

VOLUME 2

media:scape + RoomWizard

APPLICATIONS + TECHNICAL GUIDE

media:scape

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media:scape integrates technology and furniture to bring people, space and information together for greater connection, collaboration and productivity than ever before.





MEDIA:SCAPE TABLE

A small group engages in evaluative collaboration, making decisions on information that everyone can readily assess. Users can share content on one or both monitors.

WORK HAS CHANGED

Markets are global, workers are mobile and business challenges are more complex than ever. It takes innovation to differentiate a brand or company in this diverse and demanding marketplace.

True innovation requires cross-functional teamwork, a strong organizational culture and most importantly, ongoing collaboration. Yet increasingly, mobile workers are often distributed across different locations. This puts pressure on the organization to:

- help distributed employees work more effectively together
- foster relationships that support collaboration and ultimately strengthen organizational culture
- provide integrated furniture, technology and tools to support varied workstyles
- make it easy for employees to share digital and analog content
- boost usage of conference and collaborative spaces to maximize real estate

Recent research and insights combine with new furniture applications to create an interconnected, collaborative workplace, equipped to foster innovation.

Research + Insights

CASE STUDY / ACCENTURE / HOUSTON, TX

“In order to facilitate really engaging collaborations, we needed a technology solution that would bring people together in small groups and allow them to share information. This really transforms collaboration into a more interactive and true working session.”

Josey Duke, Director of Facilities + Services

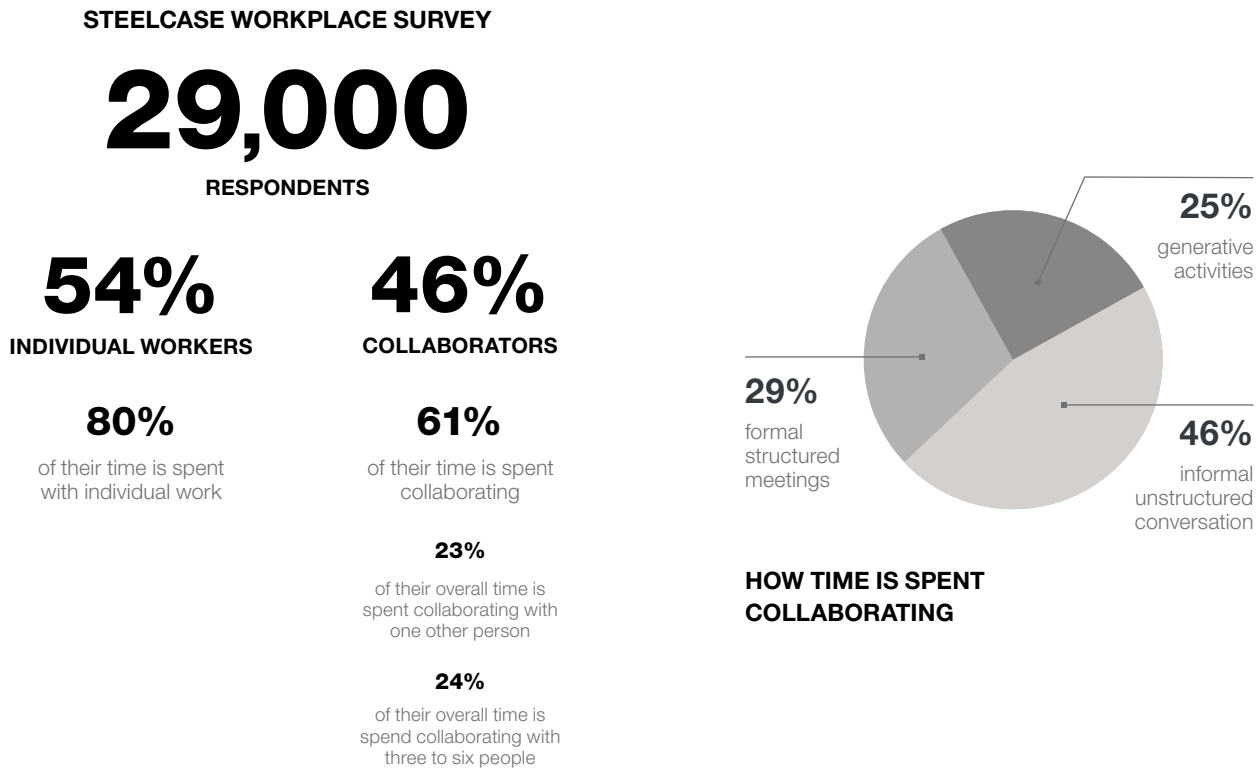
COLLABORATION DOMINATES

Collaboration is replacing more and more individual work. In fact, 82% of knowledge workers say they need to partner with others throughout the day to get work done.

To better understand this trend, Steelcase researchers reexamined how people share and create content, the ways distributed colleagues can best work together and how communication and collaboration build company culture—fostering creativity and innovation.

Working together

Steelcase Workplace Survey research, conducted in over 265 organizations, reveals the increase in collaborative work across industries.





MEDIA:SCAPE MINI

Informative and evaluative collaboration is easy in any workspace with portable media:scape mini. Includes PUCK™s for four users.

3 FORMS OF COLLABORATION

Just as individual tasks vary, collaboration takes different forms: informative, evaluative and generative. Each is critical to effective group work.

All three forms of collaboration have the same requirements:

- access to spaces for planned and impromptu collaboration
- a place at the table and a view of the screen for each participant
- equal access to both analog and digital information
- the ability for every user, regardless of location, to be a part of the collaborative process

media:scape® is a global collaboration platform that seamlessly integrates technology, furniture and space with the organization’s existing infrastructure to create greater connection and collaboration than ever before. Co-located and distant colleagues have equal seats at the table via high definition videoconferencing.

INFORMATIVE collaboration is sharing information, making a presentation or providing an update to a group—for example, delivering a status report on work in process.

EVALUATIVE collaboration involves considering the knowledge at hand and making decisions about it, such as determining resource allocations, choosing a particular course of action, etc.

GENERATIVE collaboration builds on existing knowledge to create new solutions. Often the most difficult type of collaboration, generative collaboration can yield important innovations, such as solutions to difficult problems and ideas for new products and services.





MEDIA:SCAPE TEAMTHEATER

Distributed colleagues prepare for generative collaboration to develop new ideas and solutions. TeamTheater supports high definition videoconferencing and all three forms of collaboration in a wide variety of relaxed, informal settings.

INSIGHTS: OBSTACLES TO EFFECTIVE COLLABORATION

As companies continue to become more and more collaborative, it becomes increasingly difficult to find effective group meeting spaces.

Distance, the new reality

While today's workers are increasingly mobile, many agree that face-to-face communication improves business relationships. In order to engage in this type of communication, distributed workers have turned to video. Steelcase researchers call this trend "living on video." In fact, by 2016, 70% of all web traffic will be mobile video, and three-quarters of that traffic will be videoconferencing.

Collaboration needs workplace support

Collaboration is an iterative and often informal process that requires intentional support for its social, spatial, and informational requirements:

SOCIAL

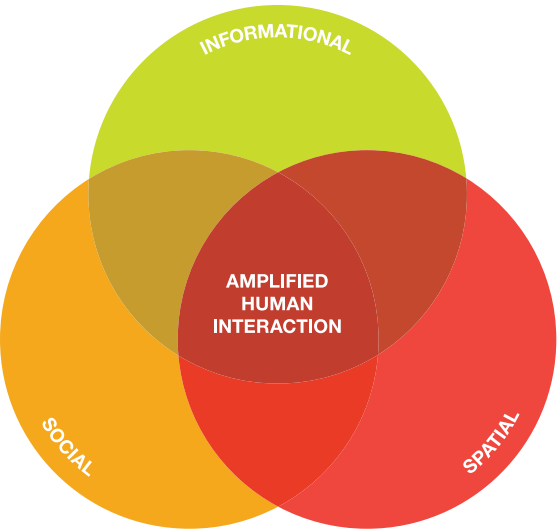
Easy-to-use technology and spaces designed for collaboration support information sharing and encourage frequent group work, creating a trusting and cooperative company culture.

SPATIAL

Spaces bring people together. Shared work settings encourage informal encounters and impromptu collaboration. The distance between distributed workers is bridged with video, audio and digital connections integrated into collaborative spaces.

INFORMATIONAL

Collaboration requires effortless access to content. When teams make thinking visible via whiteboards, screens, vertical surfaces and digital devices, it makes it easier build on ideas and insights. Individual knowledge becomes group learning and collective memory, and ultimately part of the organization's institutional knowledge base.





TEAMSTUDIO

Generative collaboration via high definition videoconferencing. Distributed teams can easily share and evaluate knowledge and generate new ideas.

Effective collaboration requires equal access to content

A common obstacle to collaboration is difficulty in sharing content, caused by one or more issues:

- group spaces designed for leader-led meetings, with one-person control of information instead of true knowledge sharing
- technology poorly integrated into group spaces makes it hard for users to share digital content
- videoconferencing settings for connecting with distributed colleagues are difficult to schedule and use

In a space designed for easy content sharing, communication flows easily, trust relationships are nurtured, and collaboration is more effective. Over time the company culture is enhanced and the human potential of the organization is unleashed.

Technology must be seamlessly integrated

Collaboration suffers when hardware is difficult to connect, screens are hard to see, and the interface is mystifying to users. Typical videoconferencing spaces put people on screens yet lack effective ways to share content. Dedicated videoconference rooms generally are not set up for teamwork, so when the camera goes off, people abandon the room since it doesn't support in-person collaboration.

When technology works with an organization's existing standards, it is easier to specify and manage, which improves security. It also enhances organizational productivity with a user experience consistent from room to room and building to building, reducing total lifecycle costs. Most importantly, a consistent user experience across rooms, buildings and geographies makes users feel comfortable, increasing real estate utilization.

MEDIA:SCAPE KIOSK

Informative and evaluative collaboration for two people is a simple, walk up and share experience. Available in standing or seated height configurations.



Strategies

CASE STUDY / NEW JERSEY ORGAN AND TISSUE SHARING NETWORK / NEW PROVIDENCE, NJ

“Besides a computer, we can drive video from our servers and we have cable TV hooked up to it, too. This isn't how we intended to use it. It's a new use, and a good example of how quickly people have adopted the new tools and this new workplace.”

Joseph S. Roth, President and CEO

STRATEGIES FOR COLLABORATIVE WORKSPACES

A key partnership: IT + Design

Working together, IT and Design can create standards for collaboration spaces that maximize the organization's resources and provide an unparalleled collaborative experience.

ENTERPRISE LEVEL

Technology must work with the company's existing technology and infrastructure. For example, media:scape is designed to work seamlessly with existing IT platforms and tools; it's self-contained, secure and needs only connection to power.

Stand alone media:scape settings need no millwork or construction. They may be ordered with components for high definition videoconferencing and connected to the network for remote functionality monitoring and reporting.

USER LEVEL

Ease of use is critical for users. media:scape offers a user friendly, consistent user interface, providing a global experience that reduces downtime and IT support.

media:scape recognizes when a user connects a digital device to a PUCK and automatically manages power to the display. It can be specified to support HDMI, VGA, Display Port and mini Display Port connections, so users with newer or legacy devices can work together seamlessly. Virtual PUCK provides a similar user experience in a wireless streaming option.

media:scape works in any workplace, new or existing. Tables are available in nine different shapes and three heights to support varied forms of collaboration and a variety of postures. Long collaborative sessions are physically taxing, so media:scape supports seated, standing height and lounge postures, in varied footprints and configurations. Additionally, media:scape mini and mobile move easily to any space, while the individual kiosk version works in the tightest footprint.



VIRTUAL PUCK

Today’s workers require ease of collaboration.

Virtual PUCK allows meeting participants to share content wirelessly from a laptop, maintaining the simple “Open. Connect. Share.” experience of media:scape. The app seamlessly integrates with a media:scape setting, enabling information-sharing from any participant, anywhere in the room, with a simple click of an icon or touch of a physical PUCK.

- The Virtual PUCK app allows any meeting participant to wirelessly share content from their personal laptop.
- The app displays content seamlessly.
- Meeting participants can easily share information anywhere in the room with the simple click of an icon on the desktop.

PLANNING FOR VIRTUAL PUCK

- Run two network cables to media:scape—one for the Virtual PUCK Receiver and another for the digital switcher.
- Add the Virtual PUCK application as a standard software load so users can easily add it to their desktops.

PLANNING COLLABORATIVE WORKSPACES

Plan for living on video

Today’s workplace requires a wide range of spaces that accommodate collaboration between both residential and distributed workers.

In a single setting, media:scape supports the full range of collaborative needs, from quick chats to sharing analog and digital materials, audio conferences and easy-to-use, high definition videoconferencing, empowering distributed groups to participate equally in collaborative endeavors.

Unlike videoconferencing spaces that are rarely used when the camera goes off, media:scape settings remain fully functional—continuing to provide an effective workspace, while maximizing office real estate.

Provide universal application + global accessibility

In an era of mobile and global business, workers benefit from consistent, universal experiences in the workplace.

With media:scape PUCK and Virtual PUCK, users are able to share content with a consistent user experience, regardless of location or language.

media:scape’s broad offering includes tables that support one to four displays at three different heights, with coordinating chairs, lounge seating and stools. media:scape mobile and mini can be easily relocated by the user, and also offer HDVC capability. Each configuration delivers a self-contained, globally accessible experience.

Nurture wellbeing

Companies can support wellbeing in the workplace by considering the physical, emotional and cognitive aspects of the work environment. Providing options for where and how people work—a palette of place and posture—allows workers to move, change position and adopt preferred workstyles.

media:scape provides diverse settings for collaboration, giving workers choice and control over how they work together. This encourages participation and engagement, while supporting changes in posture—ultimately promoting wellbeing in the workplace.

