

Email Campaigns

01 EU USB-C Mandate

SUBJECT: USB-C is becoming the standard — are your meeting rooms ready?

From April 2026, all laptops sold in the EU must support USB-C Thunderbolt for data and power. In reality, most devices already do — and HDMI is steadily disappearing.

That shift has real implications for meeting rooms.

If users can't easily connect their laptop to screens, cameras and microphones, meetings slow down and frustration rises.

BYOM solutions built around USB-C ensure meeting rooms remain compatible, flexible and future-proof — without major infrastructure changes.

If you're reviewing your meeting room strategy for the next few years, now is the right time to start the conversation.

TALK TO THE EXPERTS

Add BYOM to Existing Estate 02

SUBJECT: Get more from your Teams & Zoom rooms — without replacing them

Many organisations already have Microsoft Teams Rooms or Zoom Rooms in place.

They work well — until someone wants to use their own laptop.

BYOM allows users to connect their device and instantly access in-room cameras, microphones and displays, while keeping your existing room systems intact.

No rip-and-replace.
No new learning curve.

Just added flexibility for real-world meetings.

It's one of the simplest upgrades you can make to improve room usability.

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03 Time Saving

SUBJECT: How much time do your meetings lose before they even start?

Late starts.

Wrong cables.

Wireless connections that don't quite work.

For both employees and visitors, these small delays quickly add up — and they're entirely avoidable.

BYOM simplifies the experience: plug in, connect, and join the meeting with full access to room technology. No apps, no guessing, no wasted time.

When meetings start smoothly, productivity follows.

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04 Wireless Isn't Always Better

SUBJECT: When wireless sharing causes more problems than it solves

Wireless screen sharing has its place – but it isn't always the most reliable option.

In many environments, wired BYOM provides:

- Faster, more consistent connections
- Improved security
- Fewer support calls
- A better experience for guests
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Solutions like ReThink and MAXHUB dongles focus on simplicity and reliability, using USB-C to deliver a dependable BYOM experience every time.

Sometimes the smartest solution is also the most straightforward.

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One Cable Simplicity

05

SUBJECT: One cable. One connection. Fewer meeting issues.

Modern laptops have simplified how we work. One USB-C cable for power, data, and display. Yet many meeting rooms still rely on multiple cables, adaptors, or unreliable wireless connections.

Meeting Connectivity brings that same simplicity into the meeting room. With a single USB-C connection, users can power their laptop, share their screen, and access in-room cameras, microphones, and speakers instantly.

No software.
No adaptors.

No delays at the start of meetings.

It's a small change that makes a noticeable difference to how meetings run day to day.

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06 Built for Guests & External Meetings

SUBJECT: Meetings work best when guests can join easily

Not every meeting is hosted from a room system.

Clients, consultants, partners, and recruiters often arrive with their own laptop and that's where many meeting rooms fall down.

Meeting Connectivity removes the friction.

Visitors simply plug in and instantly use the room's screen, camera, microphones, and speakers – with no apps to install and no access requests.

The result is a smoother experience for guests and a more professional experience for your teams.

It's not about adding new technology – it's about making meetings work for everyone who walks into the room.

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