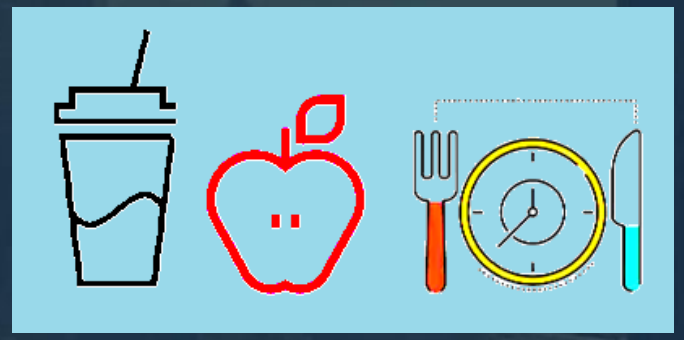
Welcome To Collaboration Week New York

#TheIMCCA #UCWeek #CWNY25

Welcome To Collaboration Week New York

Collaboration Week
New York
2025

Today's Refreshments Courtesy Of CISCO



Thank You To Our Sponsors:

Sponsors (So Far)

Lenovo
neat.
XYTE
yorktel
Q-SYS
Cloud managed, audio, video and control
zoom

Host Sites:

CISCO
CRESTRON
PACE UNIVERSITY

#TheIMCCA #UCWeek #CWNY25

Collaboration Week New York 2025

What to expect this week

"Collaboration technology is maturing…people aren't."

David J. Danto
ddanto@TalkingPointz.com

Talking Pointz

#TheIMCCA #UCWeek #CWNY25

Collaboration Week New York 2025

Who Am I:

David J. Danto

Principal Analyst
TalkingPointz

Journalist / Columnist
SCN, rAVe, JoeSentMe

Host – UC Weekly News
AVNation-TV

Director of Emerging Technology
Interactive Multimedia & Collaborative Communications Alliance

"I wear a lot of hats"

Over four decades of end-user experience:

- **JP Morgan Chase** – built & managed largest commercial Cisco TelePresence
- **Lehman Brothers** – built & managed all audio and video rooms and systems
- **Bloomberg** – design and build of all TV and Radio
- **NYU** - Development of TV and Media Services Dept. and Campus Cable TV
- **AT&T, Financial News Network, MTV, NBC, Rutgers University** & many others.

Industry recognition:

- **IMCCA** – Executive Board of Directors – Director of Emerging Technology
- **NAB** – Broadcast Engineering Judge - since 2001
- **CES**– Analyst since 2003, Judge 2011, 2013, 2016-2018, 2024-2025
- **Enterprise Connect, InfoComm, CIX** – Moderator / Presenter / Panelist
- **Commercial Integrator**– Editor Collaboration Today & Tomorrow

One of the top 100 Unified Communications Influencers 2023 http://www.onalytica.com

Number one Unified Communications Influencer 2018 http://www.em360.tech

TalkingPointz.com

ISE 2025

Talking Pointz
@
integrated systems europe
TalkingPointz at ISE 2025

Talking Pointz
PICK HITZ
integrated systems europe 2025
Welcome to
ISE 2025

CISCO
CISCO
CISCO

Talking Pointz
PICK HITZ
integrated systems europe 2025

Talking Pointz
PICK HITZ

BARCO
BARCO
PICK HITZ

What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

Agnostic Education for the good of the industry

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives

- Industry Alliances
- Networking Opportunities
- Newsletter
- Educational Opportunities
- Special Interest Groups

IMCCA

www.IMCCA.org

Free Membership For End Users

Many Benefits for Vendor Members

Contact Carol Zelkin, Executive Director

Czelkin@imcca.org

Collaboration Week New York 2019

Knowledge workers want to continue better experiences…

…Leaders want 'Return To Office'

The Debate May Not Be About What It Seems To Be On The Surface

The New York Times

This 23-Floor Manhattan Office Building Just Sold at a 97.5% Discount

The sale price of 135 West 50th Street in Midtown, which is only 35 percent full, was a sign of how much the pandemic upended the market for office buildings in New York City.

Your CEO probably doesn't care as much about where you work as he or she does about the value of the real estate involved.

