



Urban delivers immersive triple-screen experience for **Zoom**'s global headquarters

Zoom is the leader in modern enterprise video communications.

With 10 million average daily participants in December 2019, demand for the cloud-based software platform rocketed during the global pandemic, achieving 300 million daily meeting participants by April 2020.

OBJECTIVES

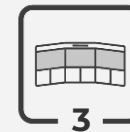
- Establish immersive triple-screen Zoom Rooms solution
- Support collaboration amidst rapid office expansion

OUTCOME

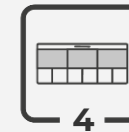
- Rapid yet standardised solution across global offices
- Brand-matched hardware
- Showcase of Zoom's capabilities for multi-screen meeting rooms

TECHNOLOGY

- **14** Zoom Rooms across six locations.



Urban 553
(faceted)



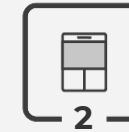
Urban 553
(non-faceted)



Urban 552



Urban 751



Urban 651

- Urban systems featuring combinations of DTEN D7 (for 552 and 751 systems), Neat Board and AVer EP65 (for each 651 system respectively), LG UH55C screens and K-array speakers.

The Challenge

Even prior to 2020, Zoom was growing rapidly.

In 2019, Zoom's increasing share of the Enterprise market meant the video collaboration giant was not only expanding into new offices in the USA and Europe, but also looking to cement its offering for immersive multi-screen video conferencing.

Zoom needed to establish a triple-screen solution and global standard for hardware that could be deployed as rapidly as its own exponential pace required.

The Solution

In its quest for a more immersive experience, Zoom looked to Urben to design a triple-screen Zoom Room prototype for Zoomtopia 2018. Adam Keckley, Technical Project Manager at Zoom, stated:

“ We immediately loved the immersive design of Urben's triple solution. The system empowers participants to communicate more productively, maintaining the quality of personal interaction without compromising the ability to seamlessly share information. It's the best of both worlds.

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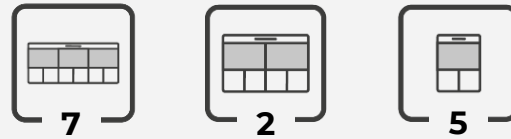


Urben's all-in-one concept enabled a more efficient and cost-effective installation.

No walls needed to be reinforced, and each system took only a matter of hours to install.

During 2019 and 2020, this all-in-one solution operated as the blueprint for seven faceted and non-faceted triple screen suites for five offices, including Zoom's global headquarters in San Jose and EMEA headquarters in Amsterdam.

Urban also deployed seven dual- and single-screen systems across six offices, establishing collaborative whiteboarding environments for huddle spaces and large meeting rooms alike. These included multiple DTEN 55" and 75" touchscreen solutions bolstered by K-array speakers, and a 65" Neat Board solution in London.



For each location Urban was able to customise its triple-, dual- and single-screen solutions to the office and Zoom's brand aesthetic, colour-matching as required.

Why Urban?

Urban was uniquely able to provide a range of customisable solutions that not only featured a bespoke triple-screen design, but also incorporated a combination of hardware from leading manufacturers that reflected the flexibility of Zoom's technology.

Urban's all-in-one concept also enabled a more efficient and cost-effective installation. No walls needed to be reinforced, and each system took only a matter of hours to install.



Whilst Urban's systems are brilliant for our internal communications, they also operate as an impressive showcase for our visiting customers.



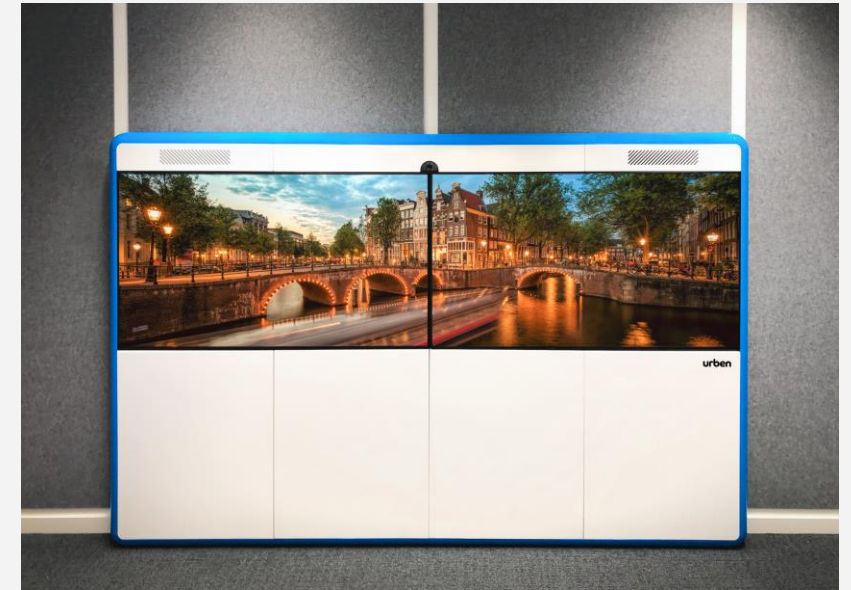
- Adam Keckley, Technical Project Manager at Zoom



The Outcome

From Urban Singles to Triples, Zoom was able to establish a scalable yet flexible standard for Zoom Rooms deployment. Urban's all-in-one systems will be able to support Zoom in its rapid expansion, without time-consuming building work.

The versatility of the Urban systems – both in terms of colours and technology – has had additional benefits. “While Urban's systems are brilliant for our internal communications, they also operate as an impressive showcase for our visiting customers. Leveraging the range of vendor products that Urban can integrate, we are able to demonstrate the vast potential environments where Zoom can support its users,” Keckley added.



For Keckley, the benefits of Urban's Zoom Rooms also centres on users:

“Zoom has always focused on simplifying the conferencing experience. Urban's immersive systems provide a streamlined design aesthetic that functions to house equipment, while empowering collaborative meetings.”

