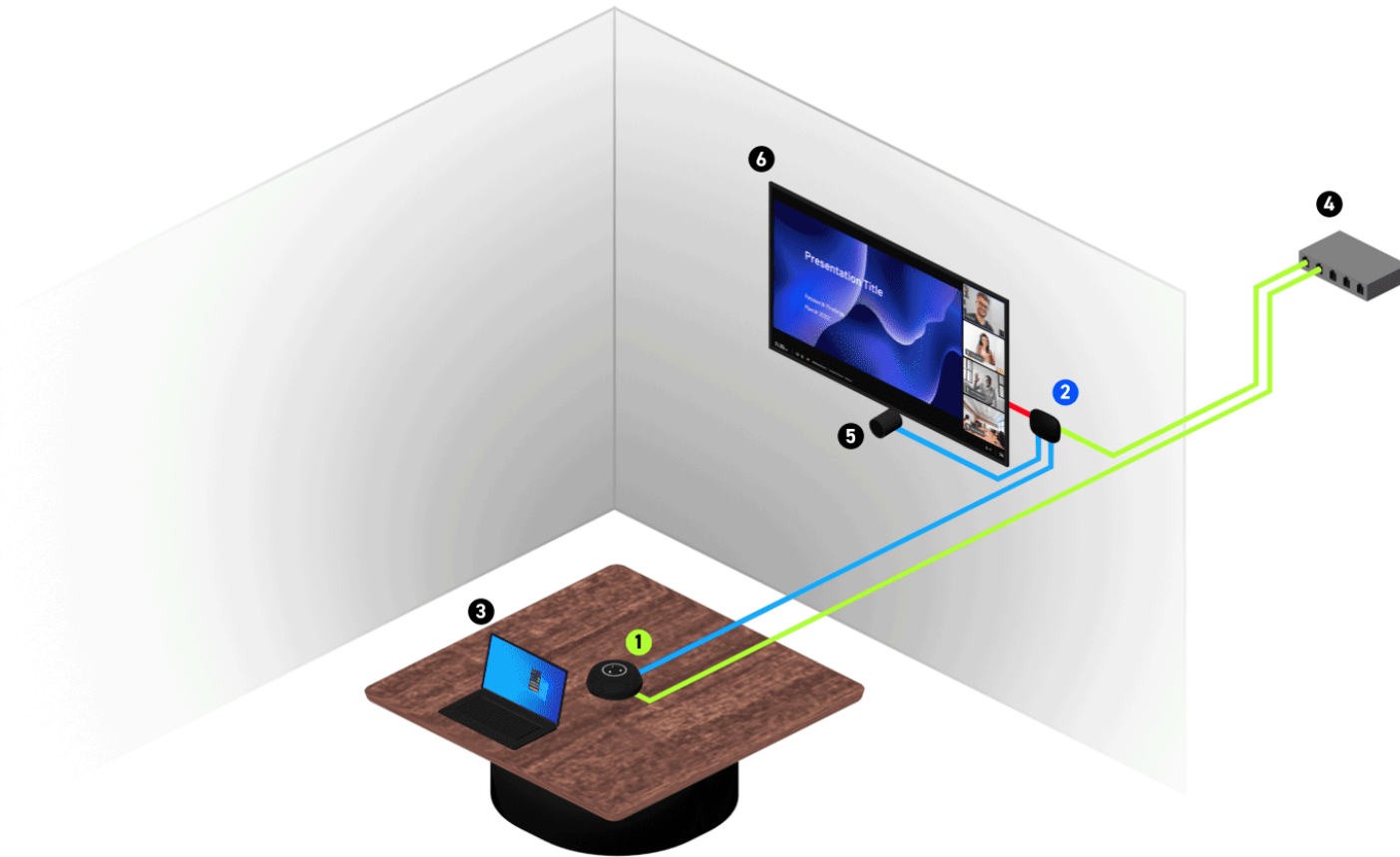


CONNECTING IT ALL TOGETHER



# SMALL CONFERENCE ROOM

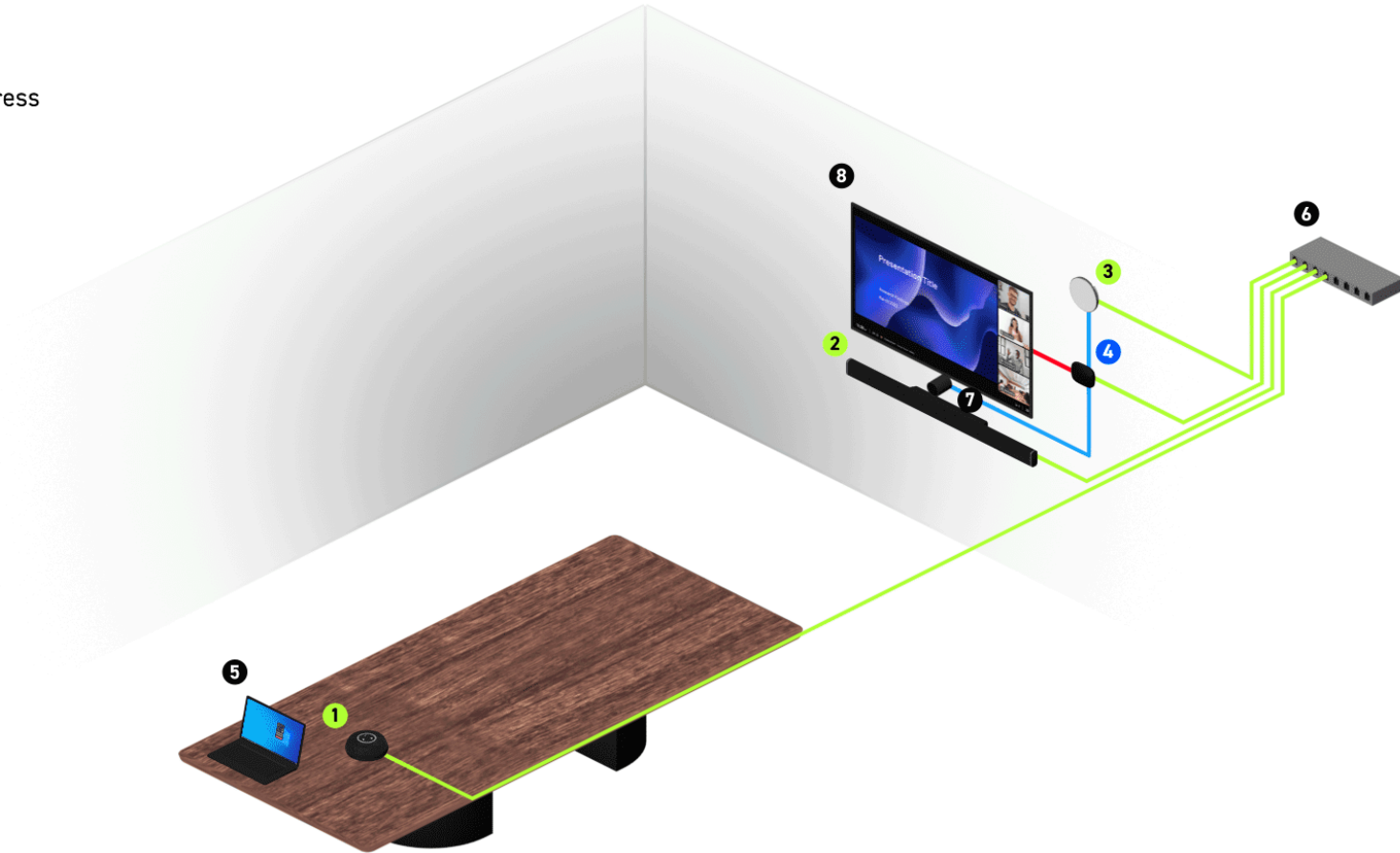
- 1 Stem Table
- 2 Airtame Hub
- 3 BYOD
- 4 PoE+ Switch
- 5 Camera
- 6 Display



- Ethernet
- USB
- HDMI

# MEDIUM CONFERENCE ROOM

- 1 Stem Table
- 2 Stem Wall
- 3 Stem Hub or Hub Express
- 4 Airtame Hub
- 5 BYOD
- 6 PoE+ Switch
- 7 Camera
- 8 Display

