Welcome To Collaboration Week New York – Day 2

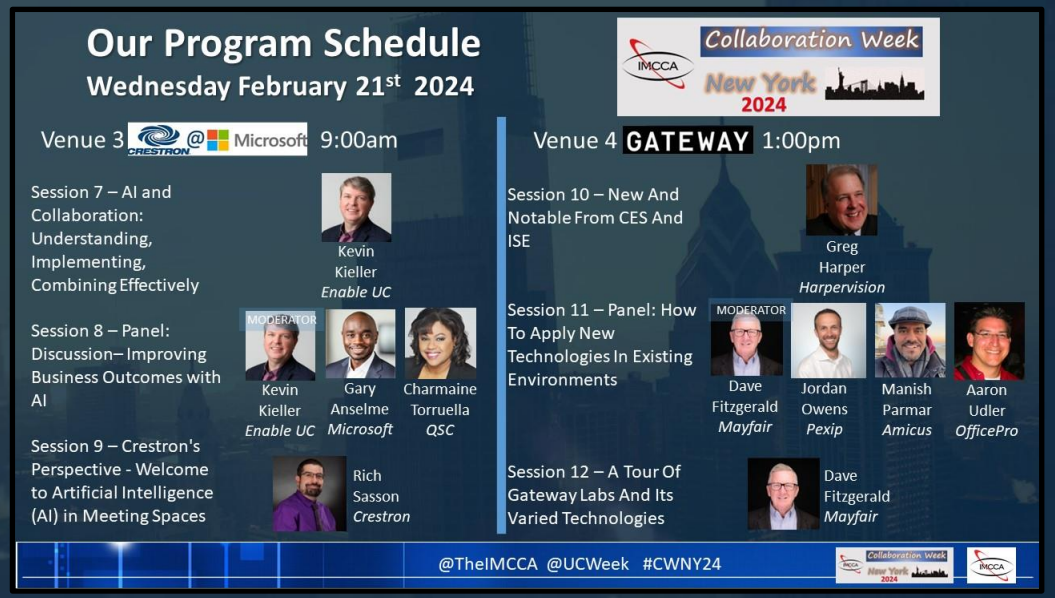
Collaboration Week
New York
2024

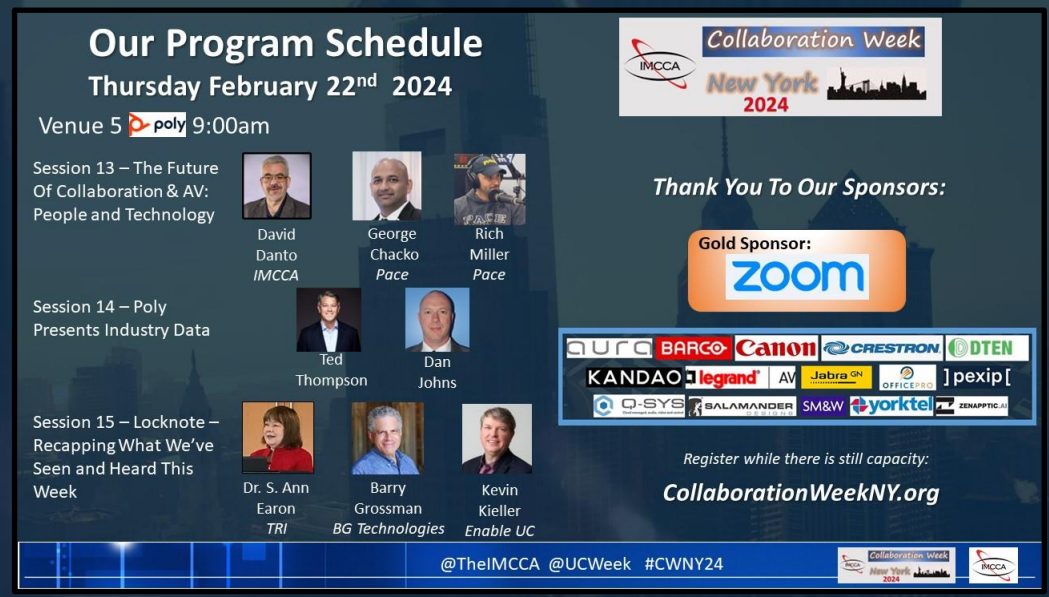
"We met in 2020 and then the world shut down…."

@TheIMCCA @UCWeek #CWNY24

Welcome To Collaboration Week New York

CollaborationWeekNY.org/program





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AI and Collaboration: Understanding, Implementing, Combining Effectively

What's real? What's hype? What is it worth?

Kevin Kieller

Co-Founder and Lead Analyst, EnableUC Inc. (enableUC.com)

Leader, Business Communications Strategies (BCStrategies.com)

Co-Creator, Trivia Engine for Teams (triviaengine.com)

February 21, 2024

@TheIMCCA @UCWeek #CWNY24

What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

You

What is the IMCCA?

ChatGPT

The IMCCA stands for the "Interactive Multimedia and Collaborative Communications Alliance." It is an organization dedicated to promoting the convergence of technologies in the realm of unified communications and collaboration (UC&C). The IMCCA focuses on advancing the understanding and adoption of technologies such as video conferencing, audio conferencing, web conferencing, and other collaboration tools across various industries. The organization provides education, networking opportunities, and advocacy for industry professionals involved in these fields.

You

Do most people understand how AI works?

Copilot

Just over half of all respondents say they have **"some knowledge"** of AI, but only about **10%** feel they are **"well educated"** in this area. Younger people are more likely to say they are knowledgeable about artificial intelligence. People are most likely to express feelings of **concern (32%)**, **curiosity (30%)**, and **hope (27%)** regarding artificial intelligence [1].

Understanding how AI works can be quite challenging, even for experts. The neural networks that power artificial intelligence are modeled after the human brain, yet we are quickly losing the ability to
learning algorithms. However, pioneers who began
that uncertainty persists today. The mystery lies in
defies complete explanation. Despite this, neural n

In summary, while awareness of AI exists, true und
grasp of this transformative technology.

Learn more 1 foundation.mozilla.org 2 bbc.com 3 pewresearch.org 4 scientificamerican.com

half of all respondents say they have **"some knowledge"** of AI, but only about **10%** feel they are **"well educated"** in this field.

- Started writing video games for VIC-20 and Commodore 64
- Overseen development of recreational, educational, and business software used by millions of people worldwide
- Served as Bell Canada's lead UC strategist
- Managed moving hundreds of thousands of users to UCaaS
- Pragmatic and independent

