

# Overview BYOM

## What is Bring Your Own Meeting?

Bring your own meeting (BYOM) solutions enable users to host meetings using their own laptops, on their preferred meeting platform (Teams, Zoom, Webex, Google or many others), and connect through a wired or wireless system to the room's camera, microphone, speakers and display. In essence, the room becomes an accessory to the user's laptop, instead of the user having to conform to the room.

Users can access any applications on their laptop to share content within their meetings – either just within the room or shown within a video call.

Effectively, the BYOM system allows the user to share their computer screen to the large room display and also make use of the peripherals.

Compare this with Teams Room or Zoom Room solutions, where the meeting platform is fixed, the room locked into one ecosystem, users join meetings from the room's built-in hardware. Screen sharing is possible and access to applications is tightly controlled via IT permissions.

This additional flexibility is one of a host of reasons why organisations are weighing up their options for meeting room solutions.

## BYOM: Standalone

*Bring your own meeting (BYOM) solutions can be completely standalone. By this, we mean that the room is specifically designed around a user bringing in their own laptop to join a call. Without the user's laptop, there won't be a call, just a room with a screen, speakers, mic and camera.*

## Teams / Zoom Room and BYOM. Best of both worlds?

*BYOM solutions do not have to be a standalone system, they can also integrate with customers existing Teams/Zoom Rooms.*

*Teams/Zoom Rooms are excellent solutions, but they operate in a very rigid way which makes the meeting room ideal for a meeting, but not so good for anything else. Customers have invested hundreds, if not thousands of pounds in screens, cameras, microphones and speakers, so want to expand the use of these rather than restricting use to purely Teams or Zoom calls.*

*As we've already seen, BYOM allows you to easily share your computer screen. So immediately you've created a second use case for your room. By adding a BYOM device you create a fully hybrid environment with all of the benefits of the Microsoft (or Zoom) ecosystem, plus the ability to host calls on any UC client on your laptop. This is a win / win for both our reseller partners and their customers. Resellers want the opportunity to call their existing clients and offer them an upgrade solution. And their customers want to keep the solutions they have invested in and make more use of it.*

## Why are organisations looking at BYOM solutions?

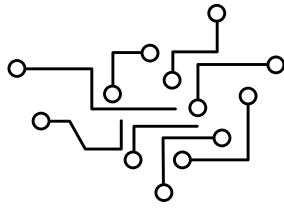
*Modern workplaces are increasingly hybrid and flexible. Employees jump between multiple meeting platforms depending on who they are working with. Meeting rooms need to adapt to people – not the other way around.*

*Teams / Zoom Room solutions are rigid and don't allow users to breakout of their ecosystem.*

*Bring Your Own Meeting solutions offer greater flexibility and adaptability to meeting rooms, putting the onus on the user to host the call rather than restricting them via corporate policies implemented via Teams or Zoom Room systems.*

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## Wired



RETHINK

## Wireless via Button



MAXHUB

## Wired

*This is probably the easiest solution to understand as the user simply plugs a cable into their computer and the computer detects the in-room devices. The user then has to select the devices they want to use to mirror / extend their laptop screen and use the in-room cameras and audio.*

*Most meeting rooms will have some sort of cable running to the table. In the past it would be a VGA connector. Today, typically a HDMI cable allows screen sharing. The days of using HDMI to connect to an in-room display are numbered as all laptops must support USB-C by April 2026.*

*USB-C is preferred as it is a multi-function solution supporting power, video, audio, network and control.*

*In a BYOM solution, when the user connects their laptop, they will be able to connect to the in-room large screen, camera and audio, plus provide network access (if configured) and power to the laptop – preventing those awkward meetings when your computer has run out of battery.*

## Wireless via Button

*Wireless screen sharing via a button (or dongle) has been available for 10 years or more. However, recent developments have extended the functionality to include BYOM support.*

*Users simply plug in a USB button onto the laptop and they connect to the screen and in-room peripherals.*

*In theory this is great, but there is a huge caveat. The market leader (Barco ClickShare) will install an app every time the button is connected. Windows laptops will therefore treat it as a USB memory stick and many organisations have policies restricting USB memory stick usage to minimise security risks. Whilst there are work arounds such as centrally provisioning the software on your company devices, this doesn't help visitors who cannot use the system because of their own IT policies.*

*The only button solution that doesn't do this is the MAXHUB WT13T. It solves the problem of software by directly connecting to the MAXHUB screen, so there is no software to install. However, this means it is only compatible with MAXHUB screens unless an additional module is installed to provide a link between a 3<sup>rd</sup> party screen and the MAXHUB button.*

# Benefits *Limitations*

## Key Benefits

### Benefits:

- **Platform flexibility:** MTR's and Zoom rooms are great for supporting Teams and Zoom calls, but lack cross platform compatibility. It is possible to join a Zoom call on an MTR (and visa versa), but the quality is compromised, and ongoing support is not guaranteed by either vendor.
- **Adaptability:** With no vendor lock-in, organisations can be flexible to meet requirements of customers, supply chain and internal policies.
- **Consistency:** People know their own computer. BYOM avoids the 'how do I join' anxiety'.
- **Hardware Cost:** With no requirement to have an in-room computer, BYOM deployments can be rolled out with lower hardware costs.
- **Licencing Cost:** A Teams Room License is tied into a monthly subscription cost and once you hit a certain number of rooms, this cost per license increases sharply. On the other hand, BYOM devices have no ongoing fees.
- **Speed:** Systems can be deployed at scale without certification and configuration requirements of Teams/Zoom Rooms
- **Minimal training:** Staff are already comfortable with hosting meetings. BYOM retains that familiarity and increases speed of adoption of in-room technology.
- **User preference:** Most people are very comfortable with hosting meetings from their computers.
- **Improved guest experience:** External visitors can utilise the in room technology without needing an account or bring trained how to use the space.

## Considerations

### Implementation considerations:

- **Reliance on users device:** If someone's computer is slow, unpatched or glitchy, the meeting quality may suffer.
- **Network limitations:** Many BYOM devices rely on wireless networks. Slow or overloaded networks will result in video/audio lag or call dropouts.
- **Less of a 'hands off' experience:** Teams / Zoom Room systems offer one-touch to join and an automated meeting experience. BYOM users need to set up the meeting manually to ensure the in-room devices are used.
- **IT support:** Teams/Zoom Rooms systems can be centrally managed to roll out software updates and manage peripherals, however BYOM solutions do not offer this. Whilst individual vendors or products may have their own management solution, there could be multiple vendors in a complex BYOM environment, making management challenging.
- **Room Automations:** Teams/Zoom Rooms offer advanced features such as occupancy based meeting start and calendar integrations which are not possible with BYOM solutions.
- **Screen resolutions:** BYOM devices currently do not support ultra-high resolutions such as 5K 21:9 aspect ratio. Using BYOM devices with high resolution screens can cause image distortion or the image will only fill 70% of the screen, showing black bars at either side. We recommend that screens support a maximum of 4K resolution at 16:9 aspect ratio.