80%

of companies said they need to collaborate more

60%

of employees say they regularly work with colleagues in different time zones and geographies

62%

of businesses allow remote work

94%

believe that face-to-face communication improves business relationships

72%

notice their physical appearance on screen

58%

say they look tired or washed out on a videoconference



RoomWizard connects workers with meeting spaces to boost user productivity and maximize organizational real estate.

A BETTER WAY TO RESERVE

With an increasingly distributed workforce and collaboration on the rise, it has become more difficult for workers to effectively reserve meeting spaces.

According to a Steelcase Workplace Survey, 40% of workers waste up to 30 minutes a day searching for space to collaborate.

Old methods of room reservation—from sticky notes to first-come, first-served to sign-up sheets—don't account for specific group needs or the schedule changes that workers face every day. Without a consistent scheduling method, meetings get interrupted, employees become frustrated and office space goes unused, ultimately decreasing productivity.

With RoomWizard®, finding and reserving collaborative spaces is faster and easier. Users see space availabilities at a glance and can book them from any digital device that has access to the scheduling system of the organization. The RoomWizard scheduling system also lets user(s) book spaces from the touch panel or through corporate calendaring software, and because RoomWizard is used within a company's existing internal system, it protects privacy and confidentiality.

Obstacles

OBSTACLES TO RESERVING COLLABORATIVE SPACES

The distributed workforce

With a workforce that’s more distributed than ever, employees often find themselves in new or unfamiliar environments, making it difficult to find and reserve meeting spaces.

RoomWizard provides a simple and consistent user experience, regardless of location, making it easy for employees to identify and reserve ideal collaborative spaces—even in unfamiliar environments.



Visible availability

When space availability is unclear, it causes employee frustration and wastes valuable time.

To reduce stress and increase productivity, RoomWizard prominently displays which spaces are in use and which are open. Red LED lights indicate occupancy, while green indicates availability.

System integration

Workers rely on schedules and calendars to keep their appointments and meetings organized. Without integration of a company-wide scheduling system and a calendaring system, space reservation would be ineffective.

RoomWizard synchronizes with Microsoft® Outlook®, Google Calendar®, Lotus Notes® and many other advanced scheduling systems to help workers stay connected to meetings throughout the day.

User interface

Complicated scheduling technology leads to employee confusion and frustration.

RoomWizard offers a user friendly, consistent interface, providing a global experience that reduces downtime and IT support.

With a 7 inch touchscreen, easy interaction and simple navigation, users are able to quickly and effectively reserve spaces on the spot or ahead of time from a mobile device.

Planning

PLANNING FOR ROOMWIZARD

Boost productivity with transparency

Time spent searching for workspace is wasted. Three strategies can help cut this loss of productivity:

- **Make space visible.** A company-wide room scheduling system simplifies both on-demand and advance scheduling.
- **Make scheduling easy.** A room scheduling system should work with the company's existing calendaring system, and without specialized programming.
- **Manage collaborative spaces.** Track data on usage and move or reconfigure real estate as needed so spaces are used early and often.

Applications

CASE STUDY / GE ADVANCED MANUFACTURING AND SOFTWARE TECHNOLOGY CENTER / DETROIT, MI

“We look at our collaboration spaces as a true competitive advantage. They help us reduce cycle times, reduce the need for travel, and help us get things done faster. This is changing the game for us.”

Vic Bhagat, Site Leader

MEDIA:SCAPE APPLICATIONS

Planning and specifying collaborative spaces begins with considering the entire floorplan. As the need for collaborative spaces, including videoconferencing settings, increases over time for most companies, it’s imperative to plan a range of adaptable spaces that will provide real estate flexibility in the future.

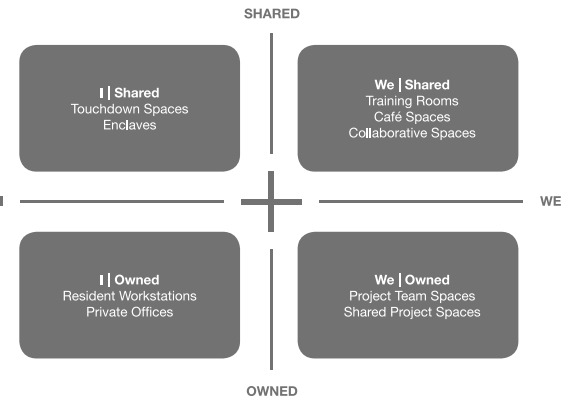
Palette of Posture and Place

Consider a palette of individual/I and group/we spaces, including support for varied postures and workstyles.

media:scape collaborative solutions are available in many shapes and sizes, as well as three different heights. The footprint ranges from larger solutions like media:scape TeamTheater to smaller solutions such as media:scape kiosk, mini and mobile. A range of choices makes it easy to create great collaborative settings and maximize real estate.

Open + Closed

Consider both open and enclosed spaces to support recurring project meetings and planned videoconferencing with distant team members.



People perform both individual “I” work and, increasingly, group “We” work. Plan a range of spaces, both owned and shared, to support the different types of knowledge work: collaboration, individual tasks, socializing and learning.

MEDIA:SCAPE APPLICATIONS

Scheduled + On-Demand

Provide both reservable spaces (for project teams and large group meetings) and first-come, first-served spaces (for impromptu discussion or spur-of-the-moment huddles). Spaces that can be quickly reconfigured make the work environment more responsive to changing business conditions, staff changes, etc.

Technology integration

Key IT issues—from security and privacy to connectivity to system compatibility and user support—should be shared by real estate, design and IT professionals. Standards-driven technology that integrates with existing infrastructures is preferred over one-off technologies.

Self-contained

media:scape only requires connection to power and data. Tables with attached totems simply plug into a floor or wall outlet. Wi-Fi availability eliminates the need for data cabling. Wall-mounted monitors or ceiling-mounted projectors are also supported.

Living on video

Consider videoconference space issues: HVAC, acoustics, lighting, circulation, support for content display and worksurface requirements. All participants should be uniformly lit, with fill lighting to soften facial shadows. Avoid reflective surfaces and glass on the wall opposite the camera; reflections and background activity distract remote viewers.

Dynamic collaboration

During long-term videoconferences, participants like to get up, move around and change postures. Provide enough floor space for easy circulation and varied postures, and space for displaying content on walls and materials on worksurfaces.

Encourage use of Virtual PUCK, so users can move around the space and continue to share content immediately, without interruption, from anywhere in the room.

User concerns

APPEARANCE ON CAMERA

Consider camera and monitor placement that produce unobstructed sight lines and proper framing of participants. Good lighting and surface materials, as well as providing videoconferencing spaces sized appropriately for the number of users, help deliver a professional, flattering appearance. With appearance concerns alleviated, users can focus on the work at hand.

CONFIDENTIALITY

Plan vertical surfaces for content to fall outside of camera view. Encourage users to test camera angles before meetings and remove sensitive information that may be compromised.

PRIVACY

Different geographies and cultures have unique privacy concerns. For example, the European Union has strict regulations on privacy and videoconferencing. Anyone on video must be informed in advance and also must agree to be recorded.

CULTURAL NORMS

Be aware of cultural expectations for dress code, and human resource and legal issues for everyone on a videoconference. Consider disabling the auto-answer function on HDVC connections to prevent drop-ins by uninvited callers.

VIDEO CHECKLIST

- Provide a palette of place that supports individuals, pairs and groups.
- Avoid single-use spaces; multipurpose collaborative spaces that also support videoconferencing will maximize real estate.
- Plan for the necessary network connections required in videoconferencing systems.
- Spaces that host long videoconferences should have room for users to circulate.
- Support all forms of collaboration with whiteboards, worksurfaces, multiple screens to support good views of people and content, and enough privacy to encourage open conversations.
- Create spaces that are less formal and more personal: they put people at ease and encourage open communication.
- Provide uniform lighting so people look their best on camera.
- Avoid windows and bright light behind videoconferencing users that create harsh shadows and silhouettes; this makes it hard for users to see colleagues on screen.
- Remember that the easier a videoconferencing space is to use, the more people will use it—and the less likely they will need IT support.

ROOMWIZARD APPLICATIONS

Every room scheduling plan should consider not only meeting and conference rooms, but any open or enclosed space across the floorplan appropriate for a collaboration for groups. User visibility of available workspace and the opportunity to easily schedule it makes users more productive and real estate more valuable to the organization.

Plan for universal use

A room scheduling system should seamlessly integrate with the company's existing IT infrastructure and be simple for users to operate. RoomWizard requires no specialized programming and synchronizes with Microsoft®, Outlook®, Google Calendar®, Lotus Notes® and many other advanced scheduling systems. It can also work as a stand alone system.

Make space availability apparent

Users first look nearby for impromptu collaborative spaces, to make availability obvious. RoomWizard displays red or green status lights that show at a glance if a space is in use or open. It also synchronizes with company calendaring systems so users can find and reserve space from any network computer or mobile device.

Think outside the walls

Open plan spaces are just as important to knowledge work as enclosed conference and project rooms. Choose from a variety of hardware options to mount RoomWizard to glass or drywall, media:scape settings and other furniture products in open or enclosed spaces.

Track scheduling to manage space

Everyone knows the popular meeting spaces, but which ones should be redeployed? What departments or teams need more collaborative space? RoomWizard tracks occupancy and reservation patterns and generates detailed reports to help executives make better informed space decisions. It provides a rich source of information on space usage patterns, all managed from a single interface.

Hardwire for security

RoomWizard receives power via Ethernet connection; no separate power run is required. The low voltage cable eliminates any shock risk and ensures a reliable internet connection and data security.

Ensure visibility to each device

Each room scheduling device should have its own static IP address to ensure IT visibility to the remotest huddle room. This not only simplifies maintenance and repairs, but also provides detailed space usage data essential to effective real estate management.



SEVEN LANGUAGES

RoomWizard supports seven languages, all configured remotely: Chinese, English, French, German, Japanese, Portuguese and Spanish.

UNIVERSAL DESIGN

Simple enough to use without training, RoomWizard is a breeze for even the most infrequent user.

UNLIMITED RESERVATIONS

The RoomWizard system can accommodate any number of meetings or reservations across the enterprise.

BUSINESS INTELLIGENCE

RoomWizard analytics focus on five key metrics: daily utilization, no-show meetings, attendees, meeting length, and utilization over time, to help boost space utilization and help organizations make the most of valuable real estate.

FIRST + BEST

The original room scheduling device and still the leader: RoomWizard is used by more than a thousand different organizations, with installations ranging from a handful of devices to more than 2,500 installed RoomWizards.

DESIGNED FOR THE ENTERPRISE

Easily scalable: add new devices easily with the administrative console.

Remote administration: access from anywhere on the globe makes installation simple.

Analytics: use information to ensure maximum real estate utilization.

Global distribution: ships to locations where other systems are not permitted to ship.

Batch updating: minimizes time and work for IT by updating hundreds of systems at once as opposed to individually.

24/7 power: systems can stay on 24/7 without needing to be rebooted.

SYNCHRONIZATION

RoomWizard synchronizes with most advanced scheduled systems, including:

- AgilQuest
- Asure Software
- Dean Evans & Associates EMS
- Emerging Soft
- Google Calendar®
- Liquid Space
- Microsoft® Exchange (Outlook®)
- Microsoft® Exchange 365
- NetSimplicity
- PeopleCube

MULTIPURPOSE
COLLABORATION
SPACES

SPACE

Locate small collaboration settings near workstations; proximity supports impromptu use.

No single-use spaces: support videoconferences in collaborative settings to maximize use of real estate.

Support analog content with whiteboards and tackable and magnetic surfaces on vertical planes.

In enclosed spaces, a full or partial glass facade can communicate availability and helps connect the space to its surroundings.

TECHNOLOGY

Self-contained collaboration technology provides greater security.

Scheduling devices, such as RoomWizard, can be used to manage unowned multipurpose space.

Ensure that camera angle and its ability to articulate will capture participants and vertical planes when applicable.

PEOPLE

Consider setting reservable time limits to prevent groups from monopolizing collaboration settings.

Lighting and backgrounds affect on camera appearance; provide uniform lighting to lessen harsh shadows.

Remind users that video customs vary by geography and that they should abide by local customs for privacy, recording and dress codes.



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 1:
ECONOMY PACK

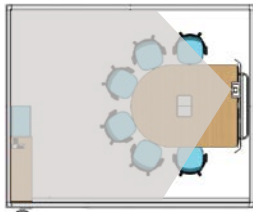
A compact collaboration and videoconferencing setting.

- Self-contained technology needs only power and data connection
- Secure totem hosts CODEC and manages cables
- Totem supports up to two monitors
- Ideal for meetings up to three hours
- Camera ledge hosts camera
- RoomWizard displays room availability and allows immediate scheduling when available
- For interactions of longer duration, see Multipurpose applications with additional circulation space

ON VIDEO	3–4 people
OFF VIDEO	6 people
POSTURE	Stool
FOOTPRINT	12' x 12'
DURATION	0–3 hours
OPTIMIZED	Face-to-Face

Featured Products

- 1 RoomWizard
- 2 media:scape large D with totem + dual monitors
- 3 cobi stool
- 4 EE6 organizer
- 5 Davos bench
- 6 V.I.A. with steel and ceramic skins



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 1A: FULL DAY

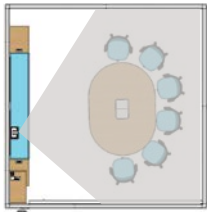
A compact setting for long-term collaboration and videoconferencing.

