

Transforming the Workplace



A holistic approach to workplaces of **today tomorrow, and beyond** — so you can create positive, safe, and productive spaces.

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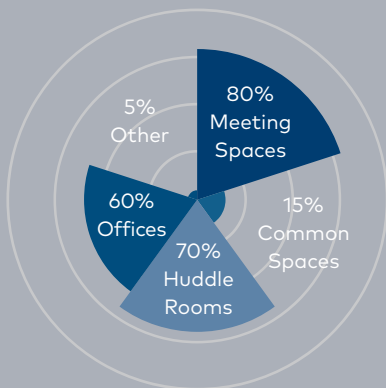
Solutions for the challenges of today and tomorrow.

Digital Transformation of the Workplace

The new normal is **Work from Anywhere**. Data overwhelmingly demonstrates that most people prefer traditional office settings, while others wish to work part- or full-time from home. As companies re-open the doors of their corporate campuses, onsite workers collaborate with employees elsewhere. The workplace of the future must be highly flexible to support employees everywhere.

Existing Spaces Will Be Modified

Which of the following existing spaces will be modified to include video conferencing?



85% of respondents noted meeting spaces will have reduced seating capacity

40% of respondents noted huddle rooms will be converted into work offices

Source: Crestron Corporate Customer Survey, Jan. 2021

In January 2021, Crestron surveyed a group of existing corporate customers who installed or updated systems in the last two years. Respondents shared that nearly every office space will be modified to include room systems automation, collaboration, and video conferencing technologies.

Managing the Return to Office

When workers in Gensler's 2020 *Work From Home Survey* were asked what they miss most about working from the office, three out of four survey respondents said, "the people." Scheduled in-person meetings with colleagues and clients, socializing, and access to technology were among the top reasons employees wanted to return to the office.

Activities such as collaborating and staying informed about others' work are harder to do at home, underscoring the value of physical presence.

Getting back into the office requires employees to feel comfortable and secure. Technology can help enable the implementation of new processes and provide a way to monitor and enforce new guidelines.

Automated temperature scanning at entrances, facial recognition, and RFID badge scanners will track employees or guests as they enter the building and measure headcount to enforce restrictions. Artificial intelligence (AI) will help measure people flow, and better inform policies to make them more effective.

Short-term essentials, long-term plans

Office design changes with the times.

For the past decade, FORTUNE 500® companies have engaged with architects and technology consultants to **create workplace environments that facilitate creativity and collaboration**. Ideation spaces and open floor plans replaced cubicle pens and corner offices.

Today, the same architects and technology consultants must **design retrofits of these spaces to increase social distancing and develop long-term responsive plans** to accommodate highly flexible teams.

Flexibility, scalability, mobility, and analytics are the cornerstones to transform the workplace.

“The way we work has radically changed due to COVID-19. Our associates are dispersed globally, and we have to equip them with the ability to work from anywhere. The world has become our workplace, and Crestron provides us with technology solutions that are essential to keep moving forward.”

— Thomas Geblein, Solution Architect, Digital Enablement, Rich Product



We made the decision to begin our digital transformation pre-COVID. Crestron offers us the technology solutions that have allowed for hybrid learning and working across the enterprise, while helping address the issues of accessibility, sustainability, and safety that schools and offices are facing right now."

— Joe Way, PhD, CTS Director,
Learning Environments IT Services,
University of Southern California



The new office environment

Furniture redistribution and augmentation, controlled circulation footpaths, technology-enabled touchless meetings, wireless presentation solutions, clear signage, room occupancy indicators, people counters, sensors to trigger actions, increased videoconferencing, monitoring, and intuitive mobile apps are the elements of the new office environment.

Social distancing of 6 feet requires that fewer people occupy each room, and this amplifies the need for more meeting spaces and supporting technologies. Large meeting rooms that normally seat 10 or more effectively become mid-size meeting rooms with a limit of five. Small spaces are limited to two people, and huddle rooms are repurposed as private offices or closed off altogether.

