



# Jabra Offers Zoom-Certified Solutions to Support Remote Workers

## THE PROJECT AT A GLANCE

The City of Richland uses Jabra PanaCast cameras and Speak 710 speakerphones combined with leading video communications systems like Zoom, to elevate the meeting room experience and connect those who are in the office with those who are at home.

### Solution:

#### Jabra PanaCast

- Crystal-clear Panoramic-4K resolution
- 180° view of any meeting room space
- Easy, plug-and-play functionality
- Zoom certified for seamless connectivity

#### Speak 710

- Lightweight and portable design
- Up to 15 hours of battery life
- Connects in seconds to a device with Bluetooth
- Omni-directional microphones provide 360° coverage

### Benefits:

- Fast and seamless set up for IT teams
- Expansive field of view across any room shape or size
- Delivers an engaging meeting experience – no matter where attendees are located
- Sleek and modern look with minimal wires
- Unparalleled sound and video quality

## Remote as a Strategic Decision

The way that we connect has become increasingly distributed as remote communication and collaboration tools have found their way out of the C-suite's home office and sales team's briefcases. Smart organizations have extended the use of the latest technology to bring their entire teams together no matter where they are. Remote work and collaboration, however, is not rooted solely in technology accessibility.

For several years, organizations have launched remote initiatives for strategic purposes such as reducing real estate costs and facilitating connections regardless of geography. Not coincidentally, remote work arrangements are linked to organizational growth – making them a win-win for workers and businesses alike. Additionally, flexibility in where employees work enables businesses to be more competitive in the fight for highly qualified or specialized employees by opening doors to talent outside their geographic region.

## The Overnight Remote Revolution

Even with its benefits, at the start of 2020, not all businesses fully embraced remote work – and its use in education was limited. Then, seemingly overnight, the phrases “remote collaboration” and “Zoom calls” solidified their place in the global lexicon. With the onset of the global COVID-19 pandemic, businesses, organizations and schools around the world were forced to embrace the practice to not only keep the wheels turning but to foster connection.

**Prior to the pandemic, nearly two-thirds of office professionals globally had not worked remotely on a regular basis. Within just a few months, 88% were working from home.**

*Source: Global Workplace Analytics Work-from-Home Experience Survey*

Similarly, the World Economic Forum reported that 1.2 billion children across 186 countries were affected by school closures due to COVID-19, forcing many school systems to come up with innovative and secure ways to connect their students with educators. In the U.S., 93% of school-aged children turned to distance learning.

What's notable is that it's unlikely we'll ever return to the way things were. According to a Harvard Business School survey, 61% of office workers who have been working from home since March say they would like a hybrid work schedule where they go into office only a few days a week. It's not just workers who are on board with the new way of working. From March 2020 to July 2020 alone, LinkedIn reported a 2.8x increase in remote job postings. While the openings were a mix of temporarily and permanently remote positions, this jump is a promising indicator that remote work is here to stay and not just for a handful of professionals.

**“We were able to maintain a superior level of communications and remain connected throughout this difficult time thanks to Jabra and Zoom's solutions.”**

*- Jon Amundson*

*Assistant City Manager at City of Richland*

## Supporting the Ability to Collaborate, Engage, and Meet Anywhere

Remote opportunities have clear benefits. However, along with minimized distractions and more space to think independently and creatively comes less opportunity to organically collaborate and engage with peers.

For example, voice technology alone doesn't capture the non-verbal cues that enable workers to easily navigate the same conversations face-to-face. The raised finger, the lean in when you want to add to a colleague's point – these signals are lost when individuals cannot see their fellow collaborators. This underscores the need for not only the right technology but a powerful combination that delivers the right experience.

### 44% report dissatisfaction in their audio and video technology for remote learning.

Source: Jabra Database Survey, April 2020

## Jabra and Zoom Solutions Solve Communication Challenges

Zoom brings teams together to get more done. Its frictionless unified communications platform leverages video to empower people to accomplish more – and has quickly become a staple for enterprises and classrooms alike. As individuals across the globe need to connect and collaborate, they tap Zoom icons on their trusted device to instantly and securely communicate face-to-face no matter where they might be.

To provide seamless communication and collaboration experiences, Jabra tested our audio and video solutions in close cooperation with Zoom. The resulting Jabra integrations enable a simple user experience whether joining a Zoom meeting from a headset or enterprise meeting room solution. Together, Jabra and Zoom support secure and streamlined experiences that allow individuals to get more done, wherever they are.

## Jabra and Zoom in Action

Around the world, teams have quickly replaced water cooler conversations with virtual meetings. And teachers have replaced classroom book reports with slide presentations over a video call. Whether joining a meeting from home, the road or a meeting room, Jabra's solutions are designed to enable effective collaboration, making the most of each Zoom conversation.

Individuals can host effective video conferences using the Zoom certified Jabra PanaCast. With Jabra PanaCast, businesses can bring the estimated 33 million huddle meeting rooms worldwide back into commission while maintaining distance between participants. This enables teachers to enhance their students' learning experience with visual aids and without spatial limitations.

This is possible thanks to three 13-megapixel cameras, patented real-time video stitching technology and a full 180° view of the room – far exceeding the market-standard, 120° view. Paired with the Zoom certified Jabra Speak 750's omnidirectional microphones for the meeting room, the Jabra PanaCast helps ensure everyone is seen and heard in Zoom calls.

For workers who prefer to join meetings from the comforts of their desk – wherever that may be, the Jabra Evolve2 also ensures a seamless call experience with its Zoom optimization for PC and Mac clients.

Whether joining from the Jabra Speak 750 speakerphone or Evolve2 headsets, our integration supports the seamless start of Zoom Meetings and Zoom Phone calls, saving users the headaches of technology that simply doesn't click or callers who cannot hear each other. Additionally, both options allow for a hands-free meeting experience, allowing you to engage in the conversation without the restrictions of wires.

Individuals can also use their headset or speakerphone to control their participation in Zoom meetings - mute and unmute themselves in Zoom meetings and calls. Workers can also answer or decline Zoom calls directly from their Jabra device. So, when workers are in the zone, they can stay in the zone.

### Interested?

Visit [Jabra.com/Zoom](https://Jabra.com/Zoom) or contact your Jabra sales representative to learn more about Jabra and Zoom.

The City of Richland, Washington faced a unique challenge. Its newly constructed city hall featured a modern design and conference rooms with large windows and plentiful natural light. These aesthetically pleasing architectural features, however, resulted in unexpected productivity challenges. The abundance of natural light prevented most conferencing solutions from capturing crystal clear imagery. Additionally, many of the technology options their team explored were cluttered with excessive cords, detracting from the beauty of the new facility.

The Jabra PanaCast not only rose to the challenge, it exceeded expectations with its aesthetically clean, plug and play set up. And, when the COVID-19 pandemic forced the facility to close its doors to the public, the City leveraged its Zoom certified video conferencing solution to connect teams and serve its citizens.

**“The Jabra PanaCast has made it possible for our teams to optimize communications and operate even under the most stressful of circumstances. Being able to seamlessly hop onto Zoom calls with our team – no matter where they were – ensured we could quickly connect, align and continue to provide community services.”**

– Kevin Grumbling,  
IT Manager, at the City of Richland