




JABRA & KNOTEL

## Jabra PanaCast video conferencing cameras boost collaboration at flexible office space firm

### PanaCast: a global solution

With today's workers just as likely to be communicating with the other side of the planet as the other side of the office, leading office space provider Knotel knew it was time to upgrade. Working with systems integrator Thom Digital, Knotel installed 150 Jabra PanaCast video conferencing huddle room cameras in every office space it owns, along with all of its own corporate offices.

### Maximizing office space

Small to medium-sized meeting rooms, or huddle rooms, generally seat six to eight people around one table, often with a digital display mounted on a wall. Adding a Jabra PanaCast camera can turn even the smallest rooms into effective video conferencing spaces.

### Intelligent video technology

Jabra PanaCast uses three camera lenses and artificial intelligence software to produce a seamless 180° field of view, while the Intelligent Zoom feature automatically focuses and zooms in on whoever is talking.

“Huddle rooms are major communications centers for any businessworking with remote partners or employees, and Knotel knows that providing a simple, effective video conferencing solution is crucial to attracting clients,” Michael Thom, owner of Thom Digital said. “We didn’t want a camera that would make one person in a huddle room seem like they were in a stadium all alone, so the Intelligent Zoom feature was a major factor when we originally began working with PanaCast for other clients.”

### THE PROJECT AT A GLANCE

#### Customer

Knotel is one of the world's leading providers of custom-designed office spaces, owning nearly three million square feet of space in offices around the world, and serving all kinds of customers, from start-ups to major brands.

#### Solution

Jabra PanaCast is designed to bring distributed teams closer together, by providing a more natural and personal meeting experience where nobody is left out of the picture.

#### Benefits

- Seamless integration with Zoom video conferencing
- Effective video conferencing in even small meeting spaces
- Easy to deploy and use





“The video quality makes it feel like you’re right there in the room.”

Ben Koevary –  
network engineer at Knotel

## Superior video clarity

“Jabra PanaCast is simply the best solution available to satisfy companies’ modern video conferencing needs in small to medium sized rooms,” Thom added. “We’ve integrated nearly 150 Jabra PanaCast cameras in Knotel-owned offices in New York, Los Angeles, San Francisco, Sao Paulo, London, Paris and Berlin, for everyone from major brands like Uber and Oracle to new start-ups, as well as for Knotel’s internal use.” “With its ultra-wide angle view, superior clarity and true plug-and-play operation, we are confident that every client will recognize its ease of use and powerful performance.”

## Easy to deploy and use

“PanaCast has been an amazing product for Knotel,” said Ben Koevary, network engineer at Knotel. “The wide-angle field of view combined with the intelligent zoom has allowed us to deploy in hundreds of conference rooms of varying sizes without thinking twice.”

“It’s essentially a no-touch-operation device,” Thom said. “The entire organization uses the Zoom platform for video conferencing, and we help train people on that. For the camera itself, we don’t have to do any training at all. We’re always looking at other options, but I haven’t found any other product that does what PanaCast does.”

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## FEATURES



### Inclusive meetings

Panoramic-4K video using three 13-megapixel cameras and patented real-time video stitching for 180° coverage.



### Instant collaboration

Plug-and-play technology lets you collaborate with others quickly and easily.



### Intelligent video technology

Intuitive camera technology detects individual meeting participants and optimizes the field of view.