- Additional circulation supports longer duration interactions and promotes movement
- Supports interactions lasting up to a full day
- Self-contained technology needs only power and data connection
- Optimized for informative and evaluative collaboration: sharing content, making decisions, etc.
- Totem supports up to two monitors
- Secure totem hosts CODEC and manages cables
- RoomWizard displays room availability and allows immediate scheduling when available
- For interactions of shorter duration, consider Multipurpose 1: Economy Pack

ON VIDEO	3–4 people
OFF VIDEO	6 people
POSTURE	Stool
FOOTPRINT	12' x 15'
DURATION	Unlimited
OPTIMIZED	Face-to-Face

Featured Products

- 1 RoomWizard
- 2 media:scape large D with totem + dual monitors
- 3 cobo stool
- 4 EE6 organizer
- 5 Davos bench
- 6 V.I.A. with steel and ceramic skins



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 2: EVERYONE IN THE PICTURE

Team space with up to six people on camera in videoconferences.

- Wall-mounting the monitors and the camera allows up to six people to be on video
- Space layout and capsule table shape support face-to-face discussion and give the group a professional on-camera appearance
- Setting supports generative collaboration
- The wall-mounted shroud hosts both monitors and the video CODEC
- Ample whiteboards and magnetic surfaces for analog content
- Organizer shelf for supplies, hospitality, etc.

ON VIDEO	6 people
OFF VIDEO	6 people
POSTURE	Stool
FOOTPRINT	15' x 15'
DURATION	Unlimited
OPTIMIZED	Video + Face-to-Face

Featured Products

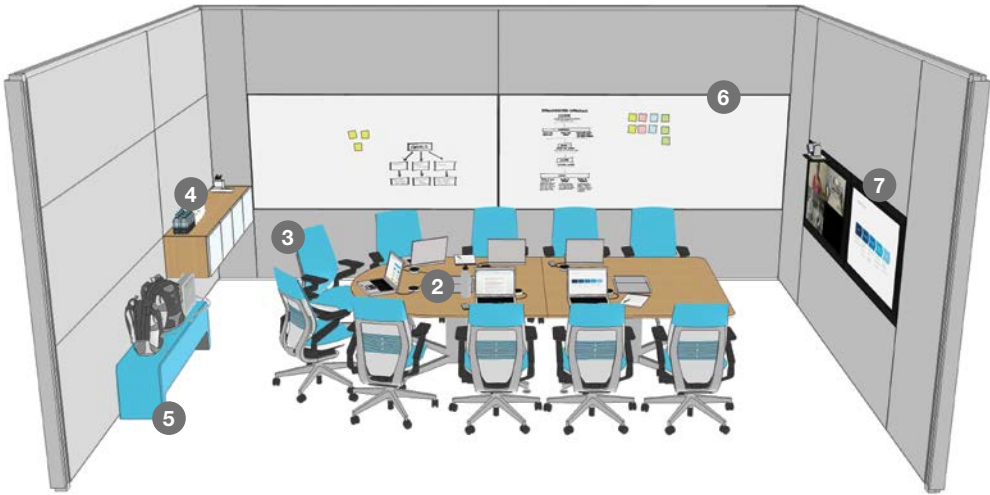
- 1 RoomWizard
- 2 media:scape capsule table
- 3 cobo stool
- 4 EE6 organizer
- 5 Exponents bench
- 6 V.I.A. with steel and ceramic skins
- 7 Dual 48" shrouds



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 3: TRADITION WITH A TWIST

Classic conference setting with greater collaboration and videoconferencing capability.

- Dual media:scape tables function as one larger conference table
- Supports up to eight individual PUCKs for information sharing by large groups
- Ideal for informative and evaluative collaboration: sharing content, making decisions, etc.
- Glass walls, doors, and hosting of the camera, CODEC, and monitors with V.I.A.
- Bench seating provides a place for users to set their belongings, open and enclosed storage for supplies, and a secondary surface for hospitality

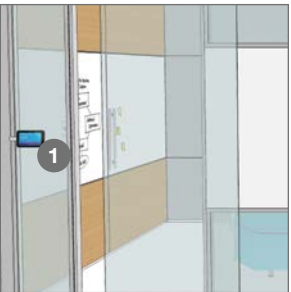
ON VIDEO	8 people
OFF VIDEO	10 people
POSTURE	Task
FOOTPRINT	15' x 20'
DURATION	Unlimited
OPTIMIZED	Face-to-Face

Featured Products

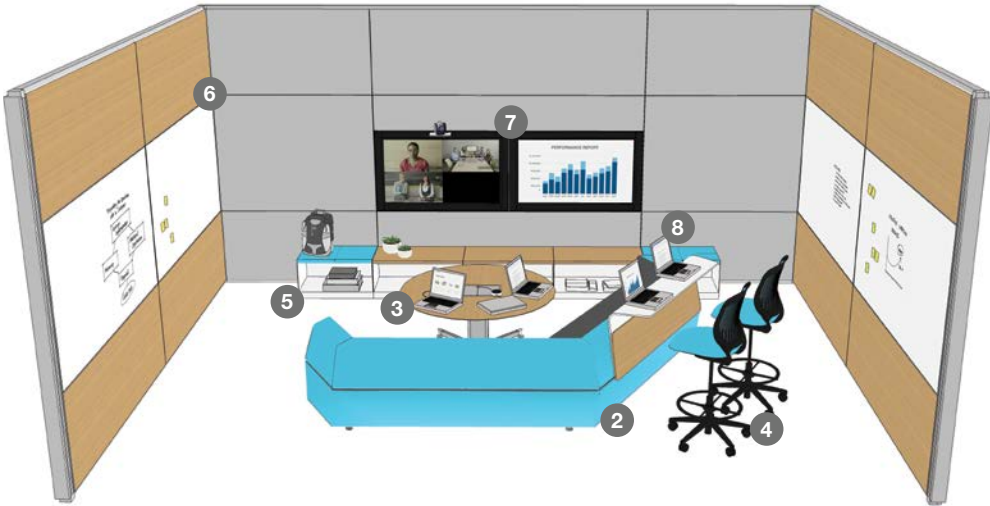
- 1 RoomWizard
- 2 media:scape medium D + square (special)
- 3 Gesture
- 4 EE6 single high overhead
- 5 Davos bench
- 6 V.I.A. with steel and ceramic skins
- 7 Dual 54" monitor shrouds



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 4: JOIN THE PARTY

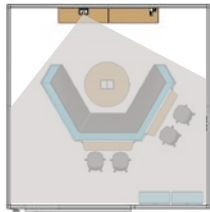
Casual collaborative setting welcomes larger groups to participate.

- Lounge with added ledge creates an “infield” for in-person, relaxed collaborations, and an “outfield” behind the lounge to host larger meetings or short-term visitors
- Ideal for short-term informative and evaluative collaborations
- FlexFrame workwall hosts camera, video CODEC and monitors
- Area for circulation, standing and leaning, plus seated and lounge postures for a healthier, more energetic environment
- Bench seating provides a place for users to set their belongings

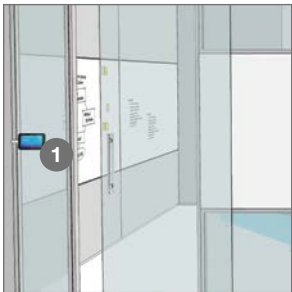
ON VIDEO	5 people
OFF VIDEO	5 people
POSTURE	Lounge
FOOTPRINT	15' x 20'
DURATION	1 hour or less
OPTIMIZED	Video

Featured Products

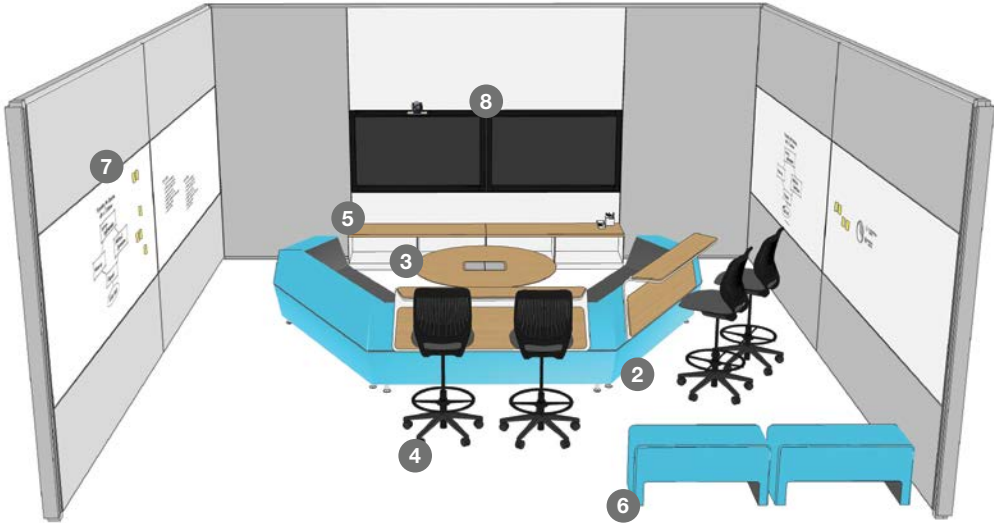
- 1 RoomWizard
- 2 media:scape lounge + ledge
- 3 media:scape round lounge height table
- 4 cobi stool
- 5 Universal 1H storage
- 6 V.I.A. with steel and ceramic skins
- 7 Dual 54" monitor shrouds
- 8 Virtual PUCK



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 5: 20/20 VISION

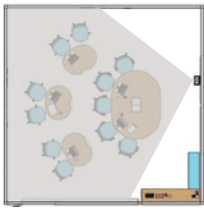
Larger footprint casual collaborative setting comfortably hosts 10 people.

- Provides short-term collaboration space for a range of group sizes for informative and evaluative sessions
- Lounge with an added ledge creates an “infield” for in-person, relaxed collaborations, and an “outfield” behind the lounge that hosts larger meetings or short-term visitors
- Three ledges expand a four-to-six-person setting into a working space for 10–12 people
- Area for circulation, standing, leaning, seating and lounge postures creates a healthier, more energetic environment
- Ottomans provide a place for users to set personal belongings

ON VIDEO	8 people
OFF VIDEO	10 people
POSTURE	Lounge & Stool
FOOTPRINT	20' x 20'
DURATION	1 hour or less
OPTIMIZED	Video

Featured Products

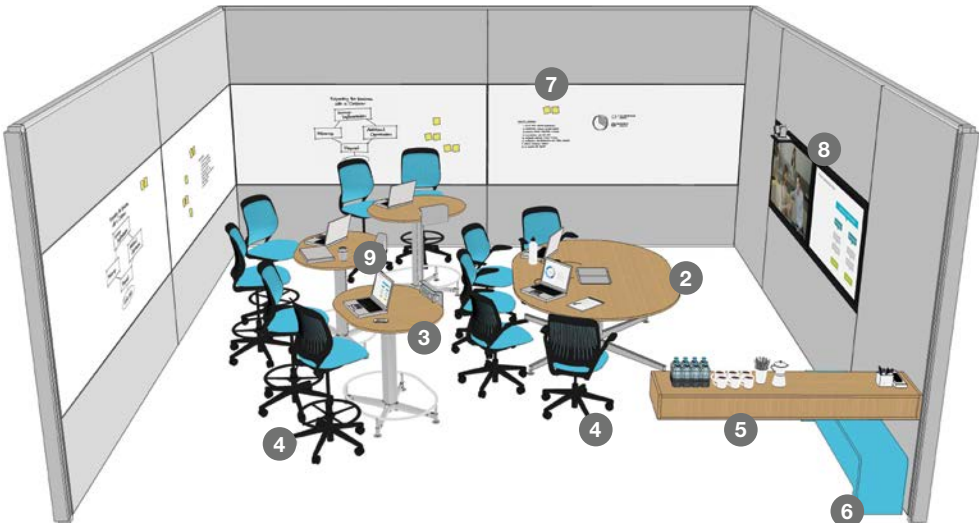
- 1 RoomWizard
- 2 media:scape lounge + ledge
- 3 media:scape round lounge height table
- 4 cobo stool
- 5 Universal 1H storage
- 6 Davos bench
- 7 V.I.A. with steel and ceramic skins
- 8 Dual 60" monitor shrouds



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

MULTIPURPOSE 6: ALL HANDS ON DECK

Cross-functional collaborative team space easily supports 11 users.

- “Infield” table and task chairs and “outfield” stools and tables create a tiered setting that allows everyone to be seen on video by remote users
- Supports informative, evaluative and generative collaborations for up to an entire day
- Coordinating ScapeSeries tables provide workspace and power for users in the “outfield”
- Room for circulation and brief side collaborations
- Includes hospitality support and ample vertical planes for analog content

ON VIDEO	11 people
OFF VIDEO	11 people
POSTURE	Task & Stool
FOOTPRINT	20' x 20'
DURATION	Unlimited
OPTIMIZED	Video

Featured Products

- 1 RoomWizard
- 2 media:scape capsule table
- 3 media:scape ScapeSeries table
- 4 cobo chair and stool
- 5 EE6 organizer shelf
- 6 Davos bench
- 7 V.I.A. with steel and ceramic skins
- 8 Dual 60" monitor shrouds
- 9 Virtual PUCK

TEAMSTUDIO COLLABORATION SPACES

SPACE

Longer meetings require options for seated and standing postures, as well as adequate clearance to move about.

Provide a stage for the presenter in informative meetings while on video where the presenter is captured on camera.

Provide for multiple layers of analog content—writable, tackable and magnetic.

Consider a secondary surface to support hospitality needs.

TECHNOLOGY

Consider multiple monitors to support a range of digital content options within the space.

Three-monitor settings allow two monitors for content sharing and one to show remote participants.