enableUC Co-founder and Lead Analyst

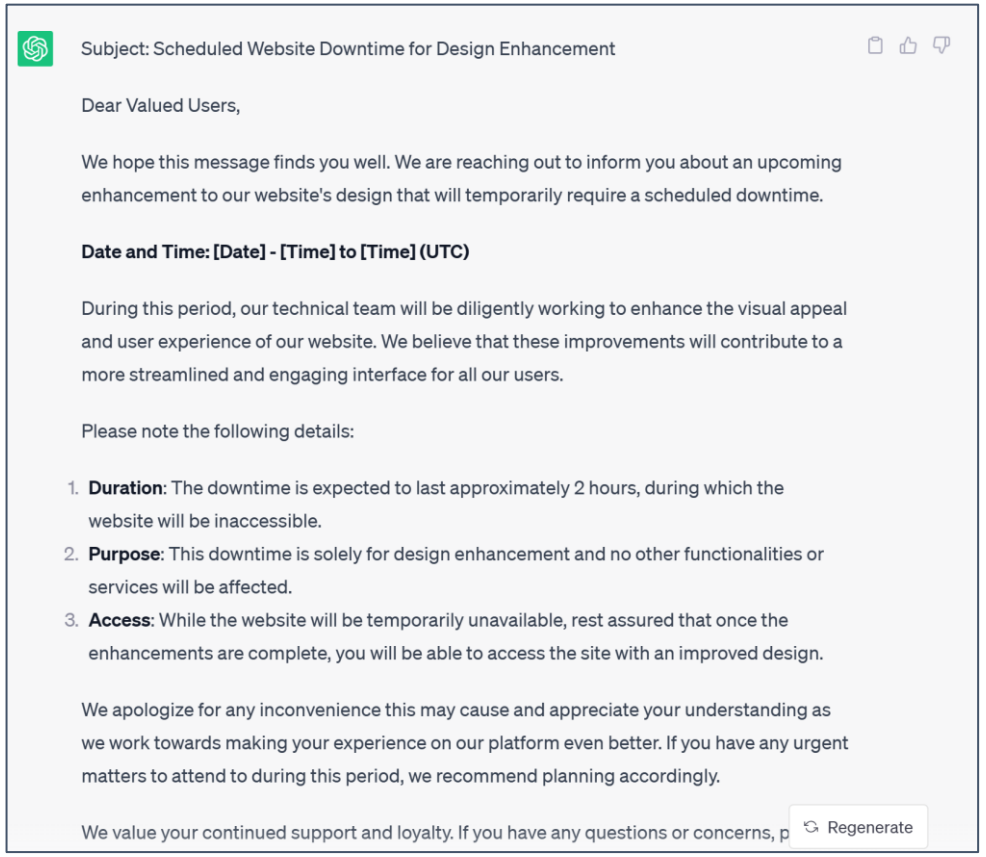
We help vendors and organizations fully leverage the opportunities created by Microsoft Teams and the associated Microsoft ecosystem.

Leader of BCSTRATEGIES A BUSINESS COMMUNICATIONS RESOURCE

Co-creator of Trivia Engine for Teams - uses gamification to make knowledge reinforcement fun and competitive. www.TriviaEngine.com

Kevin Kieller
kkieller@enableuc.com

Artificial Intelligence Doesn't Matter



- **What matters is improved outcomes**
- Faster task completion
- Better quality output
- More engaged employees
- Improved customer service

AI has been in the hiding (in plain sight)

- Background noise removal
- Background blurring
- Background replacement
- Auto captioning
- Real-time translation
- Participant identification
- Filters
- Auto-framing
- AI-directed multi-camera setups

ChatGPT delivered generative AI

KK

Write an email explaining that our website will be down for 2 hours in order to enhance its design.

Subject: Scheduled Website Downtime for Design Enhancement

Dear Valued Users,

We hope this message finds you well. We are reach
enhancement to our website's design that will tem

Date and Time: [Date] - [Time] to [Time] (UTC)

During this period, our technical team will be dilige
and user experience of our website. We believe tha
more streamlined and engaging interface for all ou

Please note the following details:

1. **Duration**: The downtime is expected to last approximately 2 hours, during which the website will be inaccessible.
2. **Purpose**: This downtime is solely for design enhancement and no other functionalities or services will be affected.
3. **Access**: While the website will be temporarily unavailable, rest assured that once the enhancements are complete, you will be able to access the site with an improved design.

We apologize for any inconvenience this may cause and appreciate your understanding as we work towards making your experience on our platform even better. If you have any urgent matters to attend to during this period, we recommend planning accordingly.

We value your continued support and loyalty. If you have any questions or concerns, p

Regenerate

Different AI Models

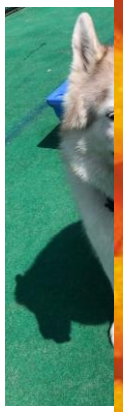
- **Pre-trained**
- Large language models
  - OpenAI ChatGPT, Google Gemini (nee Bard), AWS Titan, Anthropic
  - This is what most people are excited about

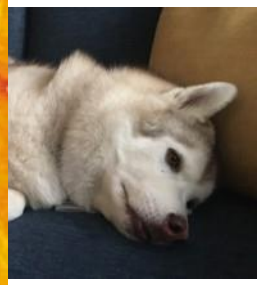
- Specialized models
  - DALL-E 3
  - Sora
  - BloombergGPT

- **Custom created models**
- Requires the most data and the most expertise

Data is the fuel for AI

Data is the fuel for AI

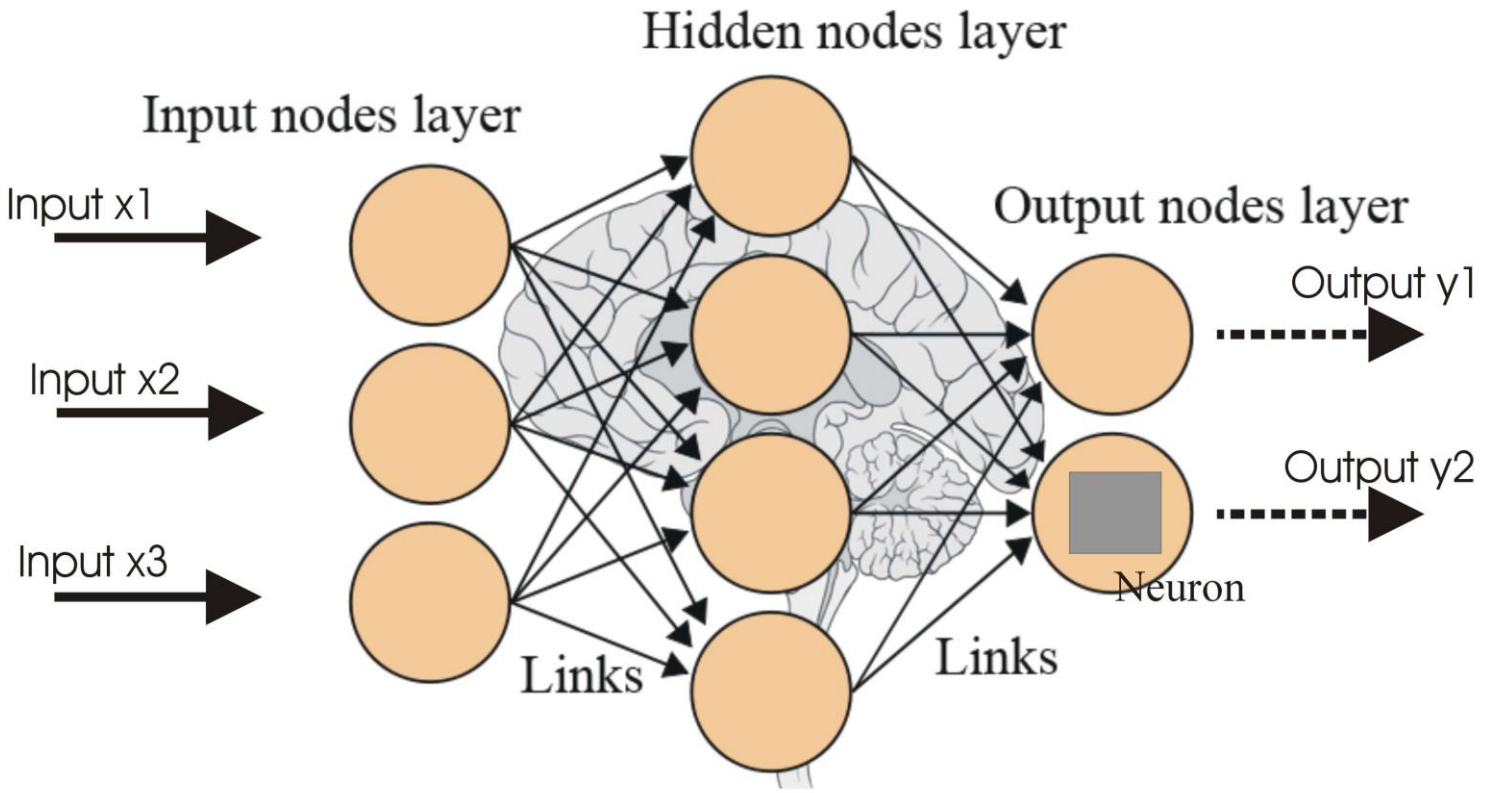




NOT Kai X

Large language models (LLMs)

- Learn patterns from vast amount of data
- Use machine-learning system call a neural network
- Exhibit emergent properties



Data is the fuel for AI

What Can LLM Do for Collaboration?