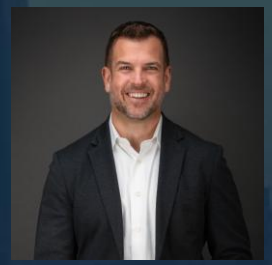
"...In 2006, the hulking office building at 135 West 50th Street in Midtown Manhattan sold for $332 million. Tenants occupied nearly every floor; offices were in demand; real estate was booming.
On Wednesday, it changed hands again, in an unusual online auction — for $8.5 million...."

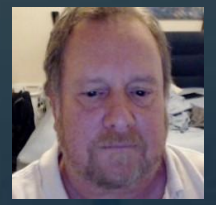
https://www.nytimes.com/2024/08/01/nyregion/manhattan-office-building-auction.html

Rather than waste time on the RTO debate this year, we're going to focus on what we can control.

- Today:
  - New Facility Design and Management – And The Importance Of Data

- Tuesday:
  - AI In AV And Collaboration





- Wednesday:
  - Our Next Generation Of Employees

Program

Cisco – PENN 1, 1 Pennsylvania Plaza, New York, NY 10119

Description	Start Time	Including	End Time
Monday			
At Cisco: Welcome - Agenda	10:15: AM	David Danto & Carol Zelkin	10:30: AM
At Cisco: Session One - State of The Collaboration Industry - Setting the Stage for the day - The Future Of Workspaces	10:30: AM	David Danto	10:45: AM
At Cisco: Session Two - Panel Discussion - AV, Collab and BMS come crashing together - the future of data	10:45: AM	Mark Peterson	11:15: PM
Real World Instalation Scenarios	11:15: PM	Moderator: Mark Peterson; Panelists Kevin Hyatt (Disney), Andrew Gross (Xyte), John Latini (Yorktel)	12:00: PM
Break	12:00: PM	Break	12:15: PM
At Cisco: Session Three - The Cisco Vision Of Hybrid Work	12:15: PM	Mark Miller	1:00: PM
Tours of Cisco Facility (Cisco customers and partners only)	1:00: PM	Travis Pouliot	2:00: PM
Break	2:00: PM	Free Time For Attendees To See New York	
Day one evening - Events or free time to experience New York		Day one evening - Events or free time to experience New York	

Program

Crestron – New York Design Center - 200 Lexington Avenue, Between 32nd St. and 33rd St., 3rd Floor, Suite 302

Description	Start Time	Including	End Time
Tuesday			
At Crestron: Welcome - Agenda	10:00: AM	David Danto & Carol Zelkin	10:30: AM
At Crestron: Session Four- AI and Collaboration: Understanding, Implementing, Combining Effectively	10:30: AM	Presenter - Kevin Kieller	11:15: AM
At Crestron: Session Five- Panel Discussion– Improving Business Outcomes with AI	11:15: AM	Moderator - Kevin Kieller - Panelists - Sam Kennedy (Netspeek), Marc Cooper, Sharath Abraham (Jabra)	12:00: PM
Lunch Break	12:00: PM	**Lunch graciously provided by Crestron**	1:00: PM
At Crestron- Session Six- Crestron's Perspective - Welcome to Artificial Intelligence (AI) in Meeting Spaces	1:00: PM	Brad Hintz - Crestron	1:45: PM
At Crestron- Session Seven - AI Future	1:45: PM	Eugenio Bayo - Zoom	2:30: PM
Break	2:30: PM	Break	2:45: PM
Optional: Tours of the Crestrom CEC	2:45: PM	Tour Guide - Rich Sasson	3:15: PM
Day two evening - Events or free time to experience New York	3:15: PM	Day two evening - Events or free time to experience New York	

Program

Pace University – 15 Beekman Street, New York, NY 10038

Description	Start Time	Including	End Time
Wednesday			
At Pace: Welcome - Agenda	2:00: PM	David Danto & Carol Zelkin	2:30: PM
At Pace: Session Eight - How Millennials and Gen Z Collaborate. It isn't your father's videoconferencing	2:30: PM	Presenter - Sally Meli, TRI	3:15: PM
At Pace: Session Nine- Panel Discussion– GenZ and Millennials in the collaboration industry	3:15: PM	Ann Earon (TRI)- Sally Meli, Danny Matthew, Emma Hadacek	4:00: PM
Break	4:00: PM	Break	4:30: PM
At Pace- Session Ten- Amplifying the Future: Youth voices in AV	4:30: PM	George Chaco - Pace - Panelists from Next Level Learning	5:15: PM
Closing Remarks and Networking	5:15: PM	Closing Remarks and Networking	6:00: PM

Keep In Mind

- Be courteous to the speakers – Leave the room if you need to answer a call or send a text
- Engage with the moderator and panelists – Your questions are better than ours.
- Network – use breaks and down time to grow your professional network.
- The tours being graciously provided by our hosts are for partners and end-users. Competitors, please do the right thing and opt-out before being asked. Thanks!