The recent Crestron survey showed that **businesses are planning on increasing videoconferencing rooms to serve their immediate needs and build flexibility for the future.**

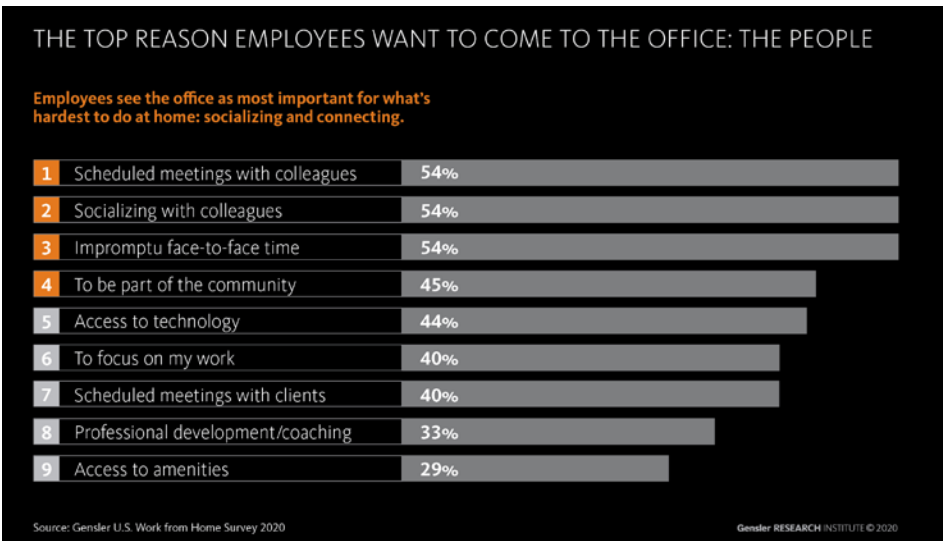
Mobility and flexibility will be key factors for success during the first phases of the return. Creating seamless and intuitive environments will help workers feel more comfortable.

Turn any room into a collaboration space

With fewer people allowed in each meeting room, **there's an increased need for robust videoconferencing and collaboration technologies.** Take the "AV cart" concept to the next level. The most economical way to rapidly transform a room into a dynamic collaboration space is to bring AV technology into it.

Work from anywhere

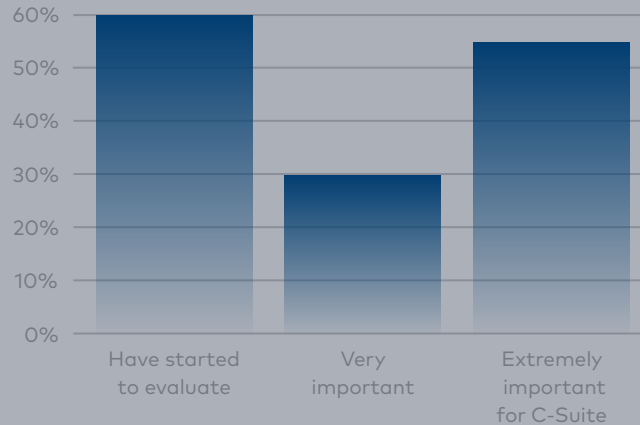
Even as businesses move through the final stages of bringing everyone back to "the office," the need for in-office and in-home arrangements remains. **Delivering solutions to create seamless collaboration and workflows will be critical to the success of the new workplace.** As much as possible, businesses should try to replicate a similar in-office experience for remote workers. This sense of cohesion is critical to keeping team morale high and building camaraderie among coworkers.



Providing Professional Equipment to Employee's Home Offices?

Respondents of the Crestron Corporate Customer Survey, January 2021, were asked about their plan or sentiment for providing at-home workers with professional office equipment.

All respondents stated they were at least considering providing at-home workers with professional office equipment.



Evolving attitudes, changing policies

Flexible working typically has been treated as a bonus or afterthought. Most remote employees are tasked with outfitting their residential spaces themselves.

This is changing. Companies are asking employees to work from home at least some of the time, and are investing in more sophisticated audiovisual, lighting, and connectivity equipment so home spaces can mirror their high-tech headquarters. All work environments should now be given equal weight and technological treatment. Global organizations are also connecting more satellite campuses and residential offices with the HQ.

The goal: a cohesive technological experience that keeps disparate teams aligned and supports company culture.