In single-camera settings, use camera presets: Full Room to show all participants; Center Zoom to show 2–3 participants; Pan/Zoom to show whiteboard analog content.

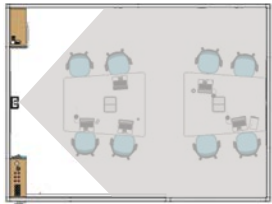
Route cables between tables and wall-mount monitors in various ways: raised floor, cored floor or TeamStudio cable tray.

PEOPLE

Provide room to roam; in longer sessions, people like to pace and change postures.

For active project teams that frequently move throughout the space, consider stool height settings for a more professional and flattering camera view.

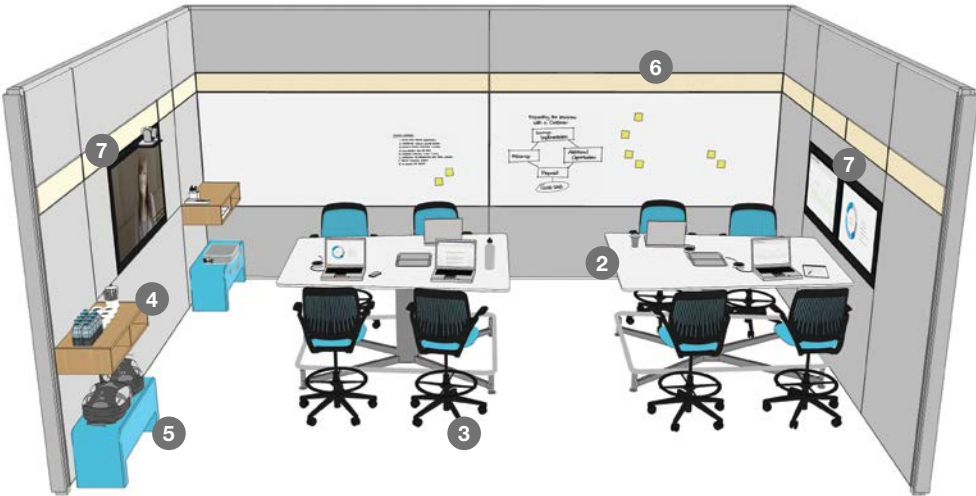
Circulation room makes it easier for users to access whiteboards and storage, and to come and go with less disruption.



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

TEAMSTUDIO A: CLUBHOUSE

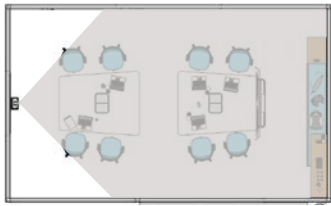
Collaborative space for active project teams.

- Supports informative, generative and evaluative collaboration in person and on video
- The opposing trapezoid tables ensure that everyone can be seen by the remote site on video
- Unique dual worksurface promotes active meetings and allows participants to easily access the entire setting
- Stool height ensures a professional and flattering appearance on camera
- Writable and tackable display provides information immersion
- Dual worksurfaces allow circulation and changing postures

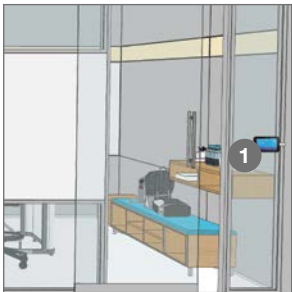
ON VIDEO	8 people
OFF VIDEO	8 people
POSTURE	Stool
FOOTPRINT	15' x 20'
DURATION	Unlimited
OPTIMIZED	Video + Face-to-Face

Featured Products

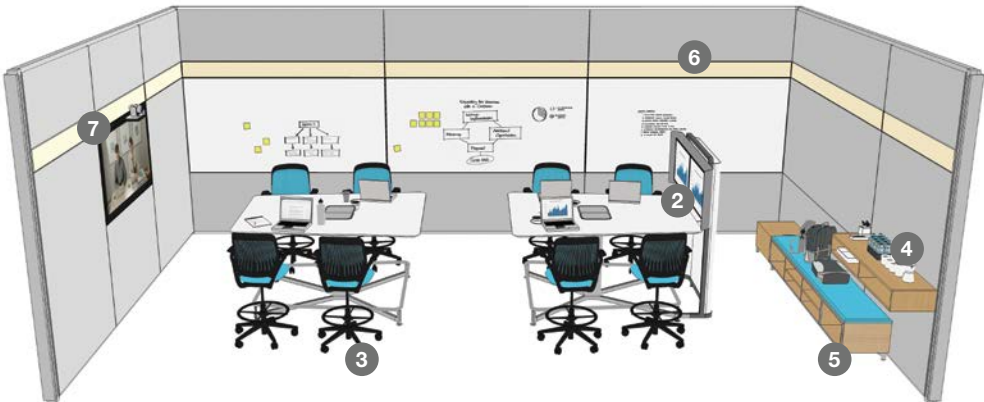
- 1 RoomWizard
- 2 media:scape TeamStudio table
- 3 cobo stool
- 4 EE6 organizer shelf
- 5 Davos bench
- 6 V.I.A. with steel and ceramic skins, LED lighting
- 7 Single 60" monitor shrouds + 42" dual monitors



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

TEAMSTUDIO B: THINK TANK

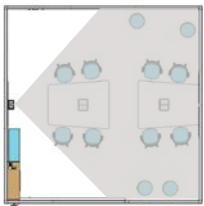
Larger collaborative space for active project teams.

- Supports informational, generative and evaluative collaboration in person and on video
- Trapezoid tables ensure all participants can be seen on video by remote users
- Dual worksurfaces allow circulation and changing postures
- The stool height setting ensures a professional and flattering camera view for active project teams moving about the space while on video
- Easy transitions to different discussions at either table

ON VIDEO	8 people
OFF VIDEO	8 people
POSTURE	Stool
FOOTPRINT	15' x 25'
DURATION	Unlimited
OPTIMIZED	Video + Face-to-Face

Featured Products

- 1 RoomWizard
- 2 media:scape TeamStudio with totem + dual monitors
- 3 cobo stool
- 4 EE6 organizer shelf
- 5 Exponents bench
- 6 V.I.A. with steel and ceramic skins, LED lighting
- 7 Single 60" monitor shroud



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

TEAMSTUDIO C: IDEA FACTORY

Active project team space with room for side conversations.

- Supports informational, generative and evaluative collaboration in person and on video
- Large writable, magnetic and tackable wall surfaces provide information immersion
- Layout allows entire team to gather around analog content during videoconference
- Plenty of room for seated or standing side conversations
- The stool height setting ensures a professional and flattering camera view for active project teams moving about the space while on video
- Trapezoid tables ensure all participants can be seen on video by remote users, and support changing postures

ON VIDEO	8 people
OFF VIDEO	8 people
POSTURE	Stool
FOOTPRINT	20' x 20'
DURATION	Unlimited
OPTIMIZED	Video + Face-to-Face

Featured Products

- 1 RoomWizard
- 2 media:scape TeamStudio
- 3 cobo stool
- 4 EE6 single high
- 5 Davos bench
- 6 Buoy
- 7 V.I.A. with steel and ceramic skins, LED lighting
- 8 Single 60" monitor shrouds + 42" dual monitors

INDIVIDUAL VIDEOCONFERENCING SPACES

SPACE

Locate individual videoconferencing solutions in enclosed rooms for acoustic and visual privacy. Easy access from nearby spaces is key to utilization.

Provide a primary surface to support the user's technology and content for the meeting and provide a secondary surface for personal items.

In enclosed spaces, a full or partial glass facade can communicate availability and helps connect the space to its surroundings.

TECHNOLOGY

Use a room scheduling system to make space easy to access and schedule.

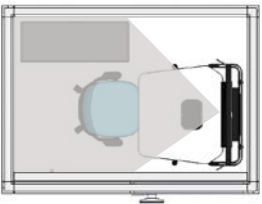
Provide easy access to power for users to charge portable technology.

Kiosk provides consistent deployment of video at seated or standing height.

PEOPLE

Consider providing both seating and standing solutions in your space so users can choose the best space for them based on their preference.

Add whiteboards to support note-taking during collaboration.



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

KIOSK A: CHAT ROOM

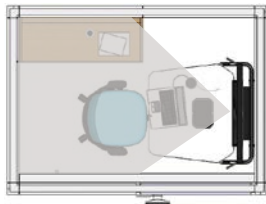
Engage with a distant colleague via short-term video.

- Seated and standing video kiosk supports short-term collaborations with distant colleagues
- A bench or shelf in the space provides a secondary surface for user's personal belongings
- Layout is optimized for one user on video

CAPACITY	1+ people
POSTURE	Stool
DURATION	1 hour or less
OPTIMIZED	Video

Featured Products

- 1 RoomWizard
- 2 media:scape kiosk; task height
- 3 cobi stool
- 4 Davos bench
- 5 V.I.A. with steel and ceramic skins



ON-VIDEO VIEW



OUTSIDE VIEW



INSIDE VIEW

KIOSK B: PHONE BOOTH

Engage with a distant colleague via short-term video.

- Seated and standing video kiosk supports short-term collaborations with distant colleagues
- A bench or shelf in the space provides a secondary surface for user's personal belongings
- Layout is optimized for one user on video

CAPACITY	1+ people
POSTURE	Stool
DURATION	1 hour or less
OPTIMIZED	Video

Featured Products

- 1 RoomWizard
- 2 media:scape kiosk; stool height
- 3 cobi stool
- 4 EE6 open shelf
- 5 V.I.A. with steel and ceramic skins



Technical Information

CASE STUDY / VIRGINIA COMMONWEALTH UNIVERSITY / RICHMOND, VA

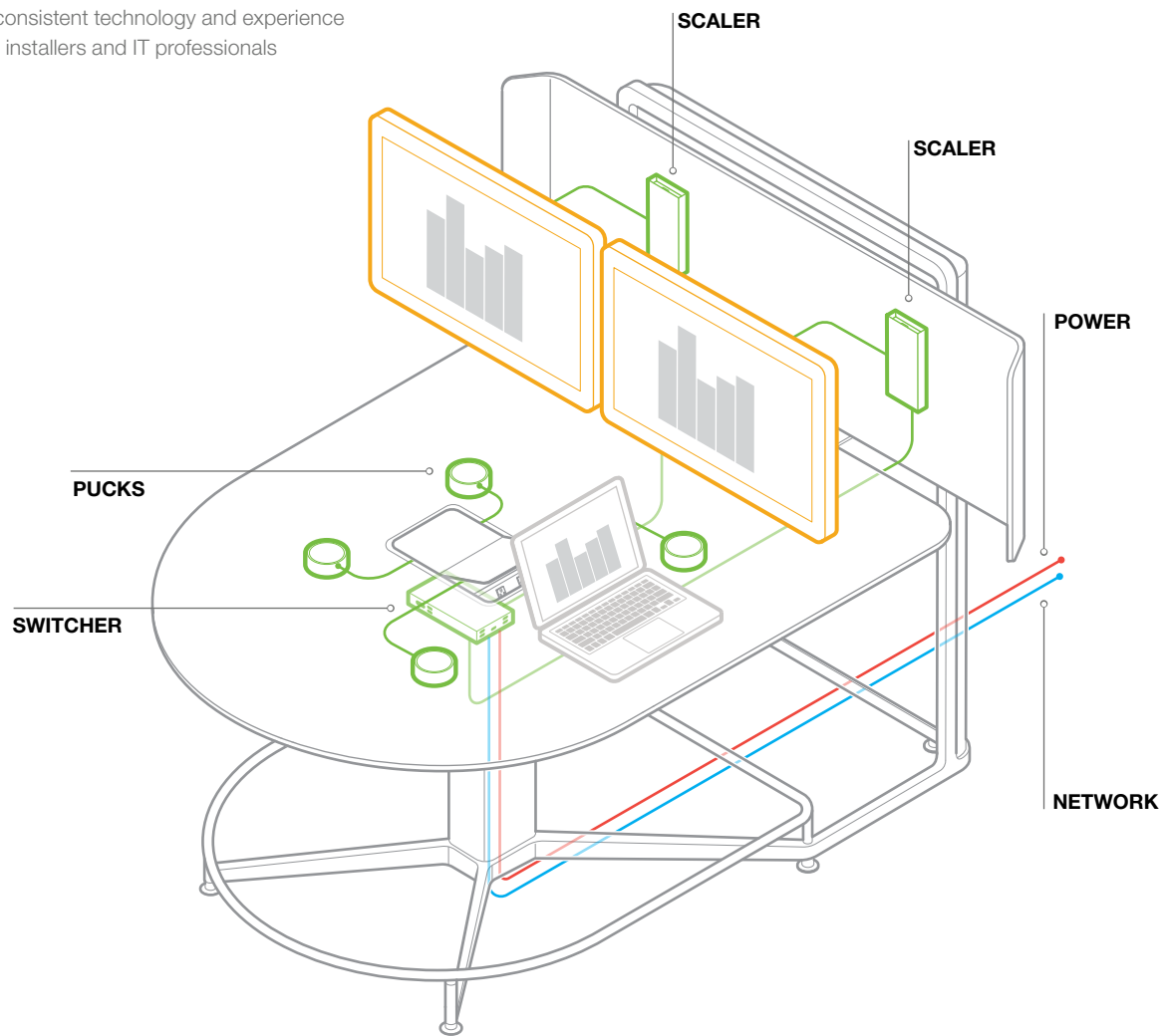
“Using media:scape, we were able to maximize how we use classroom space, without overcrowding, now and in the future. This takes our school to a whole new level.”