Engineering Workspaces for an Intelligent Future

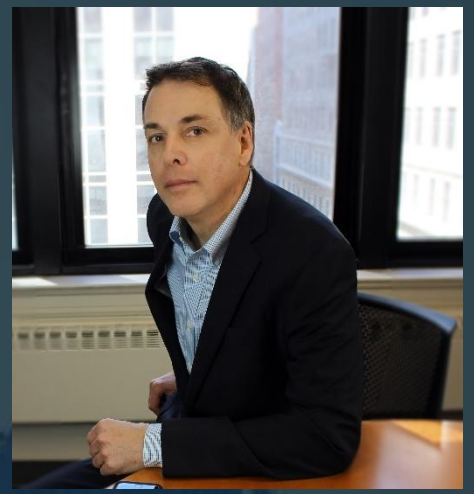
How AI and Data will Revolutionize the Workplace Experience

Mark Peterson
Senior Principal / SM&W
mpeterson@smwllc.com

#TheIMCCA #UCWeek #CWNY25

Collaboration Week
New York
2025

Mark Peterson, Senior Principal



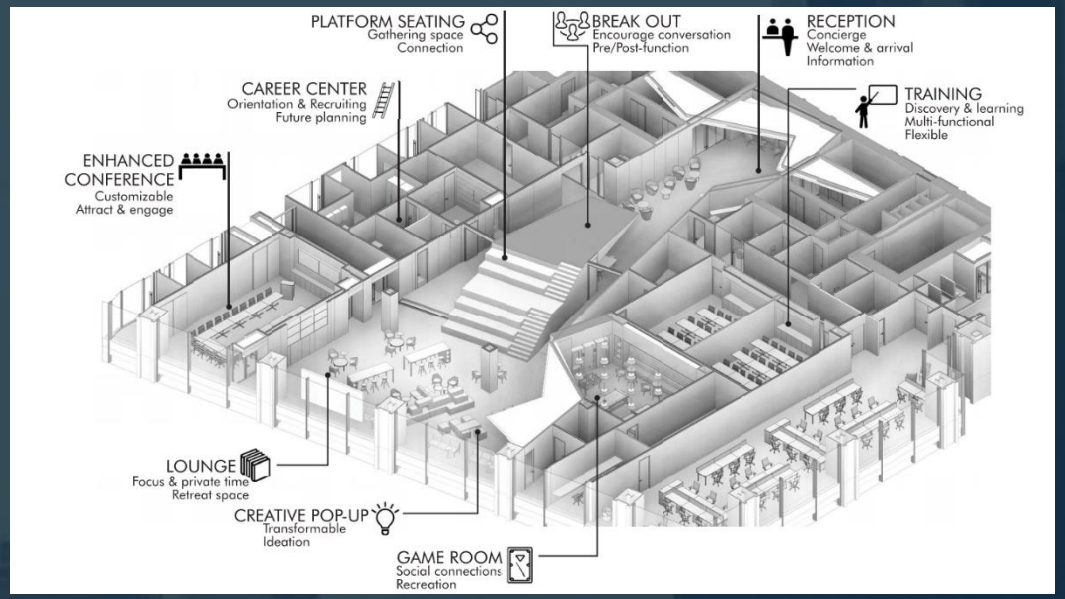
Global AV Discipline, Corporate Market Leader

SM&W is an acoustics, audiovisual, information technology, physical security & medical equipment planning consulting firm with offices worldwide. We are a "pure" consulting firm, with a legacy of creating innovative user experiences, pushing the boundaries of possibilities, and making sure those we partner with succeed.