Flexibility in built into our DNA

Forget all-you-can-eat food courts and ping pong tables. The new office perk is reliable technology for remote

and hybrid collaboration. *Work from Anywhere* is about workplace flexibility both in the traditional workspace as well as developing spaces. Companies are investing in productivity by providing systems that are easy-to-deploy and easy-to-operate for impromptu meetings—onsite or virtually.

As the leader in automation, UC, and collaboration systems, our space utilization and monitoring systems are deployed around the globe by organizations large and small. Crestron is helping businesses reimagine and redesign their spaces to handle the challenges of returning safely to the office, even as guidelines change.

With Crestron's ability to automate nearly any scenario, a meeting or collaboration space transforms into a virtually touch-free environment. Using a combination of sensors, commands, and scheduling, a room can automatically "turn on," and a presentation launch simply by walking into the room.

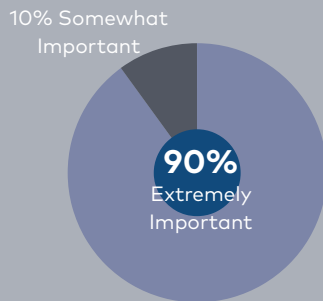
“ The fact that we're invested heavily in Crestron and future proofing technology will have a huge impact in our going back to work initiative.”

— John Nunez, Senior Manager, Global Audio Visual Services, White & Case LLP

Planning for Flexibility and Scalability

Importance of Flexible Meeting Spaces

How important is it for your company to have flexible meeting spaces that you can utilize for another purpose, or switch back to its original purpose?



Source: Crestron Corporate Customer Survey, Jan. 2021



As we introduce more technology across our offices, Crestron will continue to be our standard. The flexibility that their technology has provided and their support during the completion of this project is truly unmatched."

— Greg Gonzalez, Founder and Chief Technology Officer, SentryOne

The return to the workplace has been as careful and responsive as the initial shift to remote was abrupt. Myriad stakeholders are required to ensure a safe, phased transition: interior designers, technology integrators and consultants, AV and IT directors, HR, facilities managers, and security experts. Ultimately, these teams will not only usher workers back to offices but help to reshape corporate environments. For businesses that want to keep workers safe without sacrificing productivity or vital company culture, flexible designs are essential.

Planning for Now and Next

While many companies are allowing employees to continue working remotely, others, including some Silicon Valley giants, now ask workers to report back to modified offices. Policies vary from organization to organization, but it's clear that safety and hybrid approaches—accommodating onsite and remote teams—are paramount.

Nearly half of those surveyed (47 percent) for Gartner's July 2020 report intend to allow employees to work remotely full-time going forward. For some organizations, flex time will be the new norm: 43 percent reported they would grant employees flex days, while 42 percent will provide flex hours.

In-office and remote meeting spaces are being designed for mobility, scalability, and flexibility, taking into account the technologies that enable collaborative workflows. It no longer

makes sense to build any room that is not considered safe or accessible to remote participants.

Research has shown that deploying technologies which enable both communication and collaboration for a hybrid workforce is critical for success in today's environment.

Analytics-Based Decisions

Having the ability to create flexible workspaces with scalable technologies in today's office building is extremely valuable. Very soon, many office buildings will be bathed in an array of sensors of various types that will tie into services and use AI and analytics to provide data to inform decisions.

Crestron continues to develop new solutions to deliver device and room utilization data to enable decision-makers to take advantage of flexible workspaces and scalable technologies.