- Summarize
  - Meetings
  - Emails
  - Documents
  - Chats
- Generate text
  - Messages, emails, documents
  - Change tone, make shorter, extend
- Generate images
  - And entire slide presentations
- Describe images
- Code
  - Enabling no-code workflows, Excel formulas, and pro code

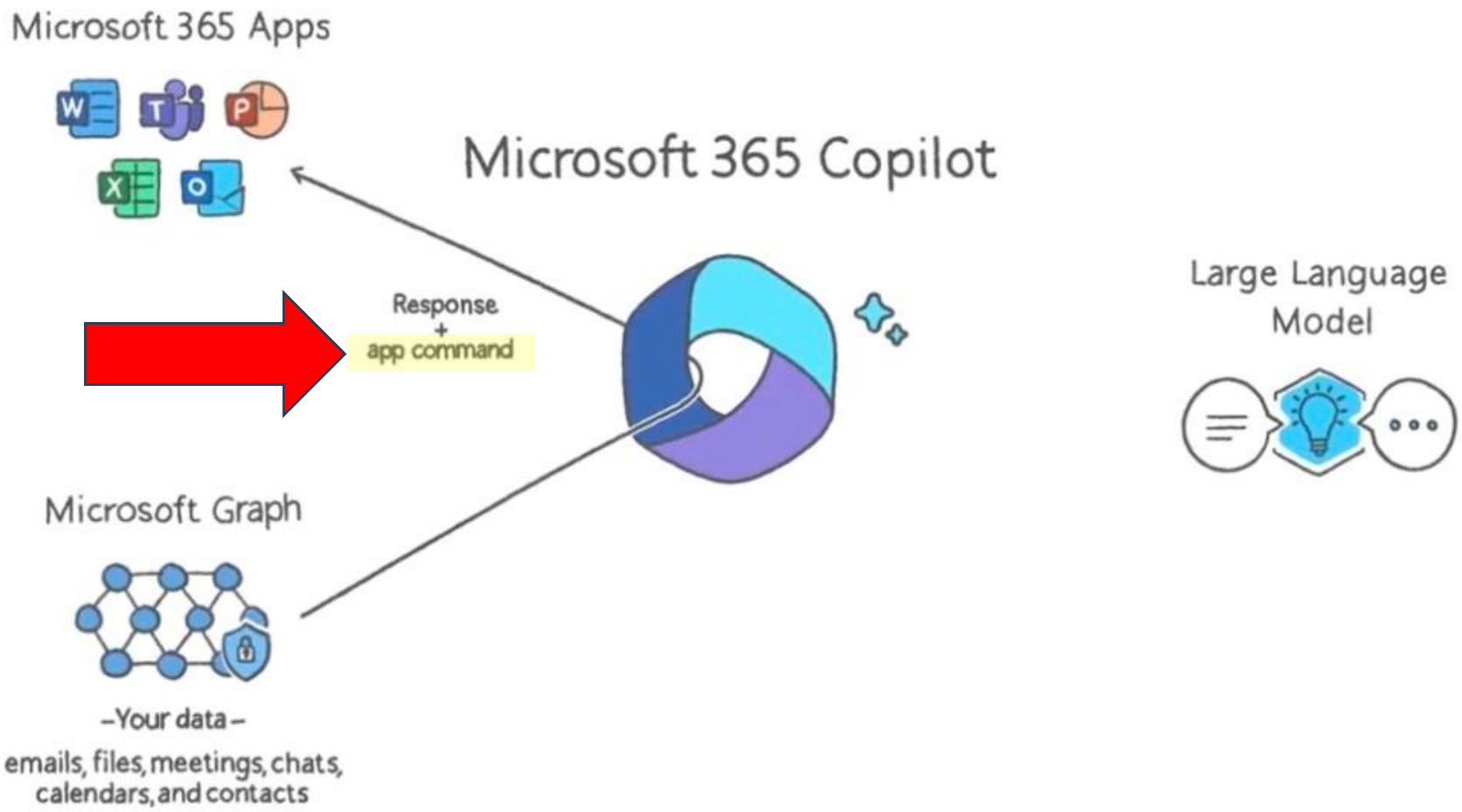
Collaborative AI Choices

	Zoom	Cisco	Microsoft	Google
Product	**AI Companion**	**AI Assistant**	**Copilot**	**Gemini**
Meeting summaries	Yes	Yes	Yes	Soon
Create responses	Yes	Yes	Yes	Yes
Modify responses	Yes	Yes	Yes	Yes
Create images	No	No	Yes	Yes
Code	No	No	Yes	Yes
“Drive” applications	No	A little	Yes	?
LLM model	OpenAI, Anthropic	?	OpenAI	Gemini
Data goes to 3rd party	Yes*	?	No	?
Your data used for training	No	No	No	Yes*
Price	Free	Free (for now)	$30/user/mth	$20/user/mth

Microsoft Copilots

1. Copilot for GitHub
2. Microsoft Copilot
3. Copilot in Windows
4. Copilot for Microsoft 365
5. Copilot Pro
6. Copilot for Viva
7. Copilot for Sales
8. Copilot for Services

Generative AI in a Collaborative Application



Important Collaboration AI Considerations

- What does success look like?
  - How will you know collaboration AI is benefitting your organization?
- Who has access to your confidential data when using AI features?
  - Are you sending confidential data (or confidential customer data) outside your existing security boundary?
- Do your users understand LLMs can “hallucinate”?
- Meeting summaries are only as good as the speech-to-text transcript!
- Does AI expose your organization to “over sharing”?
- Are there bias or copyright concerns associated with the LLM you are using?
- Does the value exceed the costs? (Who needs this capability?)

Companies that effectively leverage collaborative AI will have a competitive advantage

Recommended next steps

- Review your platform(s) data sharing policies
- Experiment
- Educate your users with respect to AI shortcomings
- Gather metrics and feedback
- Budget / Plan deployment for 2025

Questions?

Kevin Kieller
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Co-Creator, Trivia Engine for Teams (triviaengine.com)

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Our Panelists Today

Charmaine Torruella
QSC

EB Bayo
Zoom

Gary Anselme
Microsoft

- What is your personal experience with AI in collaboration?
- What unexpected benefits have you found using AI?
- What are customers telling you about it?
- Any questions from the audience?

Let’s Give Away A Camera!

VDO360

“Carol, who is our winner for this venue?”
Thank You VDO360.com

Welcome To Collaboration Week New York

10 Minute Break

Collaboration Week New York 2024

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Welcome to Artificial Intelligence (AI) in Meeting Spaces

Richard Sasson
Global Director Pro Community
Crestron Electronics Inc
rsasson@crestron.com

How AI is used in meeting spaces today. How is this new technology in use, and what is the impact?

@TheIMCCA @UCWeek #CWNY24

Personal Bio:

Richard Sasson

Global Director Pro Community

Richard Sasson is an industry veteran with more than 35 years of AV experience. He has contributed over 23 years of hard work and dedication to Crestron Electronics, Inc. He has overseen customer support, technical support, advanced technical support, quality engineering, fusion support, trade shows, training, and the Crestron Services Providers program. He opened operations in Hong Kong, and Europe for Crestron.

He proudly oversees the Crestron Masters and Modern Work Summit event.

Industry recognition:

- **IMCCA** –Board of Directors –
- Lincoln Technical Institute Board of Advisors
- Crestron Masters Technology Architect Silver

Introduction to AI in Meeting Spaces

- Artificial Intelligence (AI) is revolutionizing meeting spaces by enhancing productivity, engagement, and security.

