

## **Barco expands its portfolio for hybrid meetings with the addition of the ClickShare Present range**

Kortrijk, Belgium – 27 May 2021. Barco, a global leader in meeting room technology, is about to expand the highly praised and awarded ClickShare family to enable businesses to prepare for a smooth return to the office and step into the new reality of the hybrid workplace. Completing the recent wireless conferencing range with two new models of ClickShare Present, our wireless presentation & collaboration solution, we offer customers worldwide the freedom to equip hybrid meeting rooms according to their own requirements, existing ecosystems and company IT policies.

### **The hybrid meeting technology that puts people first**

“There’s no going back to the way we worked before. We’re no longer prepared to slog to every meeting in person. And the virtual meeting has its shortcomings too. Instead, we’re going for something better than both, **which we call hybrid**, a seamless blend of the physical and the virtual, of in-office and remote,” says George Stromeier, Senior VP and GM Enterprise.

Mixed working & collaboration solutions like ClickShare take center stage in this new era. We reinforce the capabilities of high-end video technology and bring meeting participants closer together. ClickShare enables seamless, highly engaged collaboration no matter where employees are working. With a full range of wireless solutions, we encourage businesses to **re-enter the hybrid workplace safely and effectively** and offer exactly that technology that fully matches their business and IT requirements. **ClickShare puts the employee at the heart** and fosters both engagement and connectivity.

“In the past, technology has tried to recreate real life meetings. But in-person meetings aren’t perfect. At Barco we have a different approach. **We start with people**. And how every person can be at their very best. Engaged. Agile. Fully involved. Inspiring each other. Only then we create the tech that makes that happen,” George Stromeier continues.

### **One range, two flavours**

“With ClickShare, our wireless presentation & conferencing hub for the hybrid workplace, **we give frictionless entry for all**, whether you’re at your desk in Brussels or on a mountain top in Patagonia. From simple screen sharing to running the meeting from your laptop, **all it takes is one click**. Everyone’s part of the conversation, everybody feels welcomed and valued,” Wim De Bruyne, VP Meeting Experience, explains what the ClickShare offering is all about.

With the introduction of **ClickShare Present** to the meeting room ecosystem, we now offer a solution for any customer wanting to turn existing conference rooms into fully equipped hybrid collaboration rooms. ClickShare Present is a **seamless extension to wirelessly share content in your existing meeting room setup**. Customers with existing Microsoft Teams, Zoom or Webex conference rooms can benefit from adding easy, wireless content sharing. ClickShare completes the collaborative experience with full BYOD, interactivity features and workflow integration. The focus shifts from mainly conferencing to true hybrid collaboration.

On the other hand, the fully agnostic **ClickShare Conference** models, launched successfully last year at ISE in Amsterdam, unleash the **power of BYOM** (Bring Your Own Meeting) by bridging to remote participants through your video service of choice. ClickShare Conference gives users the freedom to organize hybrid meetings the way they want and where they want. They host calls from their laptop, use their preferred UC&C platform, and wirelessly connect to the meeting room display and AV peripherals. Any meeting room can easily be redesigned into a wireless hybrid meeting room by adding ClickShare Conference.

### **Making hybrid collaboration flow in one click**

ClickShare offers IT managers the freedom to chose **between plug & play collaboration with the ClickShare Button** or **powerful workflow optimization with the ClickShare Desktop App**. Both empower hybrid meetings through the same, simple, intuitive experience.

The Button is an instant plug-in for both employees and guests, while the App can be pushed through an MSI to all employee laptops. ClickShare is the perfect match for any digital workplace strategy. Touch or touchless, Button or App. It's the customer's way of working, the customer's decision.

"Within seconds, users wirelessly connect to your hybrid meeting, with both Button or App. They work perfectly together and offer a single unified, intuitive user experience throughout the entire enterprise, in any type of room. Gone are the days of poor AV quality and troublesome set-ups of room devices," Michaël Vanderheeren, Product Management Director explains.

### **Introducing a complete portfolio: connected, secure at heart and enterprise-grade**

The new ClickShare Present range consists of **2 different models for wireless presentation in existing VC rooms**.

- The entry **C-5 is ideally suited for huddle spaces** and small meeting rooms, offering the key functionalities of wireless 4K content sharing.
- The high-end **C-10 is the perfect companion for interactive collaboration** in any meeting space, adds enhanced video performance and a set of interactivity features such as touch back support, moderation, blackboarding and annotation to make users truly connect and click in meetings.

The entire ClickShare family is connected, IT-grade and matches your network configuration, whether in standalone, connected or fully networked mode. As ISO 27001 certified product, our focus is entirely on security and central management, which is essential for IT compatibility. Using our XMS management dashboard, you can easily manage and update your units, and you get useful insights into behavior in the workplace. All units feature Barco's SmartCare offering, including five years of coverage, advanced access to Barco's helpdesk and a license to the XMS Insights module.

### **About Barco**

Barco designs technology to enable bright outcomes around the world. Seeing beyond the

image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2020, we realized sales of 770 million euro. We have a global team of 3,300 employees, whose passion for technology is captured in 430 granted patents.

For more information, visit us on [www.barco.com](http://www.barco.com), follow us on Twitter (@Barco), LinkedIn (Barco), YouTube (BarcoTV), or like us on Facebook (Barco).

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