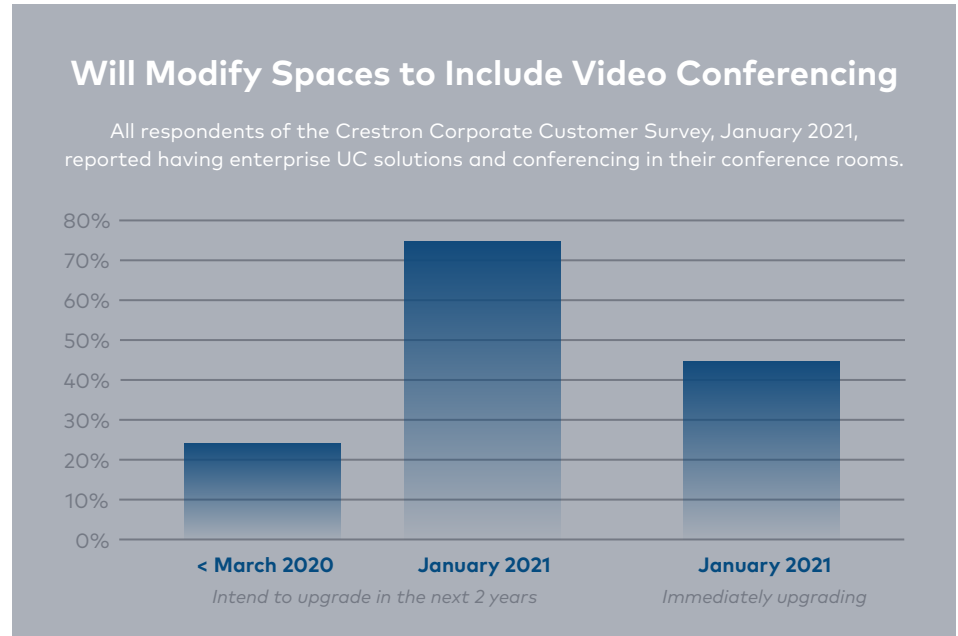


Crestron provided us with a diverse portfolio of manageable and easy-to-use solutions that have revolutionized the overall experience across all our offices."

— John Allison, AV Security Systems, Engineering Manager, Young Living

The Unified Communications Revolution

The prolonged period of working from home has ignited research and critical assessments of the workforce and the workspaces. Video conferencing and collaboration have become vital communication tools that keep today's hybrid workforce connected and productive.



All of the Crestron customers that were surveyed reported having enterprise unified communications solutions and conferencing in their facilities. An overwhelming 80 percent of respondents shared that they will be accelerating their investment in conferencing solutions within the next 18 months.

Video platform usage surges

Massive demand for video meetings has resulted from the pandemic. To address these needs, the number of **video meeting licenses is now projected to increase at a Compound Annual Growth Rate (CAGR) of 24.6 percent versus a pre-pandemic 17.2 percent**, states the Post-Pandemic Growth Opportunity Analysis of the Meetings Market published in July 2020 by Frost & Sullivan.

Microsoft Teams® provided 2.7 billion meeting minutes on March 31, 2020, a 200 percent increase from 900 million on March 16. Video calls in Microsoft Teams **grew by over 1,000 percent in March**. "We saw more than **200 million Microsoft Teams meeting participants in a single day, generating more than 4.1 billion meeting minutes**," reported CEO Satya Nadella during Microsoft's quarterly earnings report held on April 30.

Microsoft Teams now has more than 75 million daily active users, and two-thirds of them have shared, collaborated, or interacted with files on Microsoft Teams as well. Nadella said, "We've seen two years' worth of digital transformation in two months."

The **Zoom™ video communications platform grew from 10 million daily meeting participants to more than 300 million a day in April 2020**. Schools and universities were provided free access to Zoom's video conferencing tools, creating an explosion in its previous yearly rate of 100 billion meeting minutes. At the end of