Keith Hayes, Director of Design & Construction Services

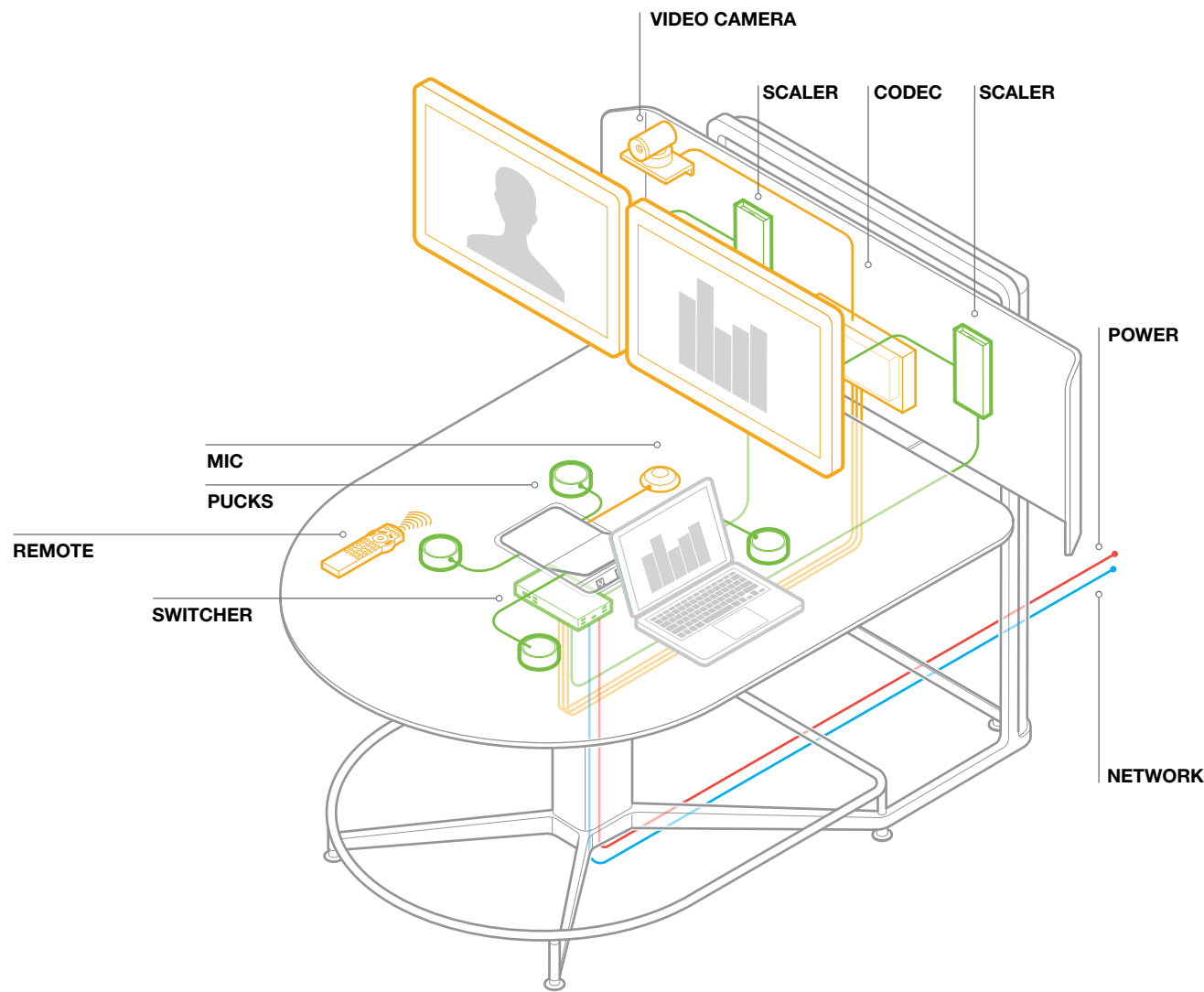
MEDIA:SCAPE TABLE

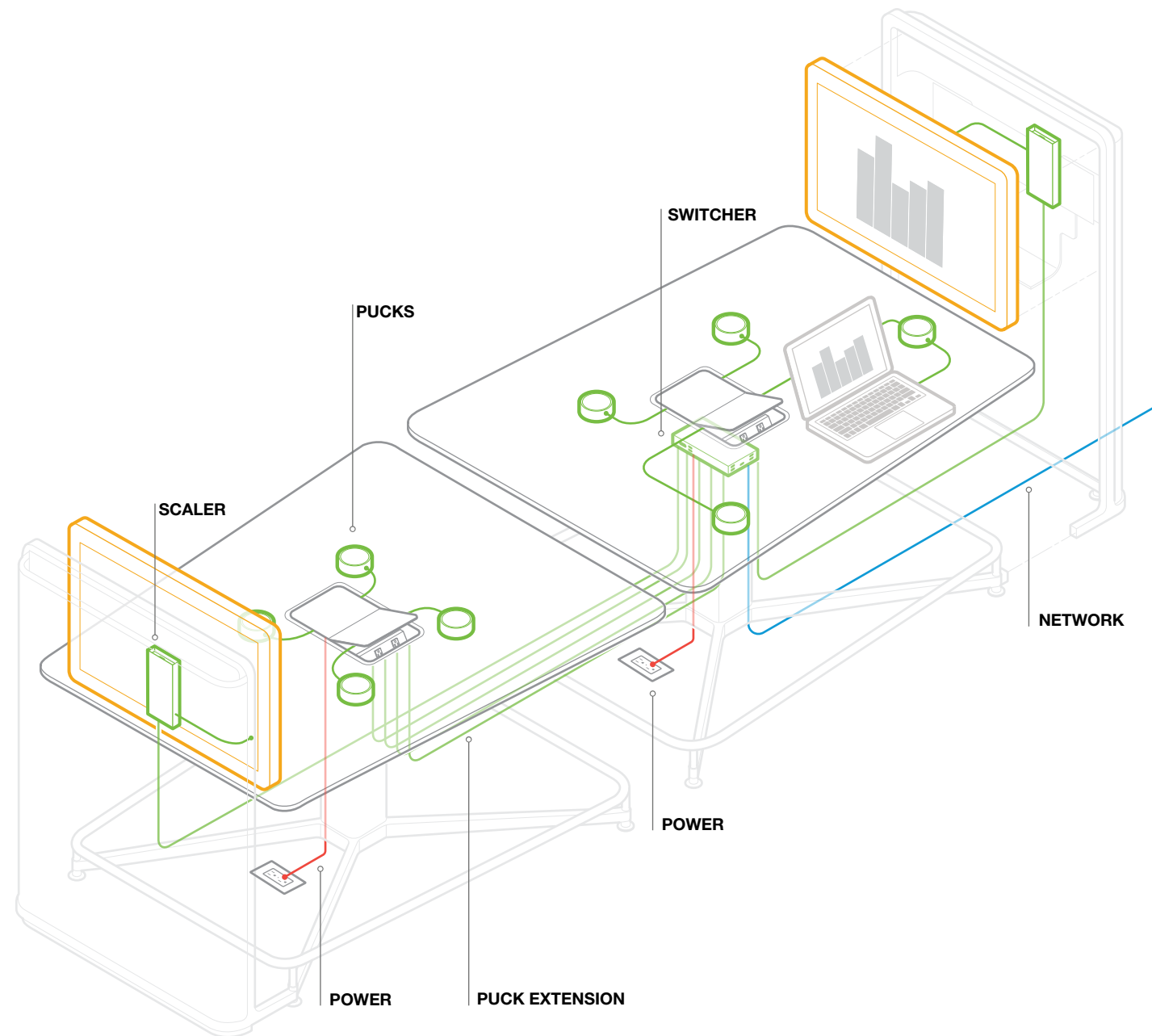
A collaborative setting for optimal knowledge sharing.

- User simply connects a PUCK to a digital device to share video and audio content
- Supports up to eight PUCKs
- Display content on up to four screens (mounted on wall or totem)
- media:scape's digital matrix switcher directs signals between multiple devices and flat screens, and the HDMI cable connects the switcher and scaler to ensure consistent image resolution
- HDVC integration available
- Globally consistent technology and experience for users, installers and IT professionals



- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE





■ STEELCASE MEDIA:SCAPE TECHNOLOGY
■ TECHNOLOGY NOT PROVIDED BY STEELCASE
■ BUILDING NETWORK INFRASTRUCTURE
■ BUILDING POWER INFRASTRUCTURE

MEDIA:SCAPE TEAMSTUDIO

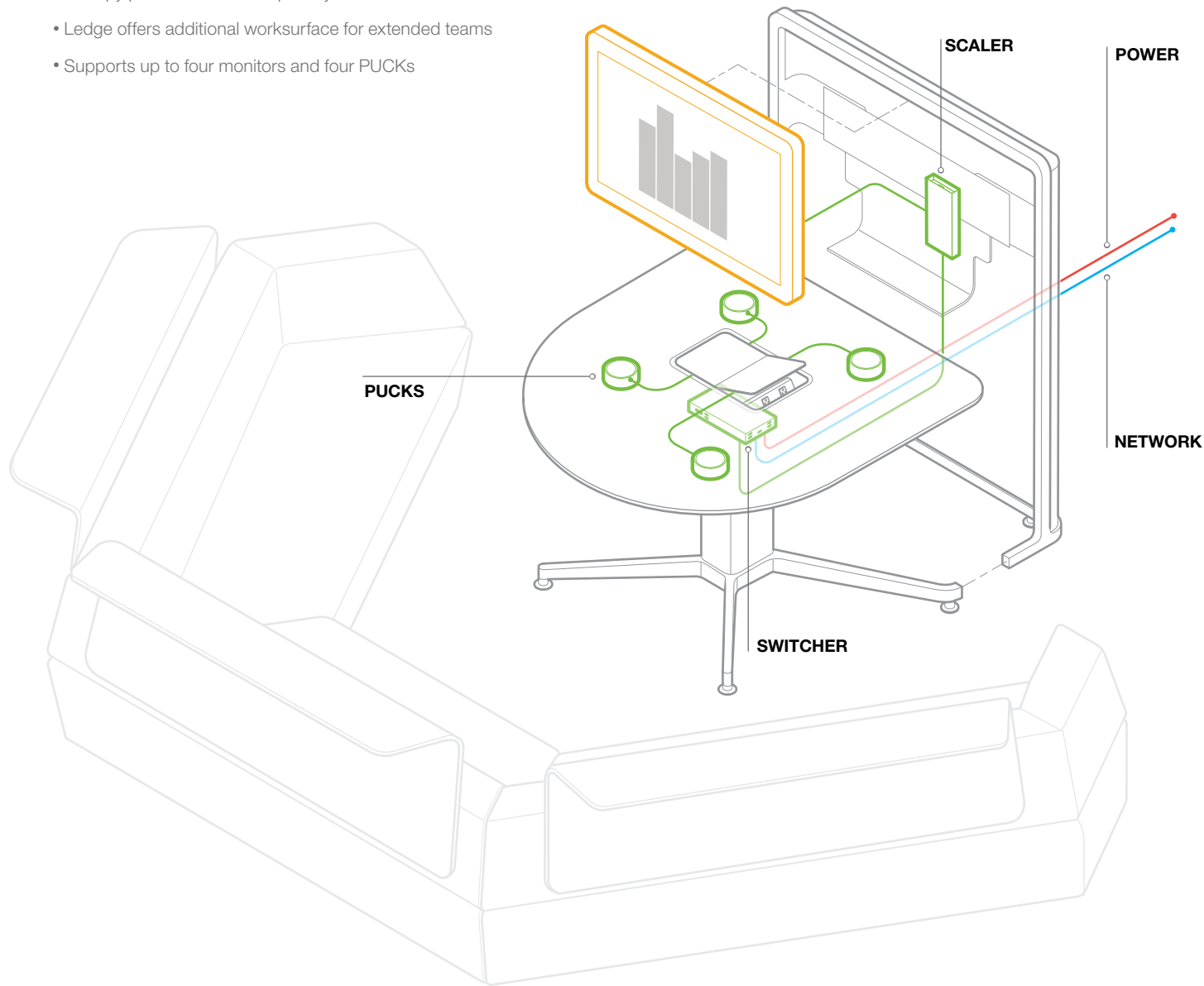
Where active project teams work together.