- Its impact is far-reaching, from simplifying meeting scheduling to providing immersive experiences through virtual and augmented reality.

Hype or Reality

Do You Use AI?

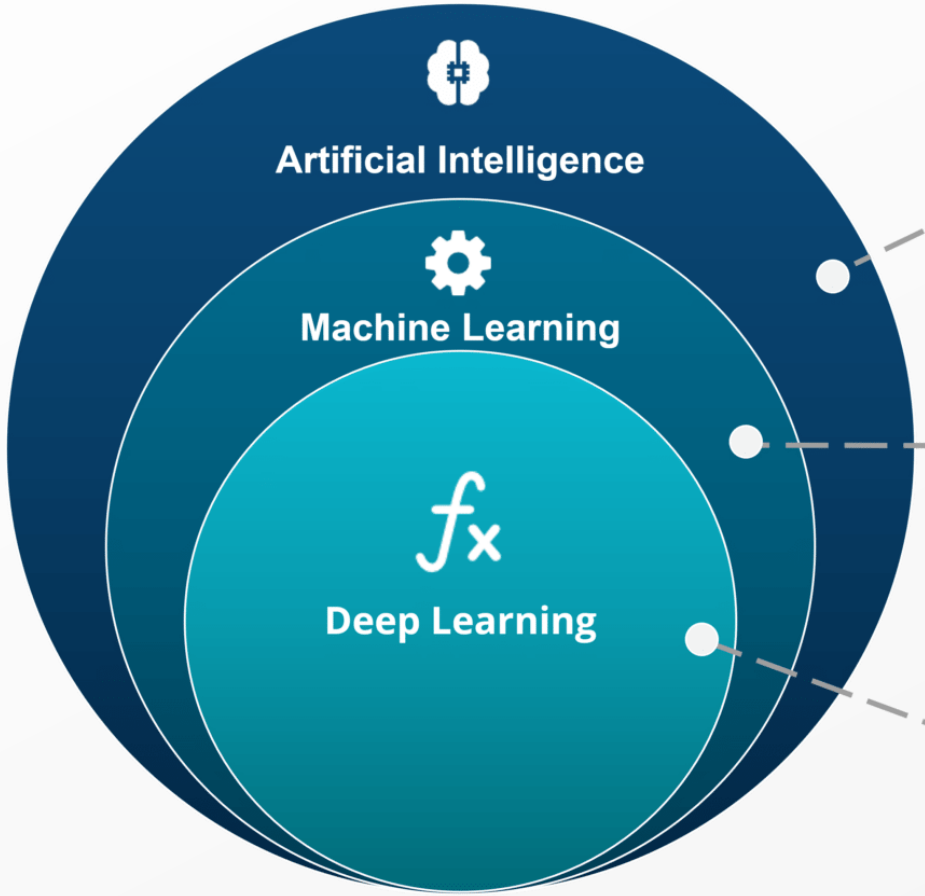
At Home

At Work

In Meeting Rooms

What's AI?

What is artificial intelligence?



ARTIFICIAL INTELLIGENCE
A technique which enables machines to mimic human behaviour

MACHINE LEARNING
Subset of AI technique which use statistical methods to enable machines to improve with experience

DEEP LEARNING
Subset of ML which make the computation of multi-layer neural network feasible

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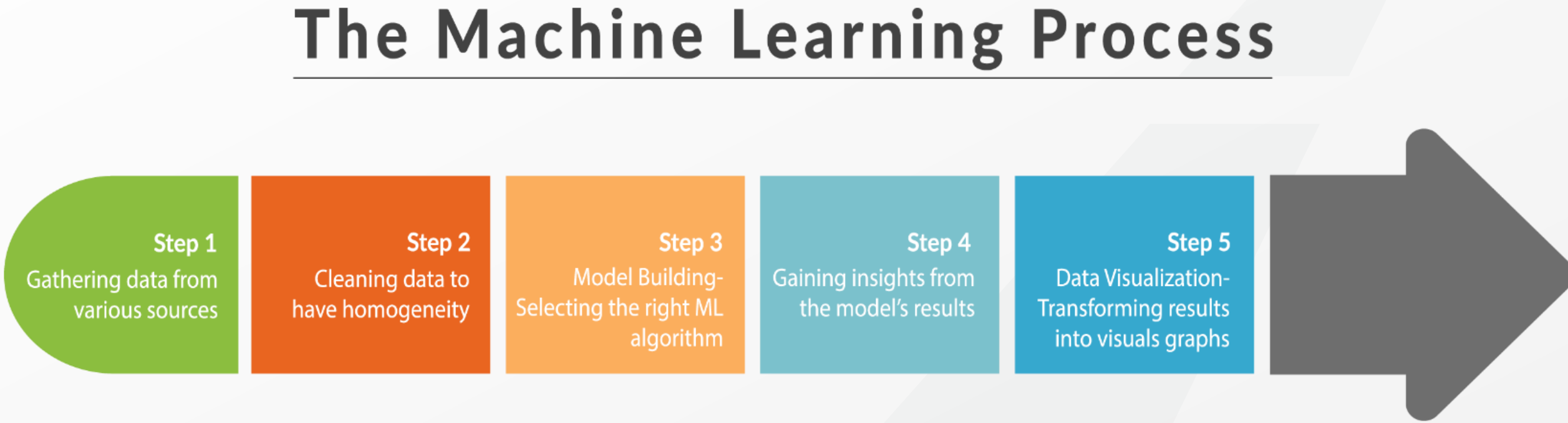
What is artificial intelligence? Machine Learning