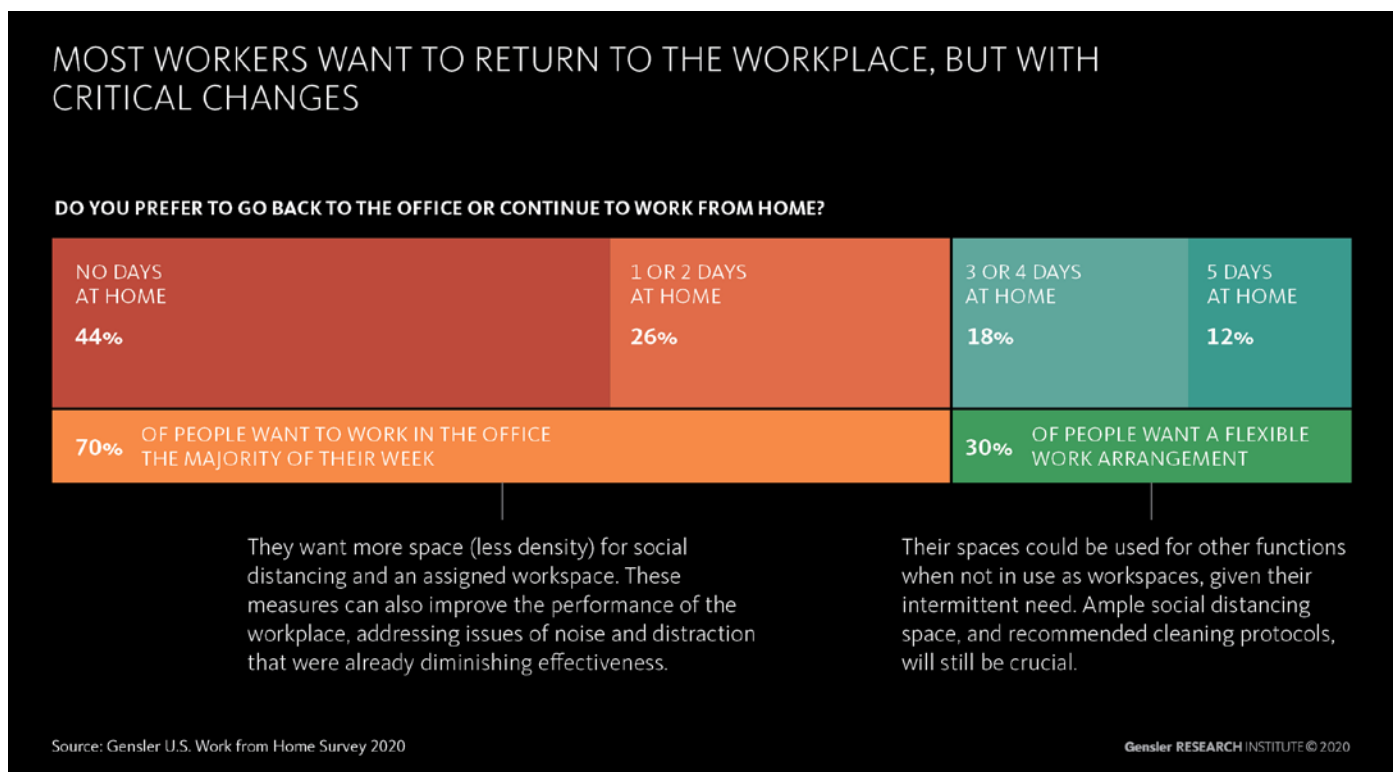
January, Zoom projected that the service would reach over 2 trillion minutes by the end of April.

Video conferencing and collaboration have become the most vital communication tools to keep businesses, schools, and families connected.

The U.S. Work From Home Survey conducted by Gensler Research Institute surveyed 2,300-plus U.S. workers from April 16 to May 4, 2020. The lessons learned from the experience of working from home during the COVID-19 crisis offer an unprecedented opportunity to rethink the future of the physical workplace. Only one in 10 U.S. office workers had worked from home regularly before this experience, and less than a third had the choice to work from home. While many of the effects of COVID-19 on the workplace are still unfolding, some points are emerging clearly from our data:

1. Most workers want to come back to the office.
2. Workers expect crucial changes to the workplace before they would be comfortable returning.

Changes that will make people comfortable returning to the office also offer an opportunity to address problems that have existed in the physical workplace, from issues with noise and density to challenges related to mobility and unassigned seating.



The preference for working in the office is consistent with Gensler's workplace research data, collected regularly since 2005. Employees with the choice in where to work prior to COVID-19 spent 72 percent of their average work week in the office compared to only 12 percent working from home, overwhelmingly choosing the office as their preferred place to work.

The text and chart cited are excerpted with permission of Gensler and in no way represents an endorsement of Crestron or its products.



“

Crestron AirMedia will help our staff return to the office by avoiding interaction with common surfaces like cables and remote controls.

The convenience of projecting wireless to any display in the building from your own device is critical to remaining productive.”

— Robert Basile, Sr. Solution Architect
ONE Fiber-Deep Networks,
Corning Optical Communications

The Touchless Meeting Experience

We are seeing trends across our current customer base that clearly indicate workspace transformations. Crestron saw an uptick in enterprise grade AV/IT equipment for employee home offices when the pandemic struck; these same customers are implementing in-office solutions to ensure safety and enable collaboration.