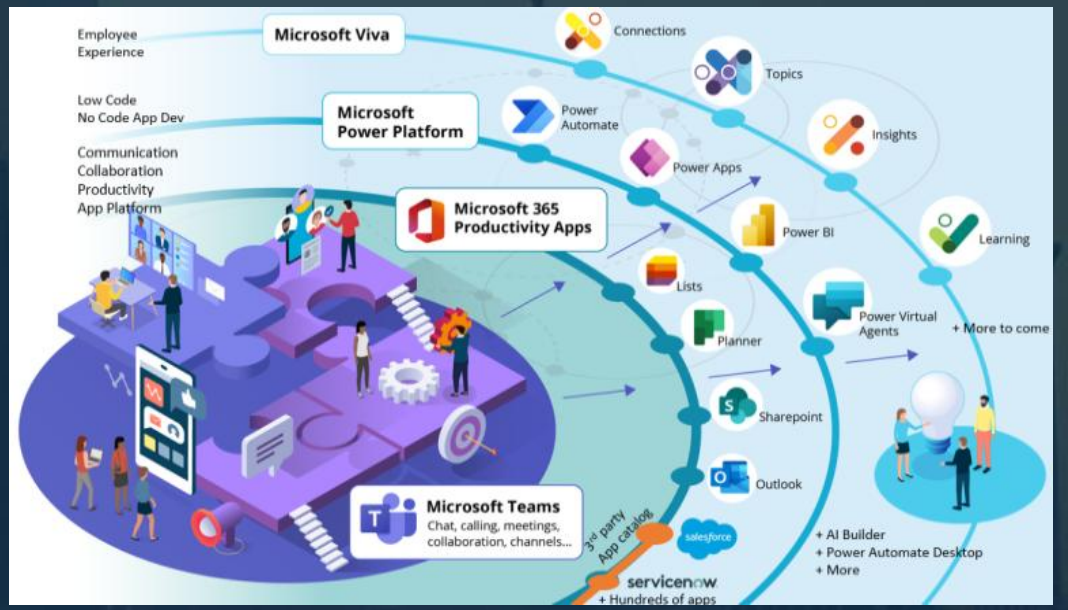
SM&W

Space Planning

Traditional



Digital



Facilities Planning vs. Technology Lifecycle

STEP 5:
Occupancy

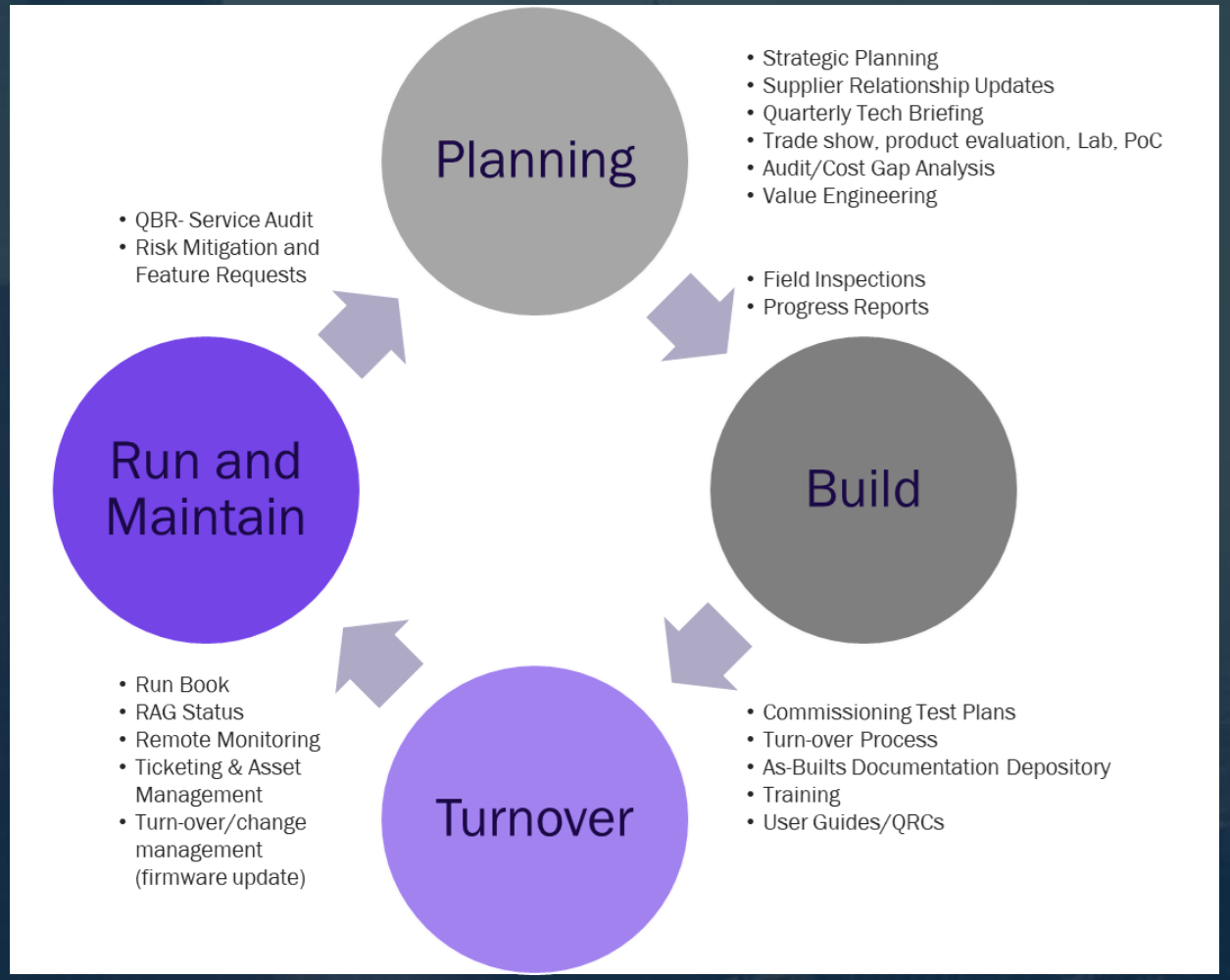
STEP 4:
Construction Administration

STEP 3:
Bidding & Award

STEP 2:
Design Development

STEP 1:
Pre-Design & Schematics

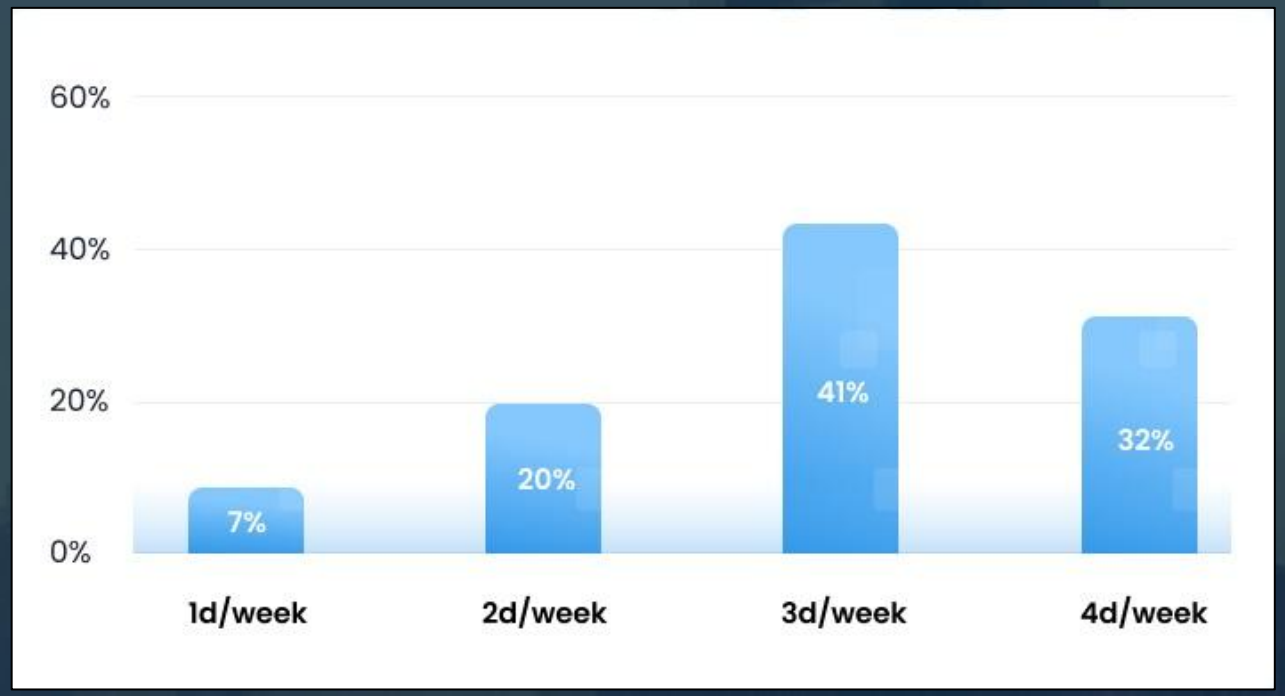
Facilities



Technology

Impact of Hybrid Work on In-Person Collaboration

Days Spent in the Office



Owl Labs State of Hybrid Work, 2024

After Hybrid and Meeting Parity Comes…

- Data-Driven Optimization
  - Moving beyond guesswork
  - Using data to create efficient, responsive, and sustainable work environments

The Future Workplace – What Needs to Be Solved?

