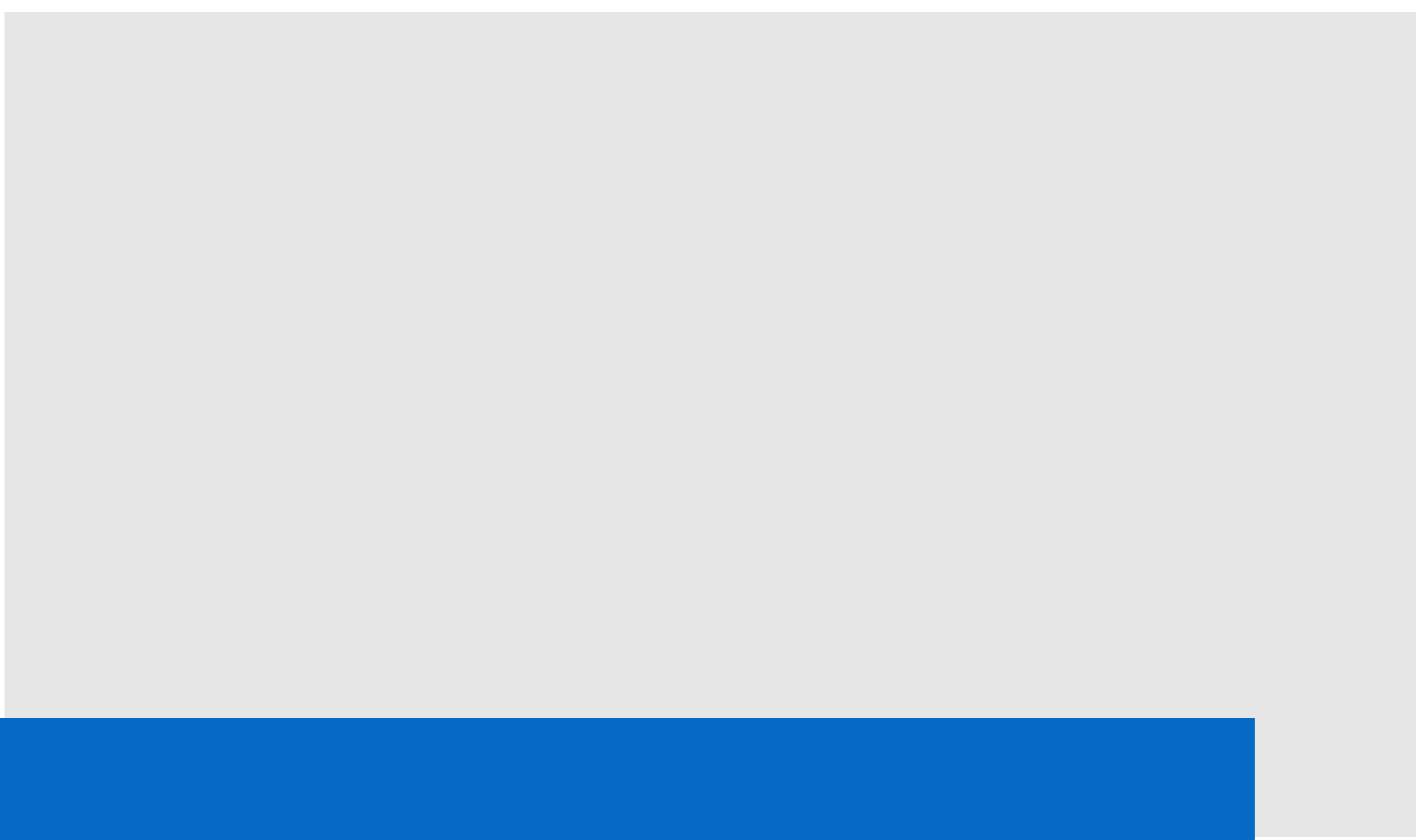




5 reasons why conference rooms are bidding adieu to flat panels



The days of plasma and LED panels in conference rooms are dwindling, and projectors have made a grand comeback. Why? One word – “collaboration”. It’s quite simple actually – conference rooms today are moving away from being spaces for presentations and are continually becoming spaces that foster collaborative work.