Our team deeply understands the power of having physical hubs where in-person communication, brainstorming, mentoring, and fun happen.

This is why we know companies will be leaning on technology to transform and make smart use of spaces for the short- and long-term. These technologies can enable a seamless flow of traffic in the office environment to limit face-to-face contact, while others limit or eliminate the need to touch room devices.

On the following page, see a few scenarios that are a sampling of how Crestron technology solutions and innovations enable decision-makers to seamlessly transform office spaces while increasing productivity.



Since the pandemic, our business has seen a significant increase in demand for our online bioskills training, and our ability to use our in-house Crestron technology has helped us meet CDC and social distancing guidelines by allowing our clients to safely spread out and collaborate with minimal physical touchpoints.”

— Aaron Ali, MD, CEO & Co-founder
MedtoMarket, Inc.

- ☑ Meeting participants can **reserve and schedule rooms in advance** to ensure availability, social distancing, and that the appropriate technology is present.
- ☑ Room availability and meeting information are displayed on the room scheduling panel outside of the meeting space, confirming participants are in the right location. Workers are able to **see from a distance if a meeting space is available, eliminating unnecessary movement of employees searching for a room.**
- ☑ **Sensors “turn on”** rooms as participants enter, and initiate touch-free room/device automation. Occupancy sensors are cost-effective and can be located almost anywhere.
- ☑ The **“cleaning status”** is displayed on the panel outside the room and on the table indicating the room and equipment have been cleaned. This cleaning mode can also be used to measure and track the cleaning schedule of rooms.
- ☑ A flat panel display on the wall provides **information about the meeting and important health and safety information.**
- ☑ Look to see if **specialty coated antimicrobial surfaces** are implemented in the office environment.””
- ☑ **A wireless presentation system** enables an automated room and allows participants to present and collaborate wirelessly. This is **the brains of the room, but there’s no need to touch.**
- ☑ Meeting participants can initiate video conferences using **voice activation.**
- ☑ Meeting participants can **wirelessly share and present content, and control the room touch-free, using their own mobile devices and laptops rather than communal touchscreens.** Users are able to control the entire experience without needing to touch any cables.
- ☑ The media **presentation distributes to displays in overflow rooms** for more workers to view in real-time.
- ☑ A **cloud platform** enables AV/IT departments and help desks to **remotely deploy, manage, and monitor room and device usage.**
- ☑ **People counters send data and provide analytics to a cloud platform,** helping to ensure rooms are not overcrowded. People-counting also enables managers to understand the utilization of spaces to calculate real estate needs.

”” Antimicrobial surfaces are formulated with antimicrobial properties to help protect touch surfaces from stain and odor-causing bacteria. Crestron makes no direct or implied claims to protecting users or providing other health benefits.

Work From Anywhere Drives Cloud Services

The transition from physical offices to remote environments brought the value of the cloud into sharp focus. AV/IT managers pivoted quickly to keep pace—utilizing cloud services, and expanding licenses to scale and meet staggering new demands.

Whether the location is at home, satellite or an adjacent office, the benefits of the cloud extend to the AV/IT department. With few exceptions, the team no longer has to be onsite to deploy and commission devices.

In 2018, Crestron launched a groundbreaking cloud solution enabling CIOs and technology managers to remotely deploy, manage, monitor, and measure room device and space usage via the cloud.

The cloud ecosystem has fundamentally changed the day-to-day operations of the AV/IT department, maximizing overall efficiency.

Where the rubber meets the road

Deployment and commissioning of room control and collaboration devices can be done from anywhere, allowing companies to **quickly scale** and add more collaboration spaces where needed. Techs are not needed onsite to program each device.

Management of room control and collaboration devices can be done from anywhere, **providing flexibility** to transition meeting spaces into collaboration spaces and troubleshoot from any location.

Monitoring of room control and collaboration devices **provides critical information** needed to ensure meeting spaces are being utilized properly, based on distancing guidelines.

Metrics help IT teams allocate new or shift existing equipment and manage inventory. As we move forward, capturing real-time data about how and where workplace technology is being used is essential. Robust systems can track consequential metrics such as dropped video conferences, room occupancy, and device usage.