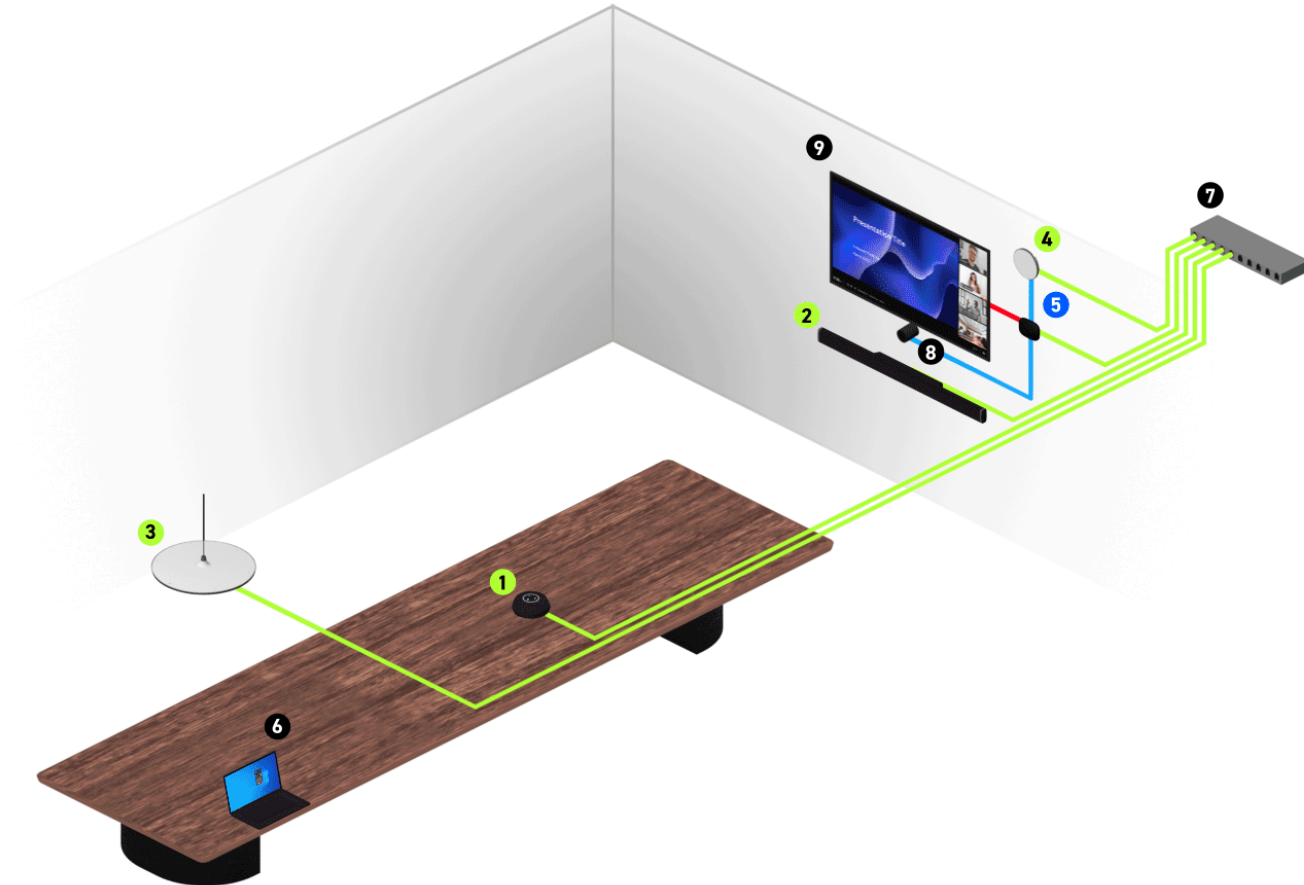


- Ethernet
- USB
- HDMI



# LARGE CONFERENCE ROOM

- 1 Stem Table
- 2 Stem Wall
- 3 Stem Ceiling
- 4 Stem Hub or Hub Express
- 5 Airtame Hub
- 6 BYOD
- 7 PoE+ Switch
- 8 Camera
- 9 Display