1. Not everybody types in 36 pt

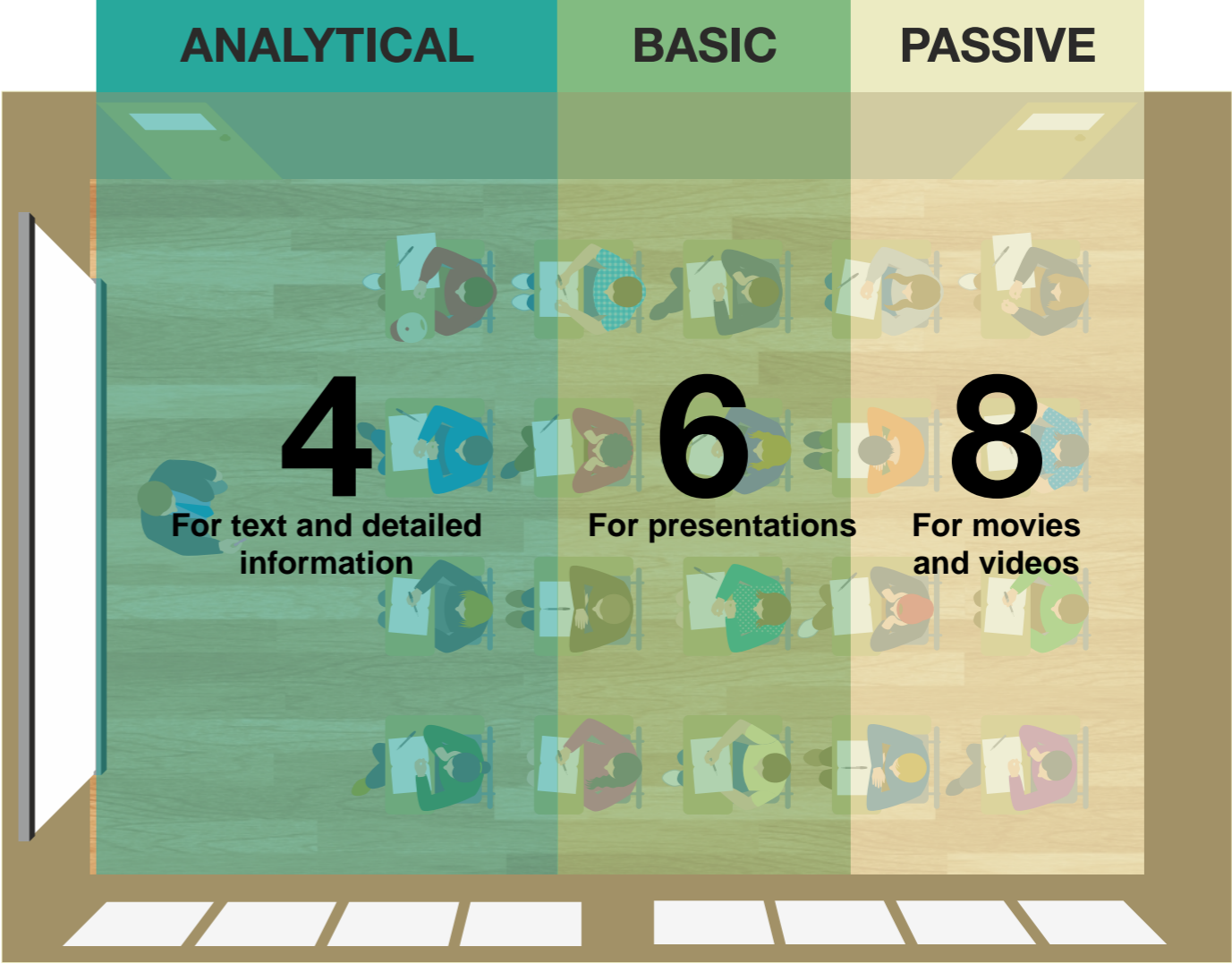
Virtual collaboration is the norm today. While panels are alright for one-to-one video calls, with more people, facial expressions become unrecognisable, rendering void the advantages of face-to-face conversations. Also, to expect the screen-shared spreadsheet to be in 36 pt is barely shy of silly. In short - 'large panels' just do not offer enough size for legibility and thus virtual collaboration.

2. One size does not fit all

Meeting rooms range from small 10 x 10 cubicles to massive ones that host large teams. Also, the nature of content delivered in these rooms vary largely from presentations to graphics to text. Today projectors offer better flexibility for such spaces. Want a presentation and a spreadsheet up together? Project them side-by-side. Imagine splitting the tiny 50” display area into two. Also, legibility needs to be accounted for even in small rooms. If out of the 8 people in the room, 2 at the back can't read the display, that's a 25% reduction in productivity.

3. The science supports projectors

The established method for determining the ideal viewing distance viz. the 4/6/8 rule, indicates that for collaborative work - requiring analytical viewing - all participants must be seated within a distance of about 9 feet from a 60” panel. That's surely not offering enough air and light to the brain. Also, Art Feirman of Projector Central argues that the actual distance for effective viewing is in fact lesser – about 7 feet for a 60” screen. Furthermore, light emissions from LED panels can be harmful to the eyes. The moral is obvious, panels for conference rooms mean less effective workspaces.



4. The worries are only myths now

Projectors were considered costly and difficult since buying a projector meant buying a screen and installing blinds to completely cut-out light etc. While such worries were true of yester-generation projectors, with technologies like Epson's 3LCD becoming common in the market, now any wall can become a viewing screen, even with considerable light leakage. And, on comparing the prices of panels with projectors whilst considering screen sizes, it is easy to note that projectors are way cheaper than flat panels.

5. Then there's the magic of interactivity

Add to the above advantages, the benefits of interactive projectors - and flat panels suddenly seem ancient and outdated in technology. Being able to present, comment, modify and collate work, all in real-time while being seated in the conference hall, is pushing the boundaries of innovativeness and team work to new heights, while offering effortless convenience.