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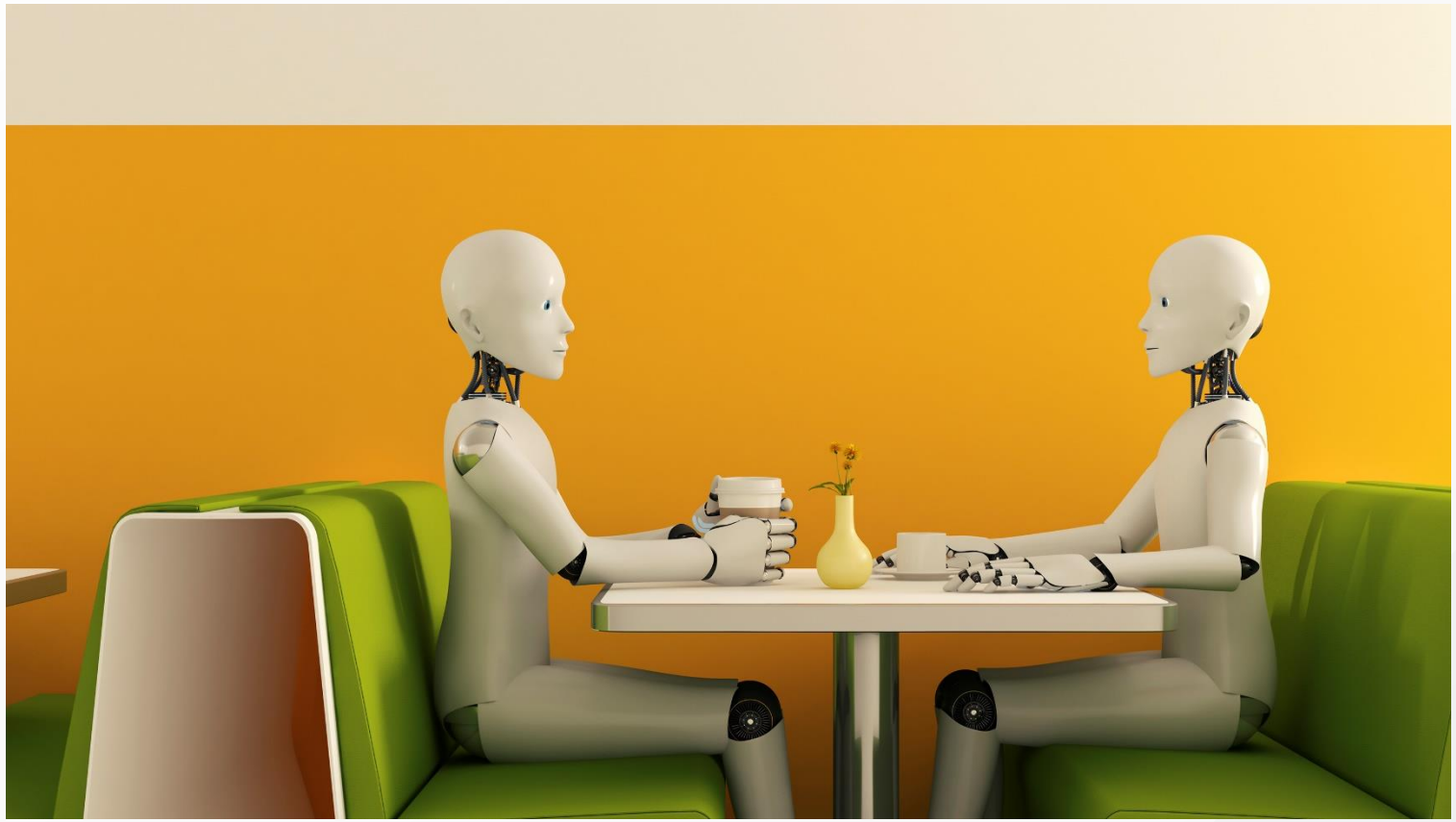
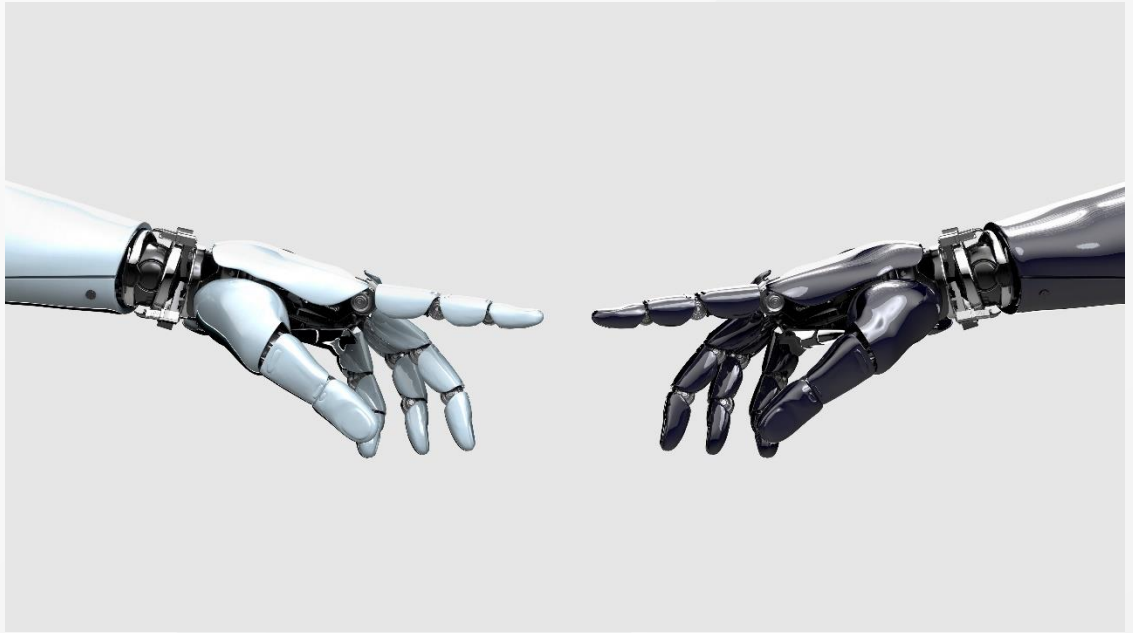
What is artificial intelligence? Deep Learning

How does this all fit in the Modern Meeting Space?

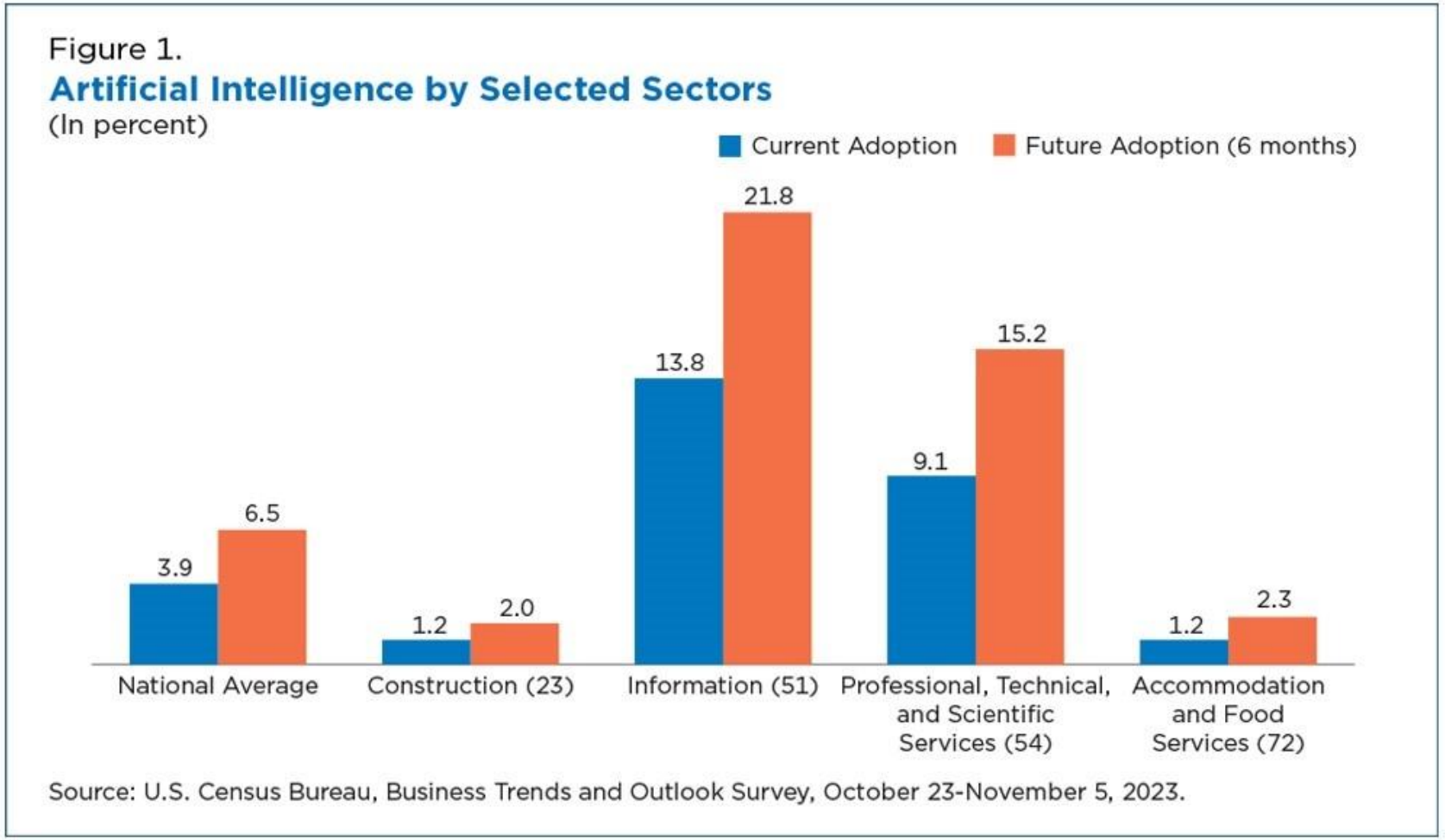
How does this all fit in the Modern Meeting Space?



