WHERE WILL PRO AV BE IN 2020?

THE KEY TRENDS THAT WILL ENDURE & HOW TECHNOLOGY MANAGERS CAN PREPARE.

SPECIAL GUIDE
The Technology Manager's Guide to Huddle Spaces

20+ User-Friendly New Products
But How Much Does It Cost?

Considerations for huddle space pricing.

COMPLEXITY INFLUENCES PRICE
"The cost of the huddle room depends on the complexity of the setup. Here are some ballpark prices: A fully configured furniture and technology setup for eight people should be about $20,000-$25,000. A four person setup is $12,000-$16,000. If furniture is already available or the room is retrofitted, then technology with a display would run $5,000-$7,000 and would require installation time."

— Jack Gershfeld, Altie

REVISING THE IDEA OF “EXPENSE”
"The biggest expense the enterprise will have in the huddle space has nothing to do with AV integration or purchasing at all. It's the furniture and general ambiance of the space itself. Unlike in the past when a conference/meeting space was fairly conservative and straightforward, today's huddle space puts a premium on fashionable furniture, stylish lighting, fancy decor and creating a space that encourages higher levels of social behavior and a space where you feel comfortable. Decoration and ambiance will always carry with it significant costs and especially in today's world where technology is only getting less expensive and more powerful."

— Michael DiBella, Kramer

CUSTOM-BUILT?
"Many collaborative technology products were initially developed for larger, more complex rooms and applications and therefore have price points that are above what many customers can spend on huddle rooms. When outfitting huddle rooms, tech managers need to rely on products that are custom-built for smaller spaces, like the Massio ControlPad, the Enzo content management system with screen mirroring, and local table switches like AMX's Solecis SDX. They also need to deploy a system that minimizes the need for expensive configuration and programming."

— Mark Wilson, AMX

"We kind of kept analog in mind and a legacy system running. We needed a way to interface VGA and HDMI. HDMI is going to protect us for a long time. Every table has an HDMI, because students' laptops are coming in increasingly without VGA. Each student can bring in their own laptop. A lot of the faculty bring in older machines, and that's what the VGA is there for."

— Matthew Misiaszek, classroom technology manager at the University of Massachusetts, Amherst

OPPORTUNITIES TO SCALE
"With a smaller space, the need for expensive furnishings and high-tech AV equipment just isn't needed. This is one of the key factors in the popularity of huddle rooms. Anytime a company can improve efficiency while saving money it's a win-win for everyone."

— David Fitzgerald, Barco

"A huddle room typically costs $1,000-$1,200. Depending on how advanced the spaces need to be and how much technology is in them, however, the price could go up to $3,000 or more."

— Applied Global Technologies (AGT)

FEATURES & PRICE TAGS
"Cost can be as little as $500 for a complete package, including dedicated computer, basic web camera, mic with speakerphone, and monitor. A more sophisticated system would include a PTZ camera, separate speakers, a large monitor, and mic. This system would cost upwards of $3,000. A most elaborate multi-camera system, with the large screen, could cost around $8,000. These costs are assuming that the user has a software conferencing system, such as Skype 4 Business, or Google Hangouts. Consider that if you added a dedicated appliance-based collaboration system, minimum cost would be over $10,000 for a starter system."

— Perry Goldstein, Marshall Electronics

— Mark Wilson, AMX

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