

# Product Options

Vendor	Technology	When to position	Limitations / Possible Objections
Nureva	Large room Audio	<ul style="list-style-type: none"> <li>The primary requirement is reliable, full-room audio pickup in medium to large spaces without AV complexity.</li> <li>The customer wants to avoid ceiling mics, DSP programming, or professional audio tuning and values fast, repeatable deployments.</li> <li>Rooms are reconfigurable or flexible, where seating, furniture or layouts change frequently.</li> <li>IT ownership is strong and there is sensitivity around support overhead and lifecycle cost.</li> </ul>	<ul style="list-style-type: none"> <li>Wall-mounted bars can be viewed as a design compromise</li> <li>Pro-AV competitors can argue greater control at the cost of complexity</li> <li>Consultant-led AV projects that mandate ceiling mics, DSP logic or Dante networks</li> <li>Acoustically extreme or heritage spaces where deep tuning is prioritised over simplicity</li> <li>Smaller rooms where videobars or AIO devices are seen as “good enough”</li> <li>Budget-driven comparisons where full-room audio performance is not the perceived risk</li> </ul>
Huddly	AI Cameras	<ul style="list-style-type: none"> <li>The customer’s priority is meeting equity and engagement, especially for remote participants.</li> <li>Rooms are used for discussion, workshops or high-interaction sessions, not just presentation.</li> <li>There is demand for AI-driven visual storytelling rather than static wide-angle shots.</li> <li>Multi-camera experiences are desired without production crews, camera presets or manual control.</li> </ul>	<ul style="list-style-type: none"> <li>Fully automated camera direction can raise concerns around predictability, governance or user trust, especially where meetings are highly formal</li> <li>Standardisation strategies centred on single-box videobars with camera, mics and speakers built in</li> <li>Buyers who strongly prefer fixed camera views or manual PTZ control</li> <li>Cost-only comparisons where video experience quality is undervalued</li> <li>Rooms where audio performance, not video, is the dominant challenge</li> </ul>
Maxhub	Displays, Audio, Wireless Screensharing	<ul style="list-style-type: none"> <li>The customer wants a single-device, standardised collaboration experience across many rooms.</li> <li>There is appetite for interactive content, whiteboarding, annotation and wireless sharing as part of everyday meetings.</li> <li>Budgets favour maximum functionality per room rather than modular best-of-breed components.</li> <li>Organisations want fast rollout with minimal integration effort and clear value visibility.</li> </ul>	<ul style="list-style-type: none"> <li>Highly design-led executive spaces favouring premium display brands or bespoke AV builds</li> <li>Microsoft-centric environments positioning Surface Hub as more “native” for governance</li> <li>AV-consultant-led projects that insist on best-of-breed modular components</li> <li>Perception challenges where MAXHUB is viewed as collaboration-first rather than display-led</li> </ul>