- Trapezoid tables give everyone a great view of monitors and ensure all participants can be seen by remote users
- Stool height provides a professional on-camera appearance
- Split table encourages people to move freely and access the project materials, vertical display and writing surfaces
- Monitors at each end of the split table
- Use up to eight PUCKs

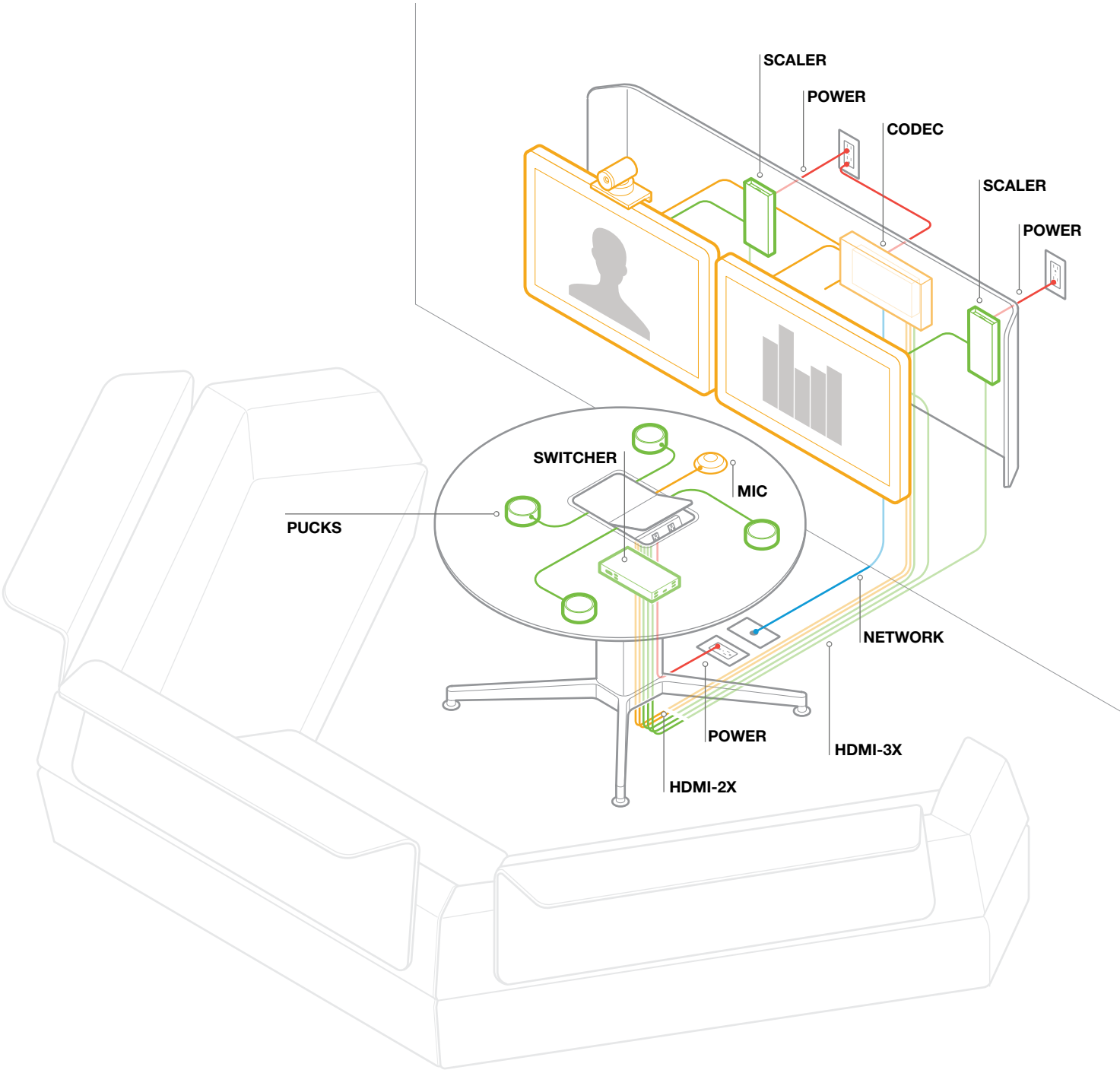
MEDIA:SCAPE TEAMTHEATER

A collaborative lounge setting configures in practically unlimited ways.

- Lounge seating encourages relaxed, informal collaboration
- Seven furniture pieces available to create multiple settings
- HDVC integration available
- Canopy provides additional privacy
- Ledge offers additional worksurface for extended teams
- Supports up to four monitors and four PUCKS



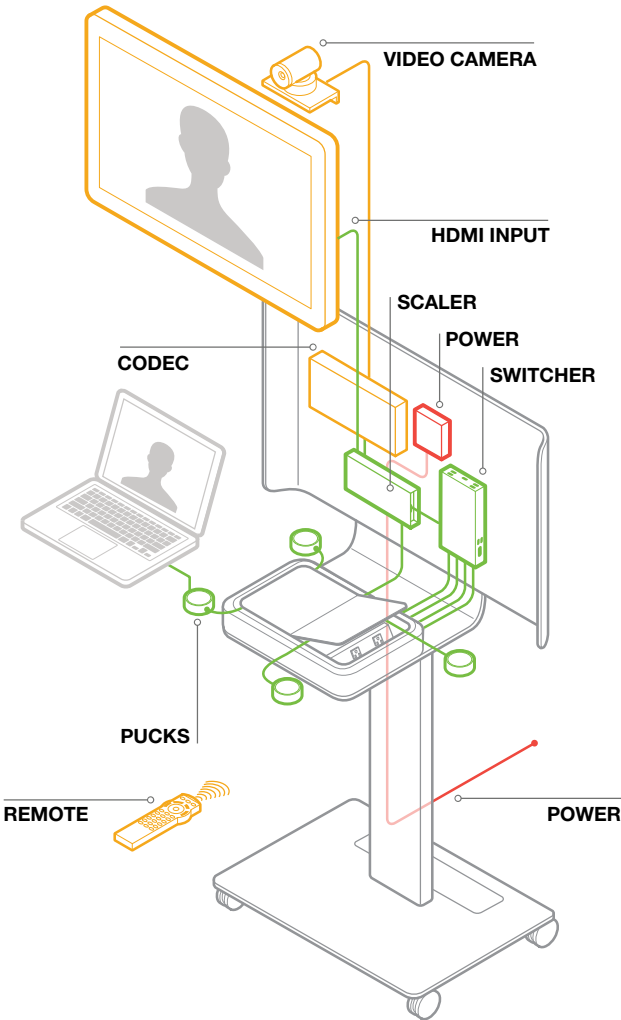
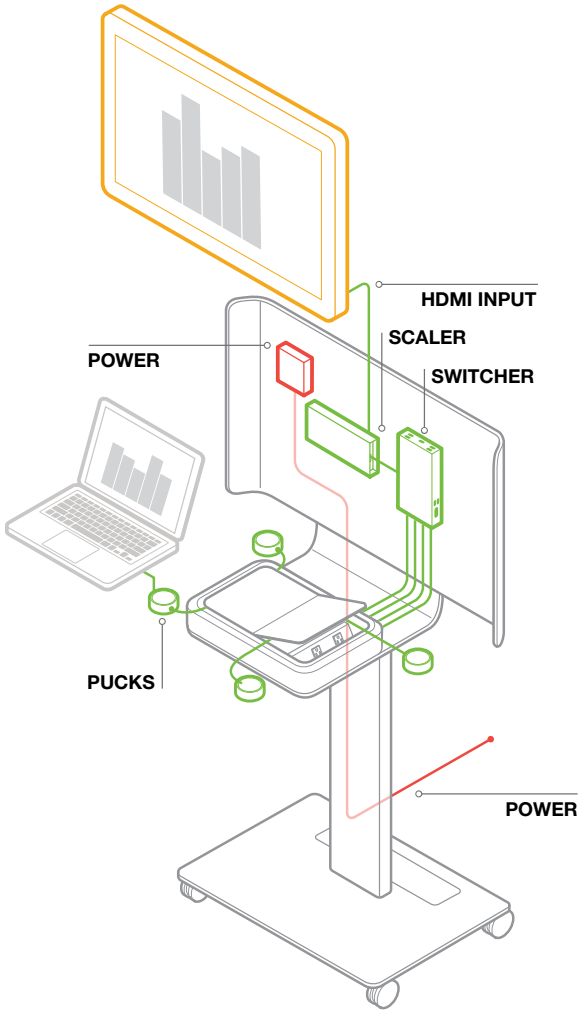
- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE



MEDIA:SCAPE MOBILE

Take media:scape wherever seamless collaboration needs to happen.

- Wheel up to a desk- or stool-height worksurface
- Requires no attachments, only power and data connections
- Media well includes four PUCKs and power outlets
- Supports up to a 42" LED monitor
- HDVC integration available

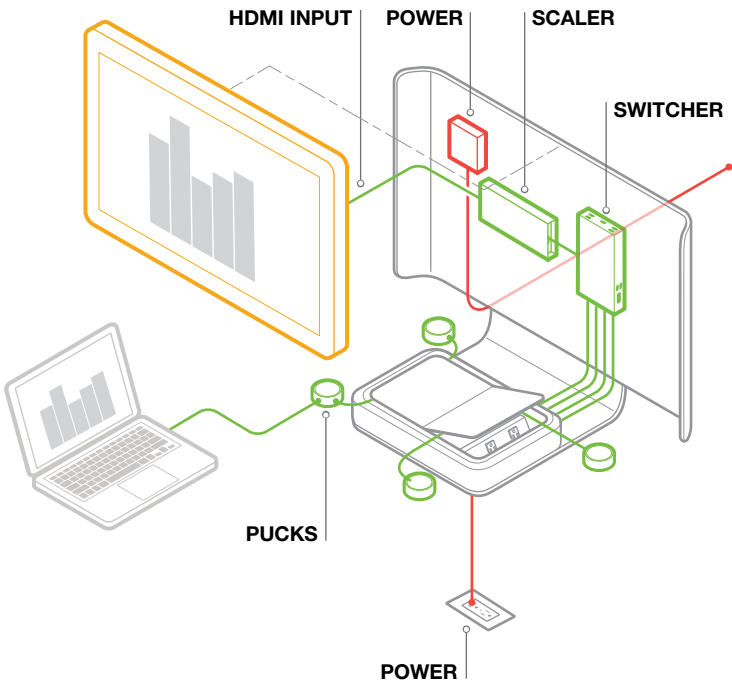


- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE

MEDIA:SCAPE MINI

Transforms a workspace into a collaborative work setting.

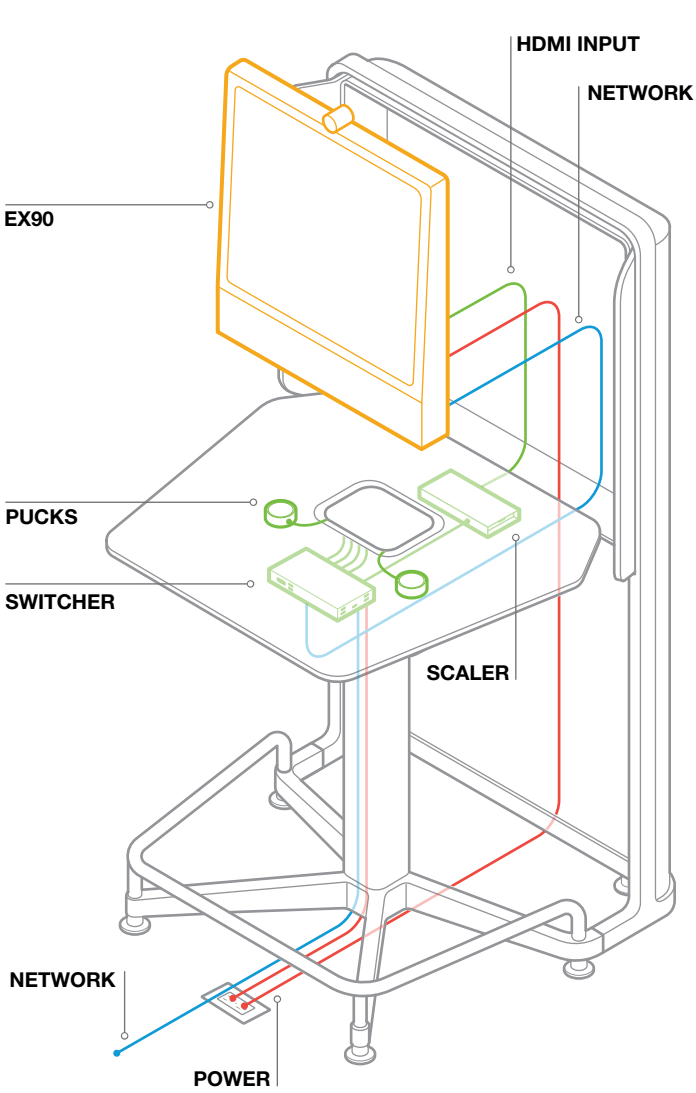
- Extend the media:scape experience to smaller, existing spaces
- Requires no attachments, only power and data connections
- Supports up to a 42" LED monitor
- Media well includes four PUCKs and power outlets



MEDIA:SCAPE KIOSK

A convenient walk-up videoconferencing experience.