- How can we integrate BMS, AV, and collaboration tools to create smarter workplaces?
- What role does data play in shaping office environments (occupancy, environmental factors)?
- How do we balance workplace innovation with data privacy and security concerns?
- What are the biggest challenges in adopting and implementing new technologies?

Why is this happening now?

Integration of BMS with AV and collaboration tools

- Stagnant Office Occupancy
- Downsized Real Estate
- Aging Systems
- Operational Challenges
- User Expect Simple & Intuitive

Wolfstreet.com

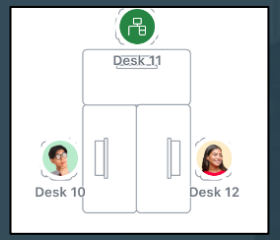
The Shift Toward Workplace Utilization

- Investor Priorities – ROI
- Design Complexity – Lack of Collaboration
- Network Architecture
- User Expectations
- AI & Data Analytics
- Workplace has not adopted to hybrid

Expanding from Rooms to Workplace

Zoom

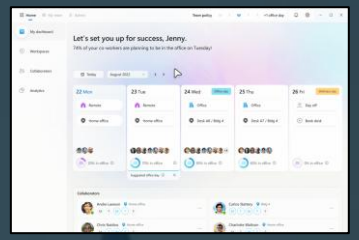
Intelligent Director



AI Companion for Workspace Reservation (2025)

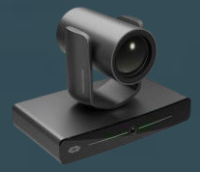
Microsoft

Front Row/IntelliFrame



Places (real-time telemetry)

Crestron

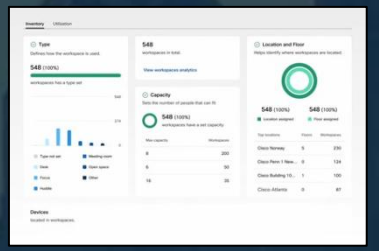


Visual AI

Digital Workplace (Desk Q)

Cisco

Room Kit



Cisco Spaces & Webex Control Hub

Logitech

Sight

Spot

QSC

VisionSuite

Workplace Technology Management

“In the next couple years, it is going to be about smart technology and simplification of experience. And when I say smart technology, it is to that point that it's smarter than you and I.”

Suzanne Thomas, VP of Sales

- Smart technology
- Simplification of experience
- More inclusive environment

logitech

"Just because you designed a room for 10 chairs doesn't mean you have to have 10 chairs in the room."

- The Evolution of the Workspace
- AI and Sensor Technology
- Data-Driven Insights and Automation
- End-User Experience and Ecosystem Integration
- Strategic Alliances and Integration

David Morris,
Sr. Manager

CRESTRON

"…APIs that we can pull [sensor] data into our system and actuate based on those sensor results."

Cara Shannon
Sr. Marketing Mgr.

Seth Merritt
Sr. Product Mgr.

Steve Malmgren
Account Mgr.

- Hardware platform integration
- Sensor Integration via APIs
- Data Privacy & Security Commitment
- Strategic Platform Partnerships
- Platform Agnostic Solutions

QSC

“We're very interested in delivering intelligence and understanding the built space. But once you exit that built space or you're doing something on your laptop or you're starting a call - that's not about the built space anymore. That's where we need to have hooks to our partnerships and make sure we're enabling them as well.”

Christopher Jaynes
Chief Technology Officer

- Unifying Building Management and User Experience
- Expanding the AV Platform with AI & Cloud Integration
- Adopting a Platform Strategy with a Robust Ecosystem

“Outcomes we have been talking about for so long, actually becoming a reality at scale and at a cost that is reasonable to our customers."