These analytics will help stakeholders craft better policies, support more workers, and strengthen company culture in this strange new age.

A sea change

The current transition is as much a cultural change as it is operational. The demand for all things virtual—meetings, classes, tradeshow, events—is increasing dramatically. The cloud will enable the next stage of growth.

Investments in network infrastructure and hybrid workplace-safe technologies are critical. These ecosystem investments will ensure reliable operations today—and long into the future.



“ In our cyber defense center, it's a 24/7/365 environment where our customers depend on us. Crestron XiO Cloud gives us the ability to centrally manage and quickly update all of our devices without any downtime or need to physically check each room.”

— Matt Skeen, Director of Information Technology, Fishtech Group



A World of Difference

For over 50 years, Crestron has been a global leader in workplace technologies. Our commitment to delivering best-in-class technology solutions for our customers' immediate, near-term, and long-term needs is unwavering.

As we all continue the transition to the future of work, our collective agility will come from building flexibility and iteration into our everyday thought processes. What once seemed challenging will become second nature. What once seemed impossible will become commonplace. The workplace, and our evolution along with it, will guide our opportunities and our successes.

How do we know this? As always, and during this unprecedented time, the Crestron team listened intently to our partners, representatives, distributors, consultants, integrators, architects, and end-users to identify specific needs so we could rapidly deliver technology solutions before the office doors reopened. It's these trusted relationships that make us all better.

Crestron Solutions Guide

Crestron builds technology for every way people work everywhere in the world— from desktop to boardrooms, offices to multinationals. Our technology adapts to what you already have and prepares you for what you'll need for the challenges of today and tomorrow. Platforms, devices, and systems are designed to improve communication and collaboration. All managed by a cloud-based system for easy-deployment, monitoring, and upgrading. The following product guide is a sampling of Crestron's ability to create faster, better, and simpler solutions so people can work faster, better, and more productively.

PROBLEM: Today, nearly every office, huddle and meeting space must enable collaboration with coworkers in the office while keeping social distanced, as well as seamlessly connect with remote participants. **Conferencing devices made for meeting rooms are too large to put into smaller rooms.**

SOLUTION: **Crestron Flex Mini Tabletop** is a conferencing solution designed for small workplaces both in corporate and home offices. With native Microsoft Teams or Zoom Rooms™ software, the Crestron Flex Mini Tabletop is ideal for newly converted or dedicated small workplaces. The tabletop collaboration system features a sleek and sophisticated design with a 40% reduction in size, without sacrificing high-performance audio and video quality found in the tabletop series of devices. It is easy-to-use, deploy, and manage.



Crestron Flex Mini Tabletop

PROBLEM: Meeting participants fumble with connecting a laptop to a meeting device, and launching a collaboration through a touch screen **takes too much time and requires the touching of too many surfaces.**

SOLUTION: **AirMedia® wireless presentation system** allows for completely "no-touch" presenting. Users content-share directly onto the screen in a meeting space from a personal device without the need to touch a screen or plug in a HDMI cable. Simply walk into the room, and the occupancy sensor turns the display on automatically. The user can then present from their laptop or mobile device—collaborate, share, and work together. When they are done, they can leave the room and the system will turn off.



AirMedia Presentation System

PROBLEM: Even if a meeting room appears to be available, it could have been booked by another group without any notice being posted. This increases the chances of **employees coming into contact with each other**, and also means the room needs to be cleaned again, **slowing productivity**.

SOLUTION: Crestron Room Scheduling makes it simple to locate and book the right meeting space with the right technology. Choose from our complete platform—touch screens, indicators, and occupancy sensors—and run the software you prefer. Only Crestron lets you decouple your scheduling hardware from your software so you can easily change applications as you need.



Room Scheduling

PROBLEM: It is **visually difficult to know what meeting spaces are available**, increasing the chances of employees bumping into each other in the hallway looking for an available room.

SOLUTION: Room Availability Indicators placed outside meeting spaces, huddle rooms, offices, and other common spaces allow works to confirm whether the space is free prior to entering. The act of physically walking into a room will switch the indicator sign to “occupied.” These can be used as part of the Crestron scheduling system, or can be combined with the Crestron control platform to customize functionality.



