

# Social Media

EU USB-C Mandate

## Post 1

**USB-C isn't coming. It's already here.**

By April 2026, all laptops sold in the EU must support USB-C Thunderbolt for data and power. HDMI is already disappearing. The question isn't if meeting rooms need to change — it's how ready yours are.

#USBc #FutureReady  
#MeetingRooms #BYOM

Add BYOM to Existing Rooms

## Post 2

**Your meeting rooms don't need replacing**

Already invested in Teams Rooms or Zoom Rooms? BYOM lets you extend what you already have — giving users instant access to room cameras, mics and displays from their own laptop. No rip and replace. Just smarter rooms.

#BYOM #TeamsRooms  
#ZoomRooms #AV

Time Saving (User Experience)

## Post 3

**Meetings shouldn't start with troubleshooting**

Whether you're an employee or a visitor, joining a meeting should take seconds — not minutes. BYOM removes friction, adaptors, and awkward delays so meetings start on time, every time.

#HybridWork  
#MeetingExperience  
#WorkplaceTech

Wireless Isn't Always Better

## Post 4

**Wireless isn't always the best answer**

Wireless sharing looks great — until it doesn't connect, drops out, or needs IT support. For many organisations, wired BYOM offers greater reliability, security and consistency. Sometimes simple really is better.

#BYOM #AVDesign  
#SmartMeetings

Combined Message

## Post 5

**One cable. Full meeting room access.**

USB-C laptops. Existing Teams rooms. Faster meetings. BYOM bridges the gap between modern devices and meeting spaces — without complexity. Want to see how it works in practice?

#FutureOfWork  
#MeetingRooms #BYOM

Combined Message

## Post 6

**One cable. That's it.**

Power.  
Screen sharing.  
Camera, mic, and speakers. Modern laptops already work this way — meeting rooms should too. With USB-C meeting connectivity, users plug in once and get everything they need to start the meeting instantly. No adaptors. No apps. No delays.

#MeetingConnectivity #BYOM  
#USBc #SmartMeetings  
#WorkplaceTech