- Standing or desk height videoconference solution in a small footprint
- Seamlessly bridges distances between distributed workers
- Includes single monitor, two PUCKs and two power outlets with a generous worksurface
- Ideal for impromptu or scheduled collaborations

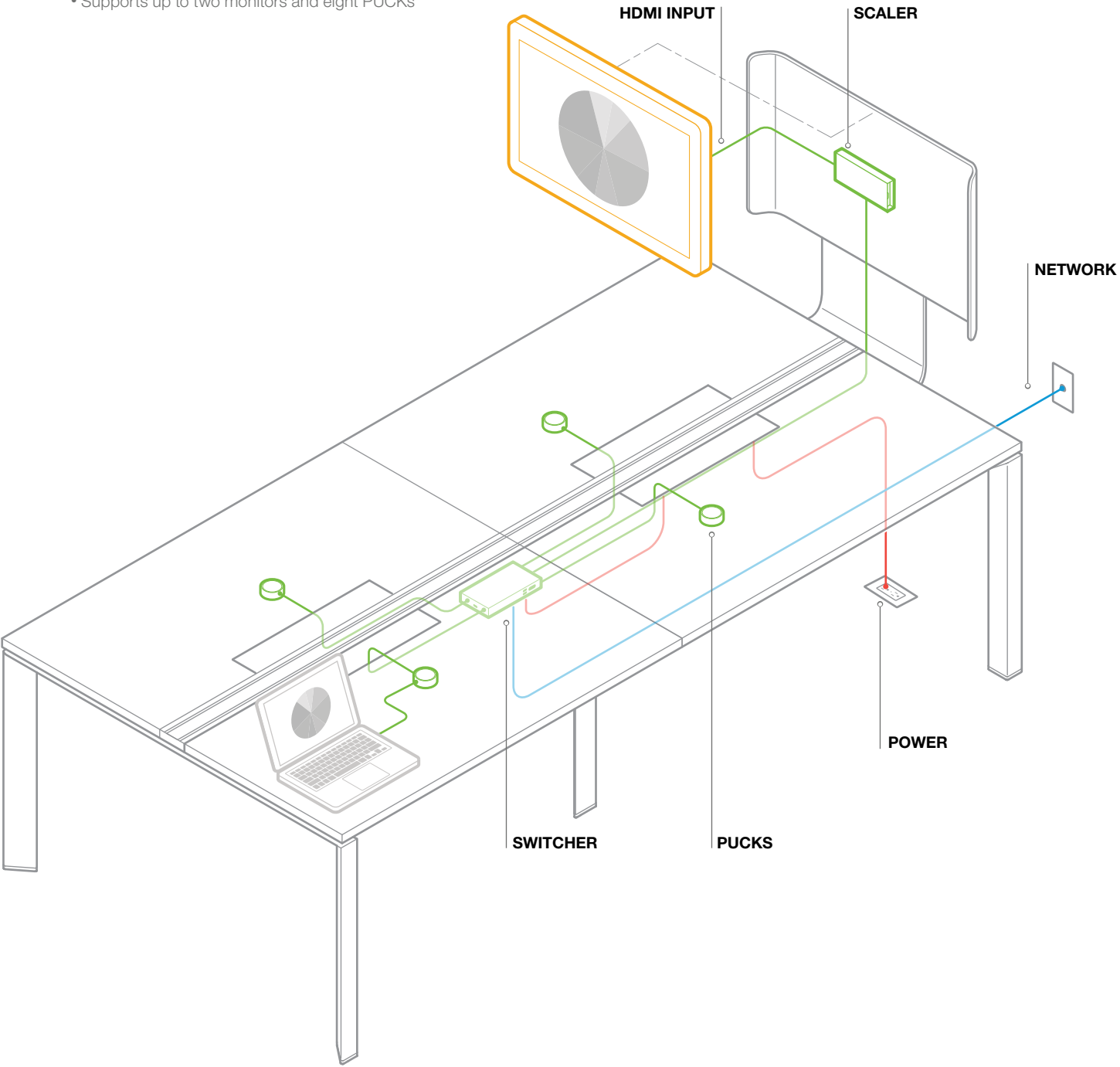


- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE

MEDIA:SCAPE WITH FRAMEONE

media:scape's collaborative power combined with the real estate optimization of FrameOne benching.

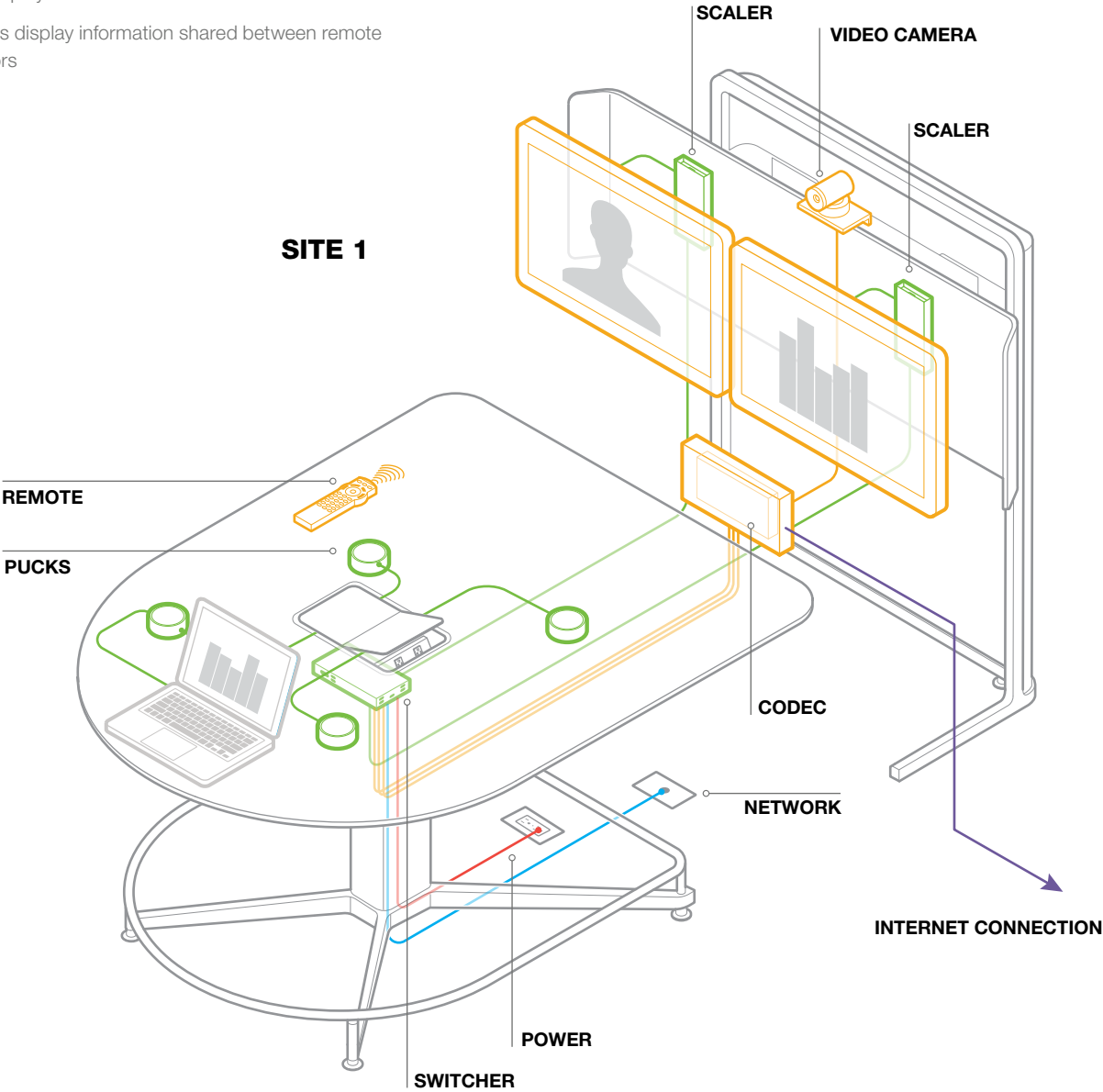
- Ideal for teams and functional groups
- Up to eight users can easily share digital and analog content
- Totem- or wall-mounted displays
- Supports up to two monitors and eight PUCKs



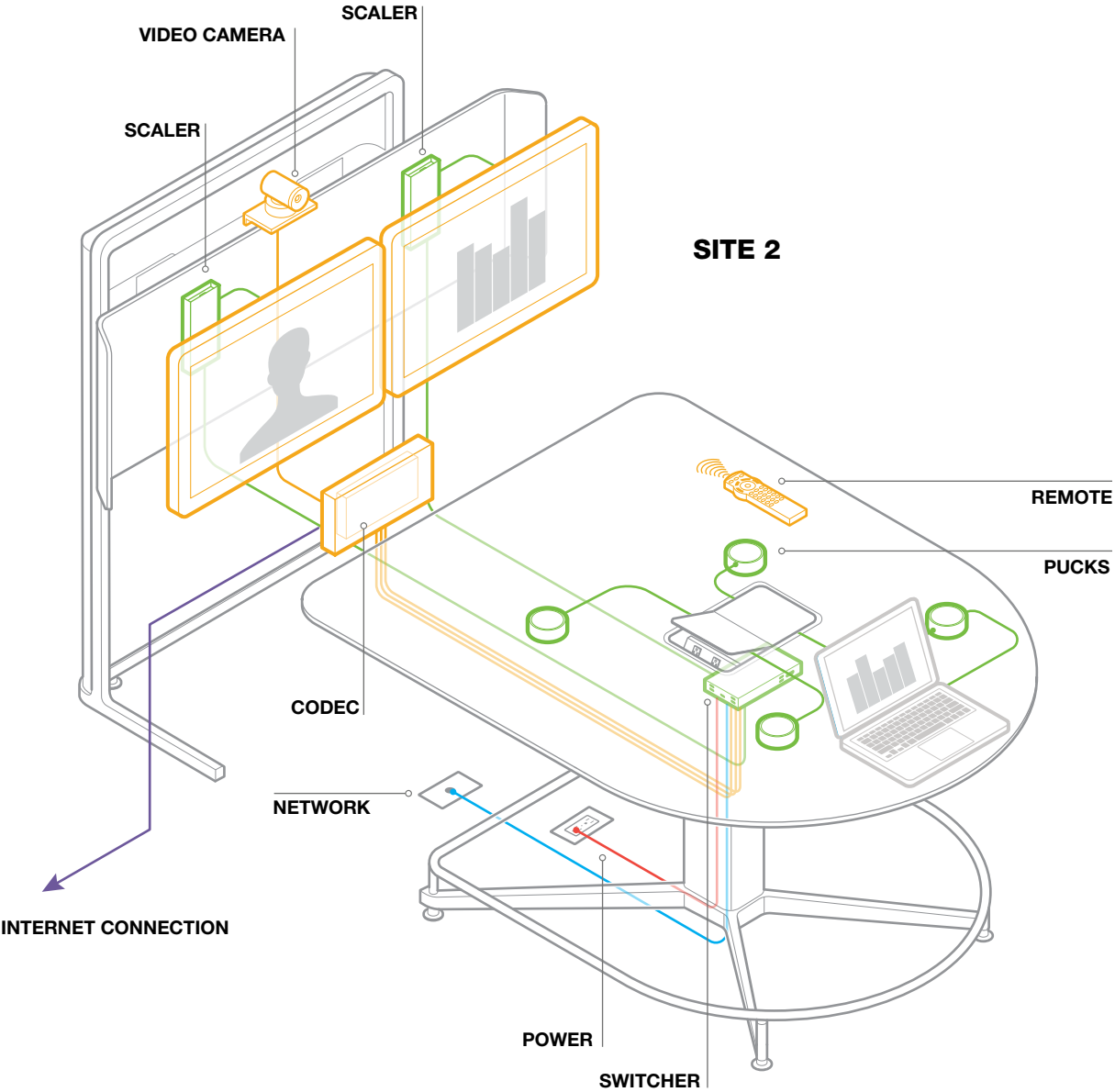
HDVC WITH TWO MEDIA:SCAPE SETTINGS

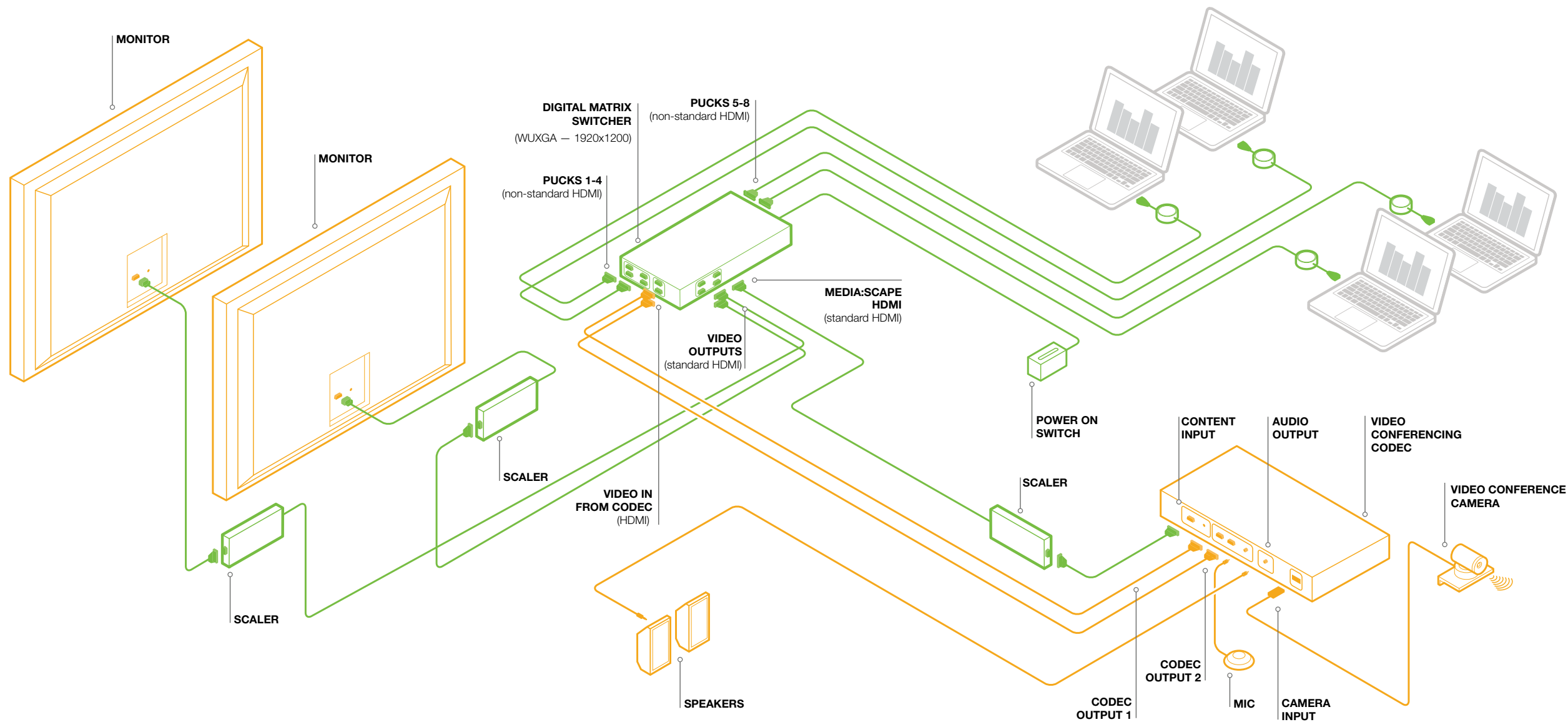
Collaboration with high definition videoconferencing.