Room Availability Indicators

PROBLEM: The pandemic has led to **increased demand for more control and improved user experiences** in meeting spaces. The experience needs to be about more than just the interface, it needs to be as dynamic as any smart device while supporting a broad range of enterprise applications.

SOLUTION: Crestron 70 Series Touch Screens support a broad array of applications and customizable interfaces to deliver the experience demanded by users today.

Designed for anywhere people share information, connect technology, or command a space, the 70 Series Touch Screens deliver responsive, dynamic, and intuitive control. A built-in proximity sensor wakes the screen without requiring any user interaction, and automatic brightness controls ensure optimal visibility under varying lighting conditions.



70 Series Touch Screens

PROBLEM: Employees wander the halls hunting for the conference room with the right combination of audio and video, running the platform they need to connect. There needs to be **one solution for all meeting spaces to eliminate guesswork and frustration.**

SOLUTION: Crestron Flex Tabletop is a best-in-class audio and video conferencing solution, and brings every option to the table, simply and effectively. The Crestron Flex Tabletop supports both native, one-touch join for Microsoft Teams or Zoom Rooms software and BYOD for all other platform software, all with just one room. Now every room can handle every type of meeting on any kind of platform.



Crestron Flex Tabletop

PROBLEM: Presenting high-quality audio and video content in a meeting room or auditorium in real-time is possible. But the number of people in any space is limited, and all-hands meetings are greatly affected. The socially distanced workforce needs to be able to view presentations from anywhere **across a corporate campus. This can leave the quality of the content displayed and security in jeopardy.**

SOLUTION: DM NVX AV-over-IP Platform ensures the same high-quality audio and video is distributed to anywhere it needs to be viewed across the enterprise network. It works with 100% of all existing networks, making it easy to deploy, reliable, flexible, and scalable. DM NVX is the first AV-over-IP solution to receive JITC certification and FIPS 140-2 validation (the US Government's most rigorous standards).



DM NVX AV-over-IP Platform

PROBLEM: The traditional desk phone experience **lacks the ability to support high-efficiency collaboration and productivity**, especially in a hybrid work environment. Employees require a phone system that supports modern communication and improves workflow.

SOLUTION: Crestron Flex Phone provides a premium voice-over-IP phone solution for use with Microsoft Teams. It offers wideband HD voice quality and full-duplex, hands-free speakerphone capability in an elegant desktop design. Each phone can be synced with a Microsoft Teams account with contacts, schedules, voicemails, and other preference settings appearing on the phone's touch screen.



Crestron Flex Phone

PROBLEM: With fewer people allowed in each meeting space, we face a critical need for more meeting spaces with collaboration systems. That can't be done overnight and transitioning spaces can't used fixed UC equipment.

SOLUTION: The all-in-one robust **R-Series Rapid Deployment Collaboration System** is a mobile UC system complete with an intelligent webcam, beam forming mic technology, and a 60-inch display. All that's needed to launch a collaboration session are the retractable power and Ethernet connections. Add AirMedia and present wirelessly. This mobile solution is extremely flexible and enables rapid scalability, turning any room into an active UC space.



PROBLEM: With an immediate need for additional collaboration and meeting spaces, it's **challenging to deploy new equipment and systems one-by-one with existing staff.**

SOLUTION: Crestron XiO Cloud enables support staff to remotely manage the technology in their rooms. You can deploy, manage, and monitor your spaces as well as analyze the usage. Your support staff will be able to administer their rooms at scale without having to visit every room physically, limiting number of employees in any one space.



Our Mission

At Crestron we build technology for every way people work, everywhere in the world—from desktop to boardrooms, offices to multi-nationals. Technology that adapts to what you have and prepares you for what you'll need. Platforms, devices, and systems designed to improve communication and collaboration. All managed by a cloud-based system for easy deployment, monitoring and upgrading. At Crestron we create faster, better, simpler solutions so people can work faster, better, and more productively.

Our products are backed by more than 90 fully staffed offices that provide 24 x 7 x 365 sales, technical, and training support across the globe. In addition to our World Headquarters in Rockleigh, New Jersey, Crestron has sales and support offices throughout the U.S., Canada, Europe, Asia, Latin America, and Australia.

Discover Crestron by visiting crestron.com.



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