- Meetings and Places
- Bridging IT, AV & Real Estate (existing infrastructure)
- AI & Wireless Data
- Flexible Privacy & Security
- Mapping, location, ecosystem partnership

Lucas Hanson
Senior Product Manager

Traditional BMS Integration Challenges

"The biggest challenge to doing this [BMS] integration is not the technology. It's actually getting the IP network security and getting everything onto the networks in a secure manner."

David Wilts
Founder + CEO
Digital Master Planning

- IP Network Security Barrier to Success
- Window of Opportunity
- Owner-occupied vs Investor-owned Buildings
- Financial vs. Technological Priorities
- Short-term Investments vs. Long-term Gains

Workforce Shifts Driving Tech Adoption

“It's never the technology side that's the challenge. It's people and it's change that's hard for people.”

- Skilled labor shortage is accelerating tech adoption
- Increased reliance on automation to fill gaps
- Remote monitoring reduces on-site staffing needs
- Proactive management through smart systems
- Energy optimization with sensors and controls

David Wilts
Founder + CEO
Digital Master Planning

AI's Role in Workplace Optimization

"I would see decks and here's the three things we're going to work on this year. And it was AI, AI & AI."

- David Morris, Logitech

- AI drives automation, personalization, and decision-making
- Optimizes room scheduling and HVAC based on occupancy
- Enables personalized environmental controls
- Concerns:
  - Over-reliance on AI can lead to inaccurate results without quality data

The Future of the Workplace

- **Digitally integrated spaces** enable collaboration, flexibility, and well-being.
- **A holistic approach** is key—considering the entire space, technology, data, user experience, and security.
- **AV + BMS integration** enhances efficiency, engagement, and talent retention.

Keys to Success

- User Experience First
- Network Architecture
- Operational Efficiency
- Data-Driven Decisions
- AI & Automation
- Interoperability
- Unified Infrastructure

Today's Discussion

Kevin Hyatt
Walt Disney Company

Andrew Gross
XYTE

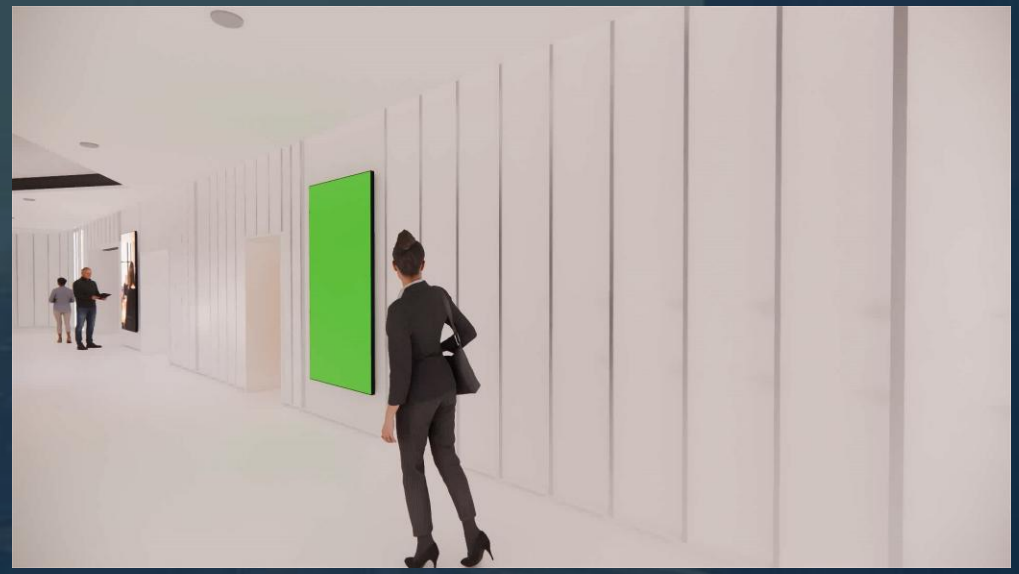
John Latini
Yorktel

- *Tell us how facility installations today differ from those of ten / twenty years ago?*
- *How interested are end-user organizations in the data generated by AV & UC usage?*
- *How are facility users reacting and adapting to the increase in automation and AI?*
- *What still needs to change / be adopted by most firms?*

Engineering Workspaces for an Intelligent Future

Will AI and BMS Integration Revolutionize the Workplace Experience?

QUESTIONS?



Mark Peterson
Senior Principal / SM&W
mpeterson@smwllc.com

Collaboration Week
New York
2025

@TheIMCCA @UCWeek #CWNY24

10 Minute Break