WHY VIDEO IS THE FOUNDATION OF HYBRID WORK

An essential guide to connecting people no matter where they are

GN Making Life Sound Better

THE RISE OF VIDEO AT WORK

Video has become an increasingly central fixture in our everyday lives. In fact, a recent survey showed that over a quarter of adults globally watch 10 or more hours of online video per week.[1] With video becoming more popular as a mode of communication and information sharing, it's also rapidly becoming one of our preferred modes of communication at work; the use of video with platforms like Microsoft Teams and Zoom has become standard practice in workplaces around the world.

Remote working brought video into the mainstream

With the shift to remote working during the pandemic, the use of unified communications platforms skyrocketed to an all-time high. From January 2020 to April 2021, Microsoft Teams experienced a 625% growth in daily active users.[2] Similarly, Zoom now hosts more than 3.5 trillion meeting minutes per year globally.[3]

Collaboration in a virtual-first world

Most things that we once would've done exclusively in-person or on the phone have, in one way or another, become video-enabled. Now, we use video for a diverse range of work activities, from one-on-one meetings and group collaboration to product launches and IPOs. Needless to say, video is now where work happens.

[1] Statista: How many hours of online video do you watch per week?

[2] Microsoft Q2 2020 Earnings Report, Microsoft Q3 2021 Earnings Report

[3] Zoom Q3 FY21 Earnings Report

VIDEO KEEPS US CONNECTED IN HYBRID WORK

Our data shows that while remote work certainly had some benefits, it also presented some serious challenges. Most notably, 28% of global knowledge workers said their sense of team connection had decreased during remote work, and 21% felt a decrease in team morale. Fortunately, however, 84% of the workforce also believes that collaboration technologies will create a more equal and inclusive workforce in the hybrid future.

Facilitating human connection

In a joint study from Zoom and Forbes Insights, 97% of executives said that videoconferencing helps improve the sense of connectedness amongst remote workers. Similarly, 55% said they believe videoconferencing enhances their ability to increase employee engagement, ultimately concluding that video provides "greater intimacy in working relationships – both internal and external," as well as "superior communication and understanding."[4]

Employees want video to include everyone no matter where they're working

In the context of hybrid working, our Hybrid Ways of Working 2021 Global Report supports the findings from Zoom and Forbes Insights that video brings people together; meeting rooms equipped with video technology are a top 3 priority for global knowledge workers to include those working remotely.

Using devices that are fit-for-purpose

The more time we spend on video platforms such as Microsoft Teams and Zoom, the more important it becomes to use purpose-built video devices that create the most natural virtual environments for clear communication, maximized productivity, and closer connection with our colleagues. In a hybrid world where 84% of knowledge workers believe that technology can help all employees have equal access to opportunities at work, video promises an inclusive and humanized pathway forward.[5]

[4] The Connected Culture

[5] Jabra Hybrid Ways of Working 2021 Global Report

> *In hybrid work, while we will see a return to in-person meetings, there will also be some people connecting from remote locations via video-conferencing services. This creates an immediate need for companies to upgrade their pre-existing conference rooms that may not have audio or video installed.*

Aurangzeb Khan,
SVP of Intelligent Vision Systems, Jabra

PERSONAL VIDEO ELEVATES THE HYBRID WORK EXPERIENCE

Oftentimes on a work call, we may not want to turn on our camera because the dim lighting and poor quality of our built-in laptop camera doesn't allow us to look our best. Other times, it's simply tricky to configure and adjust. Luckily, personal video cameras offer solutions to these common built-in video issues.

What's the difference between built-in cameras and personal video cameras?

At the base level, the difference between built-in cameras and personal video cameras is simple: built-in cameras are a part of the laptop, tablet, or smartphone hardware itself, typically situated in the center directly above the screen, whereas personal video cameras are an external video device specifically designed for high-quality video experiences.

Boosting productivity with personal video

Unlike most built-in laptop cameras, personal video cameras capture the highest quality video, with up to 13 megapixels, 4K Ultra-HD resolution, and a far wider field of view. The high degree of resolution and field of view allow us to better capture micro facial expressions and the subtleties in body language, both major contributors to effective communication.

On-device intelligence is changing the game

As in many other aspects of our daily lives, artificial intelligence is beginning to create major opportunities within video. Personal video cameras equipped with built-in, on-device artificial intelligence can address many of the issues caused by poor quality video. They can also open up doors to entirely new experiences that replicate human creativity and collaborative innovation of in-person interactions.

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Sparking creativity and innovation

On-device artificial intelligence powers features such as Picture-in-Picture, which allows the camera to deliver two video streams simultaneously: one which enables the user to select an area of interest for one stream and still be present themselves in a second stream. This enables users to think with both their heads and hands, showcase ideas, model product designs, and present creative concepts more easily and effectively.