Supporting people in conveying information to other people,

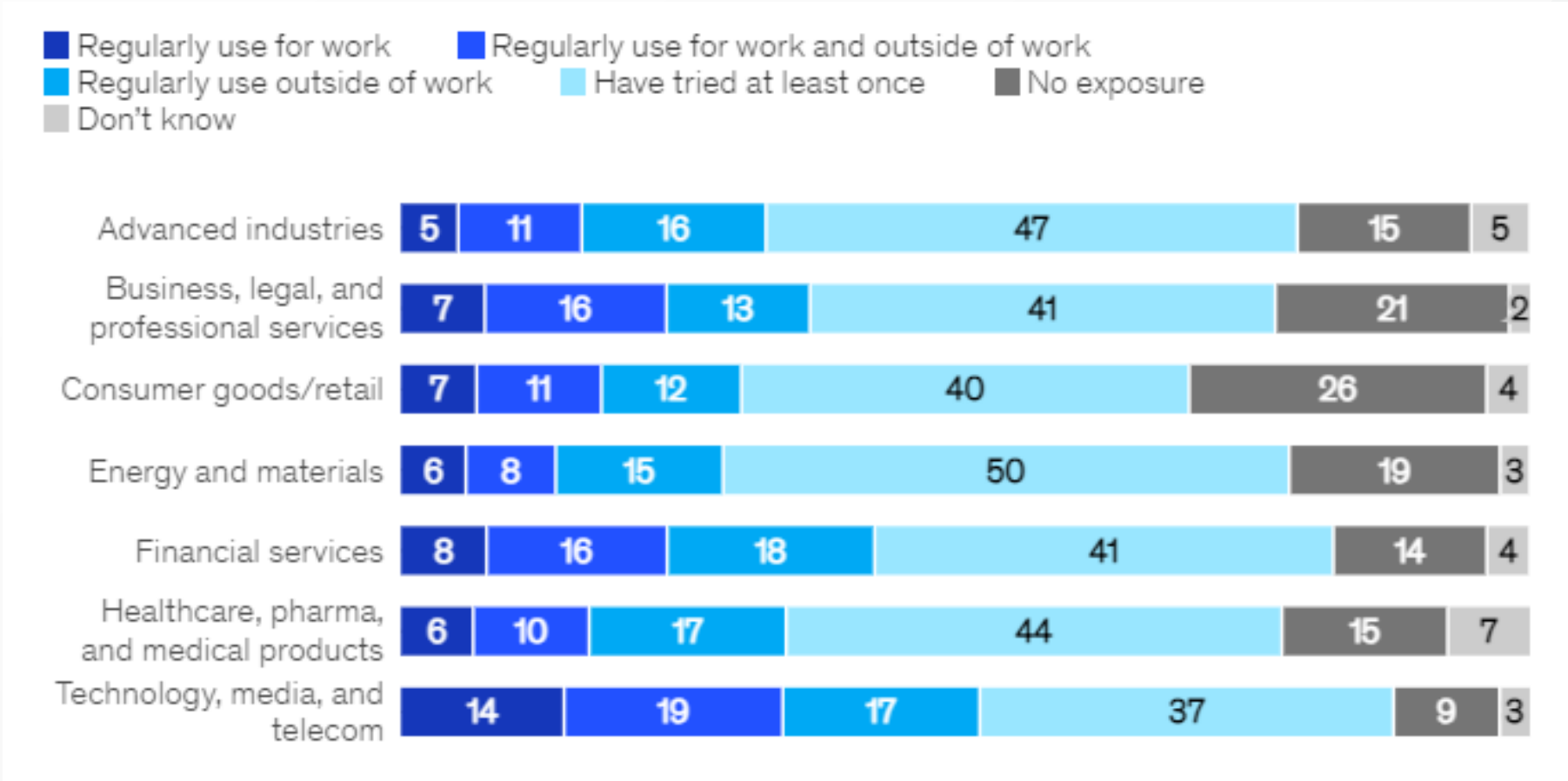


Government Data on the use of AI Fall of 2023



How Many U.S. Businesses Use Artificial Intelligence? (census.gov)

McKinsey & Company report
Respondents across regions, industries, and seniority levels say they are already using generative AI tools.



Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023
https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2023-generative-AIs-breakout-year

How can we use AI to help in meeting spaces?

- Real-Time Transcription
- Automated Note Organization
- Efficient Attendance Management
- Enhanced Security Measures
- Voice-Activated Scheduling
- Smart Meeting Reminders
- Meeting Room Management
- High-impact spaces
- Dynamic Presentations
- Analytics for Meeting Productivity

AI-Enabled Transcription and Note-Taking

Some options

1. Otter
2. Rev Max
3. Scribie
4. Sonix
5. Trint
6. Temi
7. Audext
8. Zoom

Definition:

- **AI note-taking** involves using **machine learning algorithms** and **natural language processing (NLP)** techniques to streamline the process of capturing and organizing information in notes.
- It aims to automate mundane tasks related to note-taking, making the process more efficient and effective.

AI-Based Facial Recognition for Meetings

Efficient Attendance Management

Facial recognition streamlines attendance tracking, reducing the need for manual verification while enhancing meeting security.

Enhanced Security Measures

It offers an added layer of security, ensuring only authorized personnel gain access to confidential meetings.

RFID Badge Scanners

- Book, start, and end a meeting with your RFID badge
- Check in/out and record meeting attendance
- Simple integration into Office 365® software and Active Directory® service
- Manage room authorization to ensure the right people have access to a space

Occupancy Sensors

- In the event of no-shows, occupancy sensors communicate directly with touch screens to instantly refresh room status and return to inventory.
- Understand space utilization for real estate planning
- Use occupancy sensors to wake up the room to preset configurations

AI in the Meeting Space

Voice-Activated Scheduling

AI voice assistants enable seamless scheduling and management of meetings, allowing for hands-free interaction with meeting tools and calendars.

Smart Meeting Reminders

These assistants provide timely reminders and notifications, ensuring that participants stay updated and prepared for upcoming meetings.

Scheduling from everywhere

Scheduling solutions maximize workflows and productivity throughout the day so you can focus on work

Easily book the right technology for every meeting

Book rooms, desks, or other spaces from a single interface, local or remote

Know who is in every space for better real estate planning

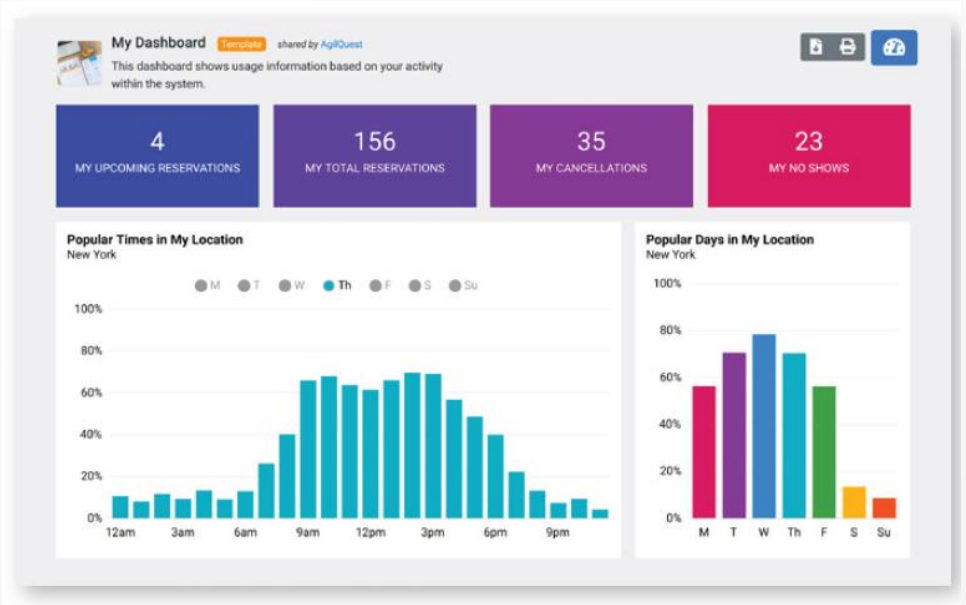
Decoupled hardware and software enables easy changes