- Remote control for the videoconferencing system activates videoconference and controls camera
- Shroud-mounted camera shows participants on remote screens
- Users connect PUCKs to digital devices and simply press PUCK to display their content on screens at both locations
- Flat screens display information shared between remote collaborators



- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE





MATRIX SWITCHER AND VIDEOCONFERENCING CODEC

Simple, self-contained, secure connections.

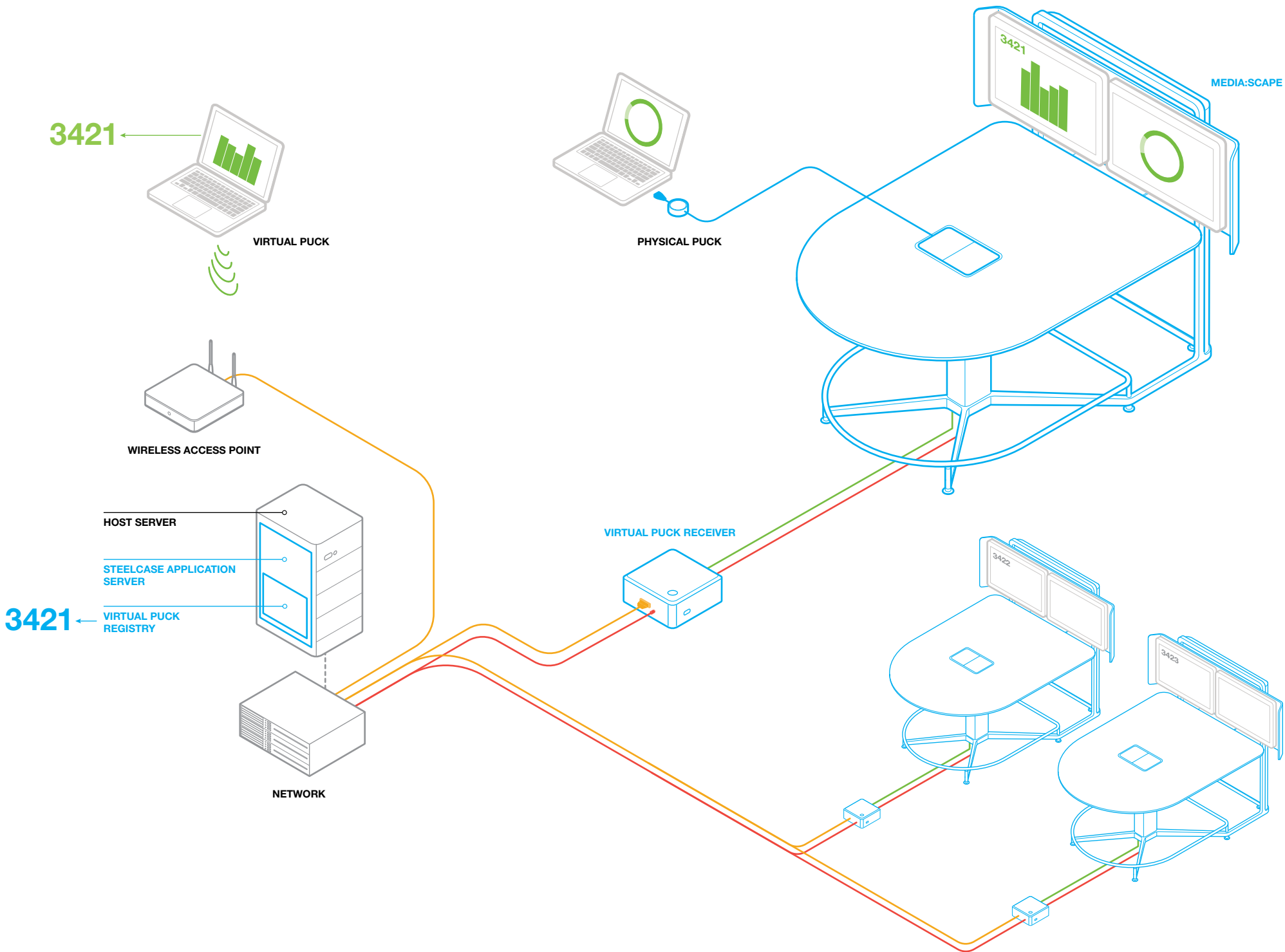
- Up to three monitors connect for videoconferencing using monitor extension cables and scaler
- Up to eight PUCKs connect from digital devices to media:scape, depending on the configuration
- media:scape HDMI cable connects to the digital matrix switcher (output #4) and the CODEC
- Cables provided with the CODEC connect to the matrix switcher: one cable transmits remote site audio and video from microphone and camera output, and the other transmits information shared from remote site's content output
- Note: VGA/DVI or other outputs from CODEC may need to be converted to HDMI

- STEELCASE MEDIA:SCAPE TECHNOLOGY
- TECHNOLOGY NOT PROVIDED BY STEELCASE
- BUILDING NETWORK INFRASTRUCTURE
- BUILDING POWER INFRASTRUCTURE

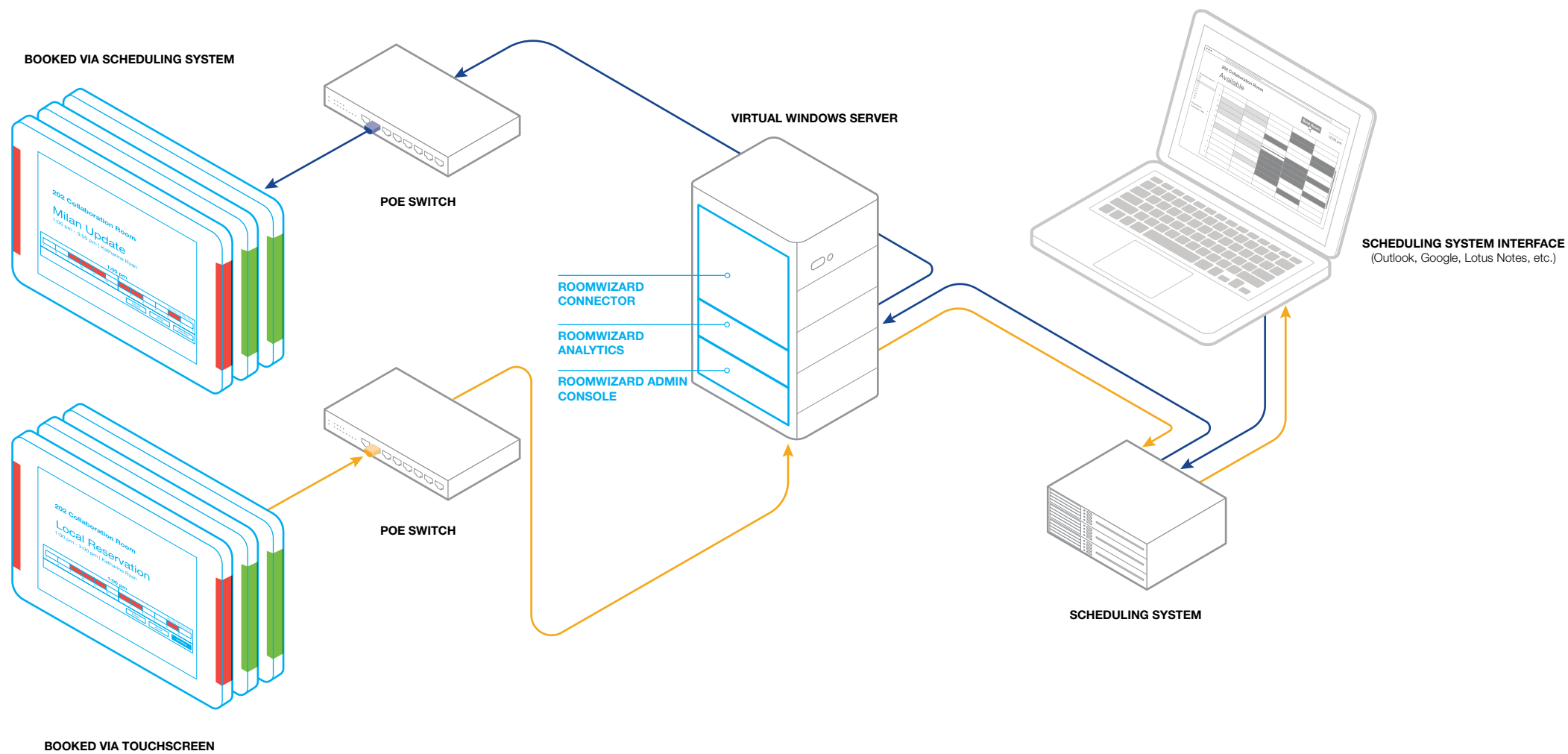
VIRTUAL PUCK INFRASTRUCTURE

The media:scape Virtual PUCK system is made up of several components:

- Virtual PUCK Receiver: physical appliance installed inside a media:scape setting connected to the media:scape digital switcher
- Steelcase Application Server: virtual appliance installed on a host server to house the Virtual PUCK Registry
- Virtual PUCK Registry: software application hosted on the Steelcase Application Server; network communication mechanism for all Virtual PUCK Receivers and media:scape settings
- Virtual PUCK Application: client application installed on end users' laptops (OS X and Windows); user interface for "Open, Connect, Share" experience



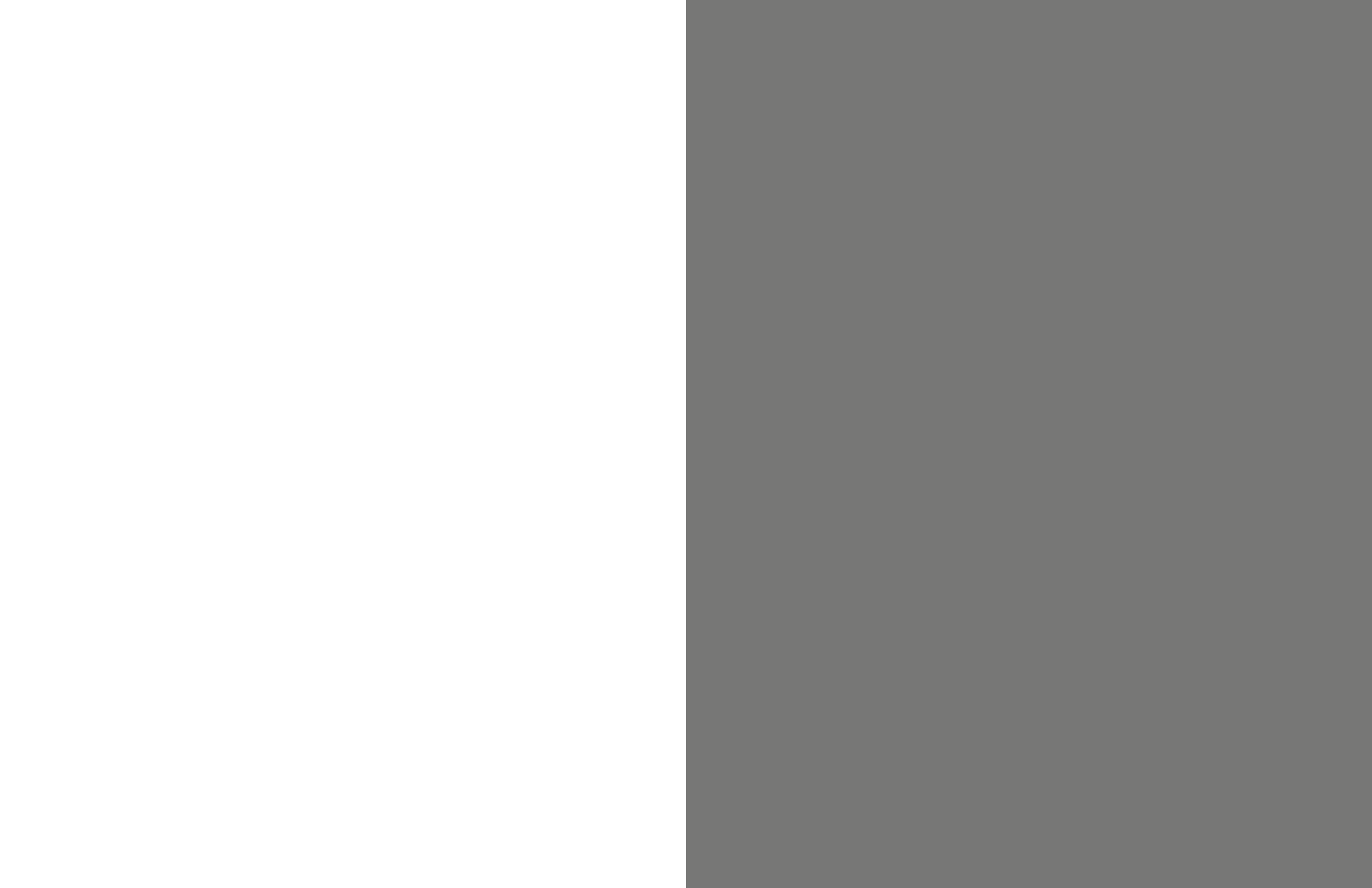
- VIDEO SIGNAL (HDMI)
- STREAMING VIDEO (NETWORK)
- SUPPLIED BY STEELCASE
- NETWORK CABLE



ROOMWIZARD INFRASTRUCTURE

The RoomWizard system is made up of several components:

- RoomWizard Device: the interactive touchscreen device for reserving group spaces
- RoomWizard Connector: connects to enterprise scheduling and calendar systems
- RoomWizard Administrative Console: management console for configuring and updating RoomWizards across the enterprise
- RoomWizard Analytics: desktop software that provides reports on room usage





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