Making sure we always look our best

Other intelligent video features can address many issues, such as poor or insufficient lighting. If your work environment has poor lighting, the artificial intelligence now found in some personal video cameras is able to adjust the lighting of your outgoing camera stream, making sure you're always on camera in the best light.

Personal video reduces video fatigue

With the crystal-clear video quality of personal video cameras, we can now effectively outsource the constant work our brains are doing to compensate for unnatural video experiences, reducing the cognitive load of video meetings and limiting our susceptibility to the video meeting fatigue caused by low-quality video.

MEETING ROOM VIDEO BRINGS EVERYONE INTO THE ROOM

When it comes to hybrid working, our data shows that employees are highly concerned about a lack of equal opportunities for those who choose to work from home more often. Similarly, 52% agree that they would prefer to work from home but are concerned their career would suffer as a result. This data paints a picture of a highly unequal working future unless we find the right strategies and technologies to bring everyone into the room on an equal playing field. Moving forward, we'll need to make sure everyone feels their voice is heard and valued, whether they're in the room or not.

Meetings designed for both in-person and remote participants

Our recent hybrid working study found that almost 9 in 10 employees globally believe technology can help all employees have equal access to opportunities at work. Two of the top five reasons they gave for this increased equity are by helping make everyone feel included and represented in meetings (41%) and by giving employees equal screen space (30%).
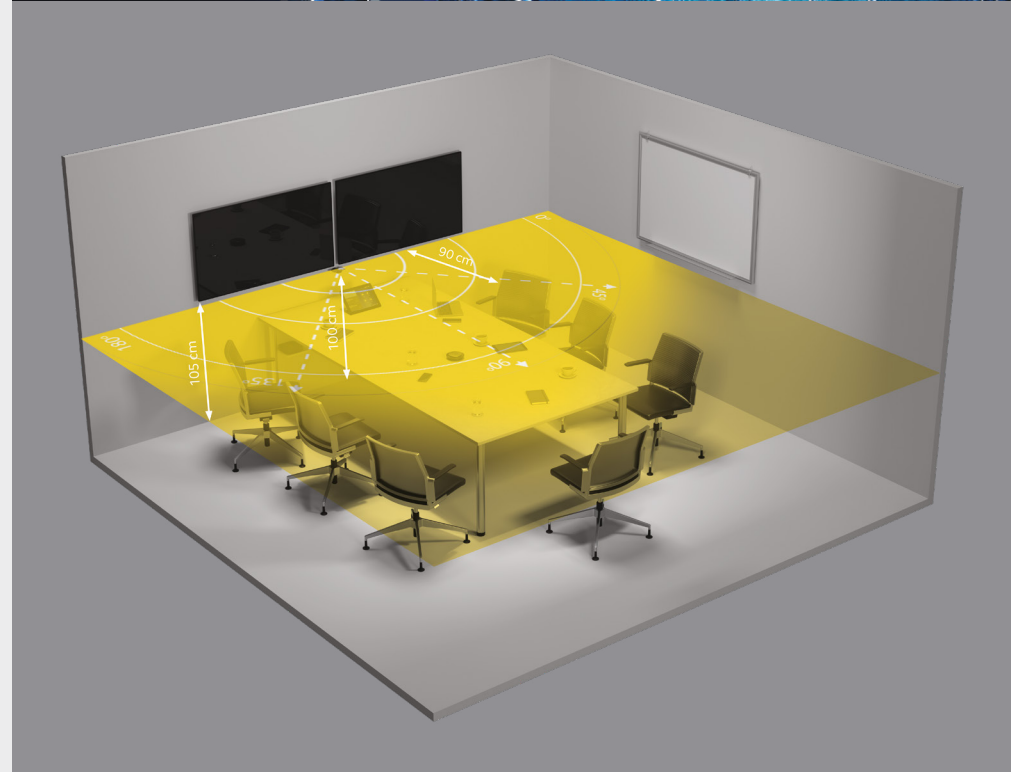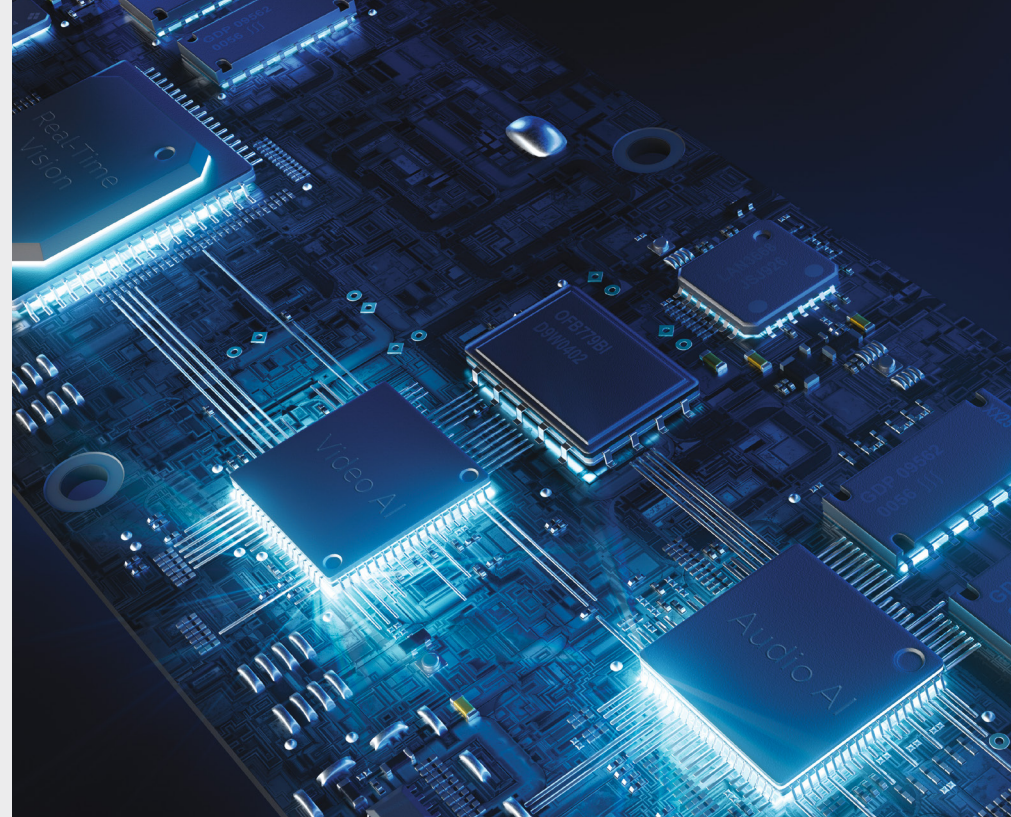
Ensuring equal pixel real estate