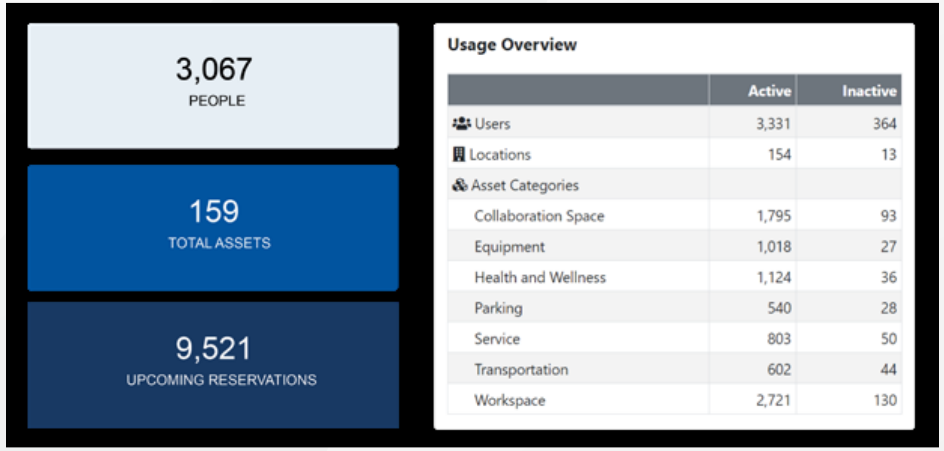
Utilization

- Know who is in every space for better real estate planning
- Easily change and update rooms for optimized performance based on utilization data and analytics
- Manage and track occupancy, compliance, and employee safety

Understand space utilization

- Track and measure the efficiency of spaces
- Ensure you have enough of the right spaces
- Increase productivity and employee satisfaction
- Lower operational costs
- Improve ROI of physical spaces



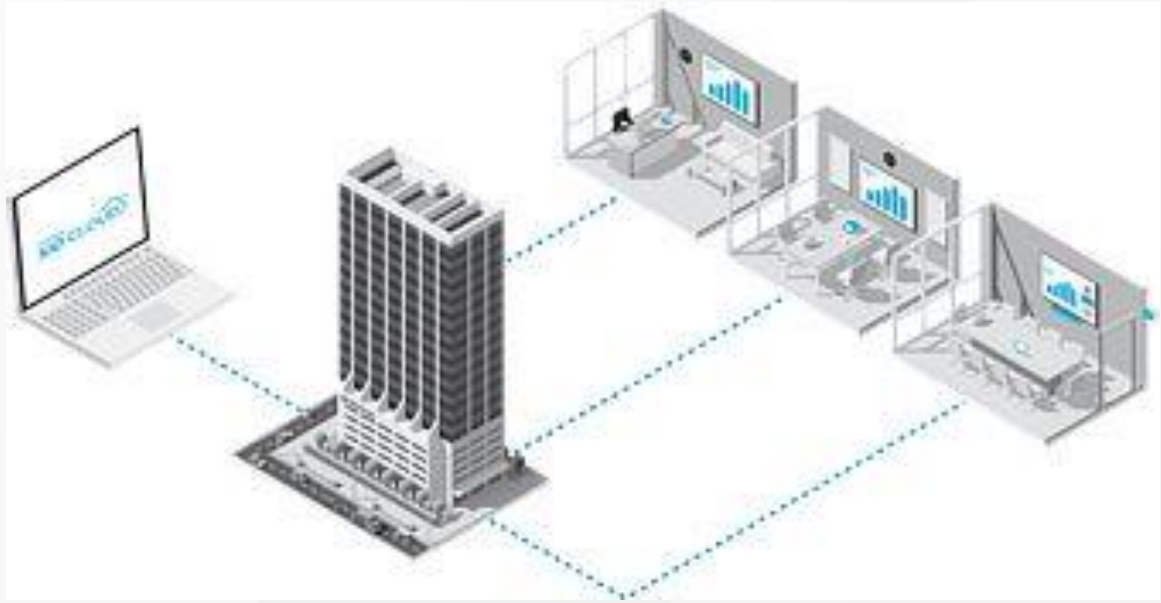


Utilizing AI for Meeting Room Management

As an example:

Room management has been around since 2003 from Crestron

- How does AI impact typical room management solutions?
- How does AI impact the hoteling of desks?
- What new platforms now leverage AI for room management?
- One Touch or no Touch Meetings



Availability

- Quickly identify the right spaces for ad-hoc meetings
- Availability indicators make it easy to find the right space
- Room scheduling panels or digital signage makes it easy to identify if the space is available and for how long

Desk Booking

- Easily book a desk from the same platform
- Wayfinding integration enables you to find your space quickly
- Simple check-in via QR code
- Track utilization to ensure spaces are right sized, occupied, and fully functional
- Desktop or wall-mounted

High impact spaces.

- Extra-large meeting rooms
- C-level boardrooms
- Training rooms
- Multi-purpose event spaces
- All-hands spaces

With AI they need to create a more equitable experience for the remote participant.

Organizations are struggling to retain the natural collaboration and engagement of being in-person during hybrid meetings in these spaces

Remote experience disadvantages

- A static view of a meeting is disengaging
- Non-verbal cues are lost when the person speaking in the room is blurry, too small to pick out of the room or not facing the camera

In-person experience burdens

- Having to choose between looking at the camera or people in the room
- Having to learn how to use complicated technology
- Having to worry about controlling or switching cameras to ensure that the view is good for the remote participants
- Additional staff or a production crew needing to be in the room

High impact spaces hold the most important meetings in an organization.

Hybrid meetings in these spaces demand:

- A remote experience that is as equitable and engaging as being in the room
- An in-person experience that remains unburdened by the hybrid experience.
- AI in systems changes the user experience to engage the remote participant better.

Using AI to Implement multi-camera speaker tracking solution

Ensure everyone can focus on high impact meetings by automatically providing the best view with broadcast-style dynamic video to any video conferencing platform.

A visually engaging remote experience

- Clear views of the people speaking
- Dynamic video that follows the conversation
- Custom views that add context