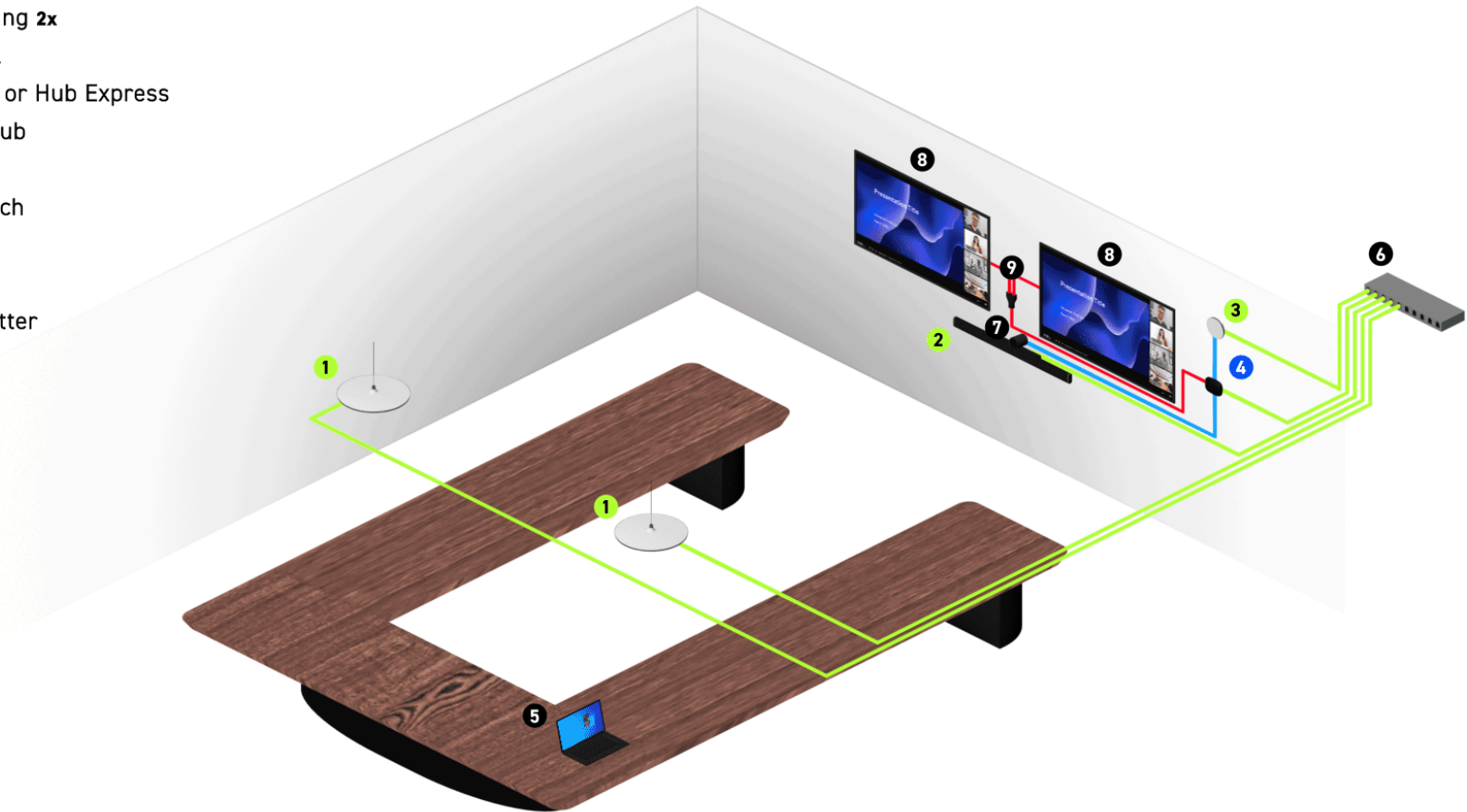


- Ethernet
- USB
- HDMI

# U-SHAPED ROOM

- 1 Stem Ceiling 2x
- 2 Stem Wall
- 3 Stem Hub or Hub Express
- 4 Airtame Hub
- 5 BYOD
- 6 PoE+ Switch
- 7 Camera
- 8 Display 2x
- 9 HDMI Splitter

-  Ethernet
-  USB
-  HDMI





# Monthly Team Catchup

Research Findings  
March 2022

A vertical stack of four video call thumbnails. The top one shows a man with glasses labeled 'John Doe'. The second shows a woman with a headset labeled 'Kathy Adams'. The third shows a man waving labeled 'Marc Hendricks'. The bottom one shows a wide-angle view of a meeting room labeled 'Meeting Room'. Below the thumbnails are icons for mute, video off, and a participant count of '16'.

THANK YOU FOR READING

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