Pixel real estate refers to the amount of screen space an individual takes up in a virtual meeting. Because everyone was joining meetings on their own computer during remote work, this wasn't a major issue. But now, as we return to the office and our meetings contain both in-person and remote participants, we must use tools that represent everyone equally in the meeting, regardless of where they are.

Capturing everyone in the room

When it comes to pixel real estate, in-person meeting participants are often at a disadvantage in hybrid meetings: they're often sitting far away from the camera (or not within the frame at all). Cameras with a 180° field of view can make sure that everyone in the room is captured on screen, while intelligent features that zoom in on and transfer between active speakers make sure that no one is left out.

Edge AI facilitates innovation with whiteboarding

Without the right tools, remote participants can also be at a disadvantage in hybrid meetings; in-person participants often have the benefit of using office infrastructure, such as whiteboards, to generate ideas. To bring the physical whiteboard into the virtual world, intelligent video solutions allow you to share your whiteboard content in real time, so everyone in the meeting can see what's on the board, whether they're in the room or not.

4 THINGS TO LOOK FOR IN A VIDEO SOLUTION

With video as the foundation of hybrid working, it's crucial that we use the right devices to maximize inclusivity, flexibility, and well-being. Here are the four key things to look for in a hybrid working video solution.

1 HIGH-QUALITY VIDEO

Low-quality video fatigues us quickly, often leading to disengagement and demotivation in our work. In order to maximize well-being and productivity in a hybrid environment, you should be looking for video solutions with at least 4K resolution. This will ensure that you always look your best on camera and can communicate as effectively as possible. Similarly, the wider the field of view, the better. This will help make sure that no one is cut out of the conversation because of where they're sitting.

2 INTELLIGENCE

Capturing our world on video opens up the possibility to interact with it in a whole new way. With artificial intelligence, modern video solutions support creativity, innovation, and inclusion by shrinking the gap between the physical and virtual worlds. They serve as an extension of our minds, bodies, and environment, connecting us with others in an authentic, intimate, and intelligent way.

3 CERTIFICATIONS

Certifications ensure that our video devices are built to optimize the collaboration experience. By going through extensive testing, certified devices are deemed to meet the standards of performance and functionality for UC platforms, as well as for all types and sizes of meeting rooms and collaboration spaces. Additionally, certified professional devices allow for remote device management, feature updates, and enhanced professional support. In a hybrid world where we're working in multiple locations, certified devices help that we always stay connected.

4 FLEXIBILITY

It's important that your video devices enable you to work from wherever you can be most productive. And because of this, they need to be flexible and easy to use. Plug-and-play video solutions allow you to plug into whatever device you're using and simply get to work. Similarly, personal video devices must be portable, able to adapt to the changing environments in which you'll be working, and connectable to various types of audio sources. In the dynamic workspaces of the hybrid future, flexibility is essential.

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