A seamless in-person experience

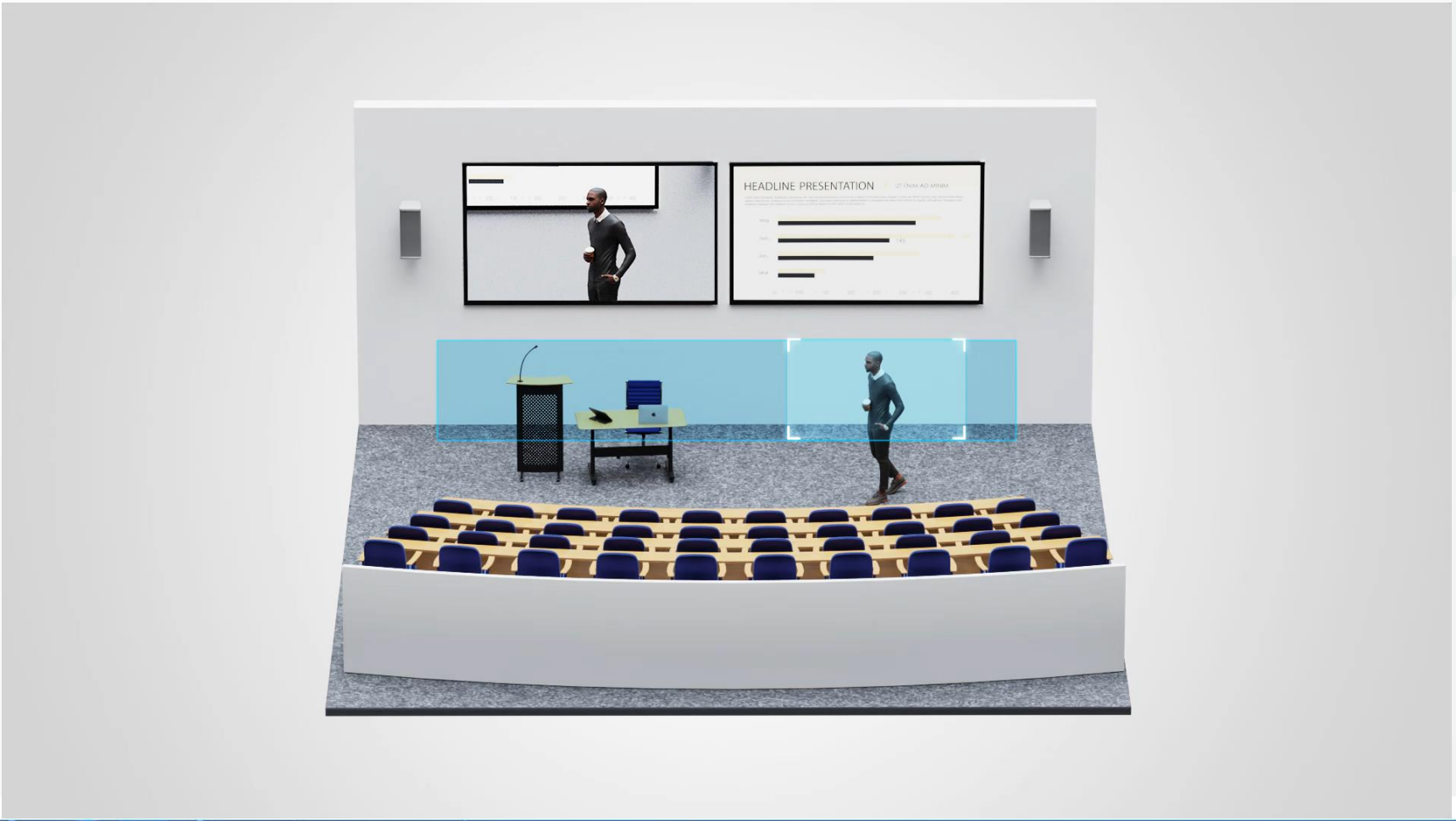
- Easy to use with voice-activated switching
- Less cognitive load - don't need to worry about where to look

AI in the Meeting Space

Group framing

AI in the Meeting Space

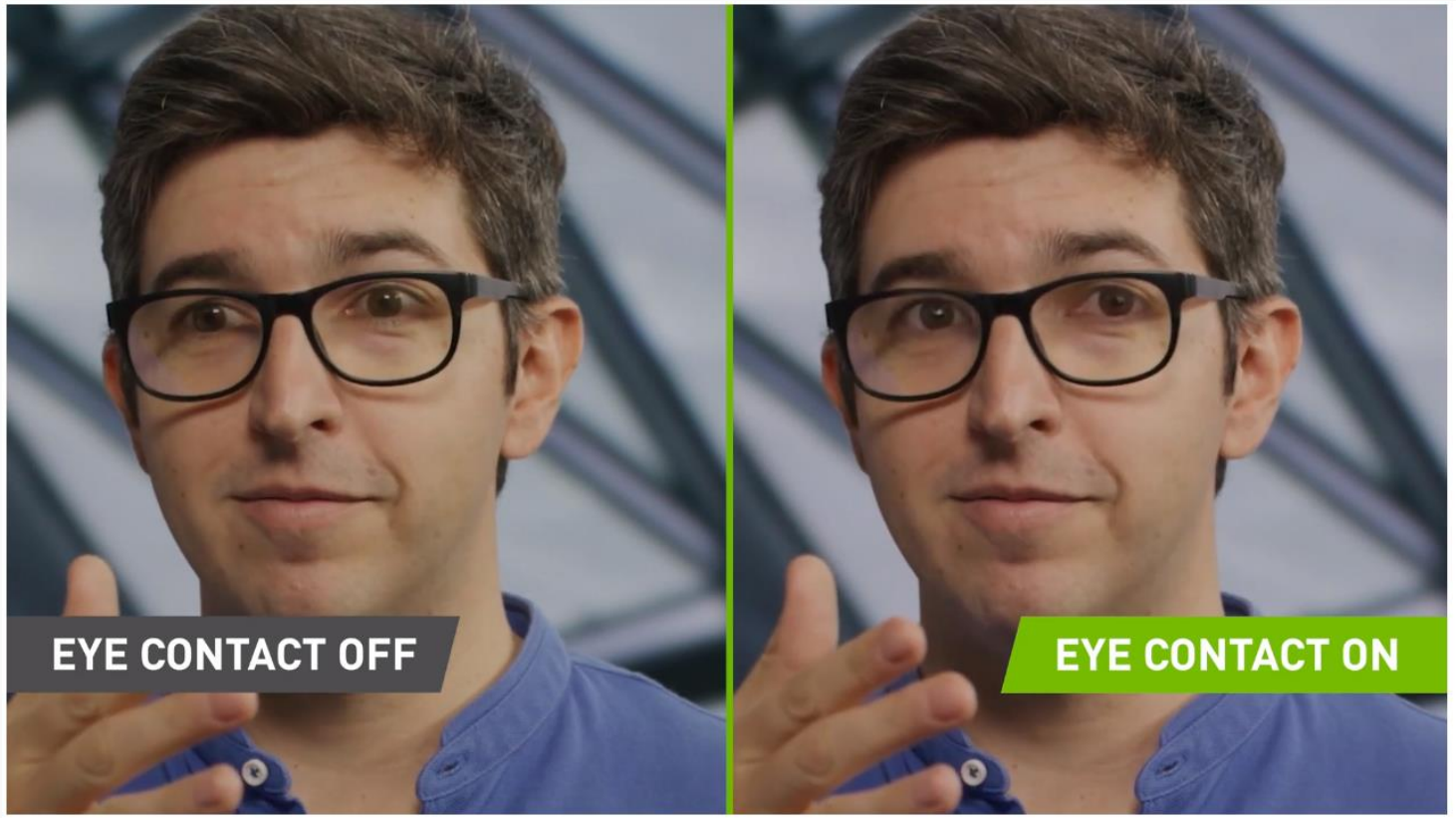
Presenter tracking



AI in the Meeting Space

Zone tracking

AI for Dynamic Presentations



Experience real-time eye contact in virtual meetings with NVIDIA's groundbreaking Eye Contact feature.

NVIDIA's Eye Contact feature

AI-Driven Analytics for Meeting Productivity

- **Data-Driven Insights**
- **Engagement Metrics**
- **Performance Benchmarking**

Virtual Reality and Augmented Reality in Meetings

- Immersive Collaboration
- Enhanced Training Simulations
- Interactive Presentation Tools

Challenges and Limitations of AI in Meeting Spaces

- Data Privacy Concerns
- Adoption and Integration Barriers

Future Trends and Possibilities of AI in Meeting Spaces

- Personalized Meeting Experiences
- Expanded Virtual Collaboration
- Intelligent Decision Support

Introduction to AI in Meeting Spaces

Hype or Reality

A tool that is evolving

AI is used in meeting spaces today.

How is this new technology in use, and what is the impact?

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QUESTIONS?

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Welcome To Collaboration Week New York

We'll See You At Gateway for the Afternoon Sessions

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