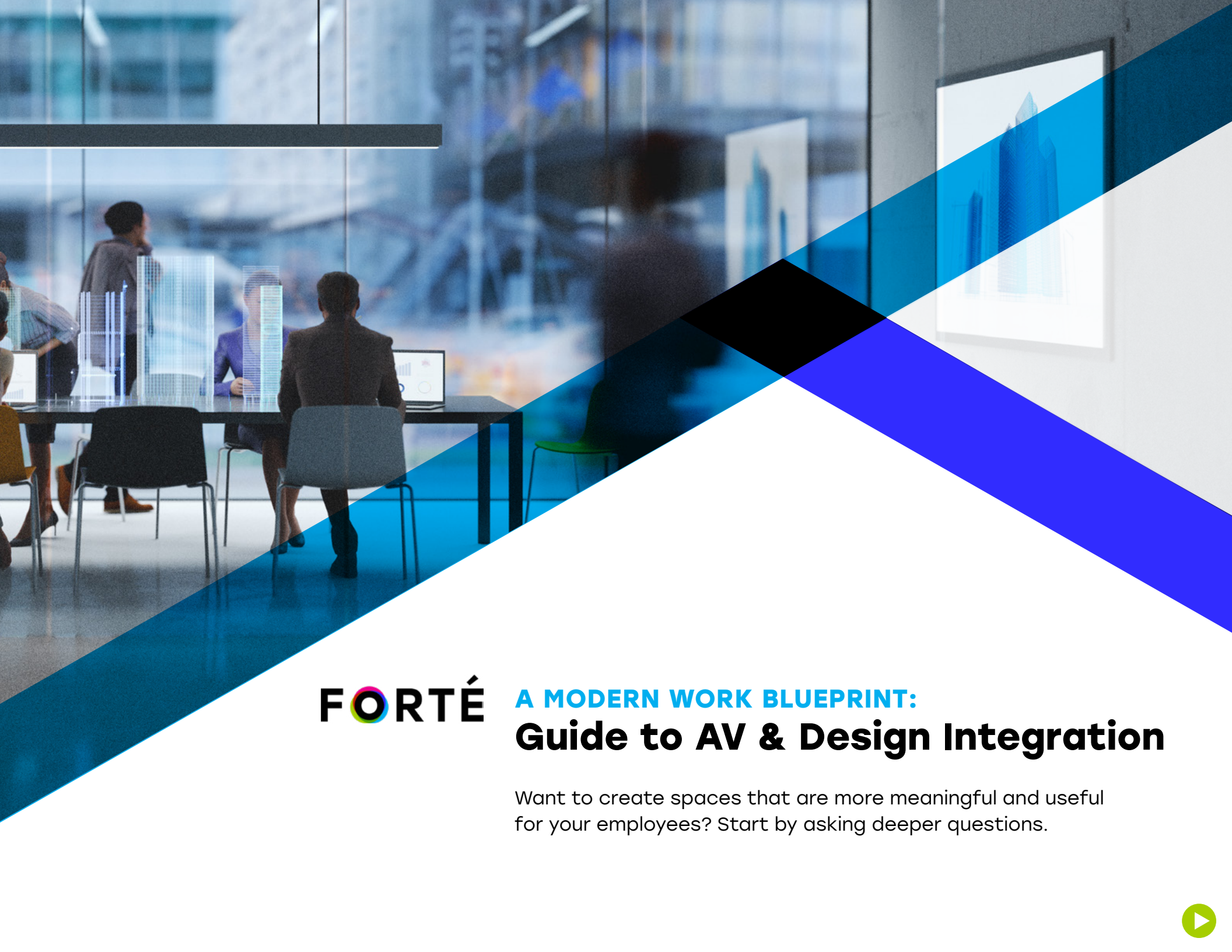


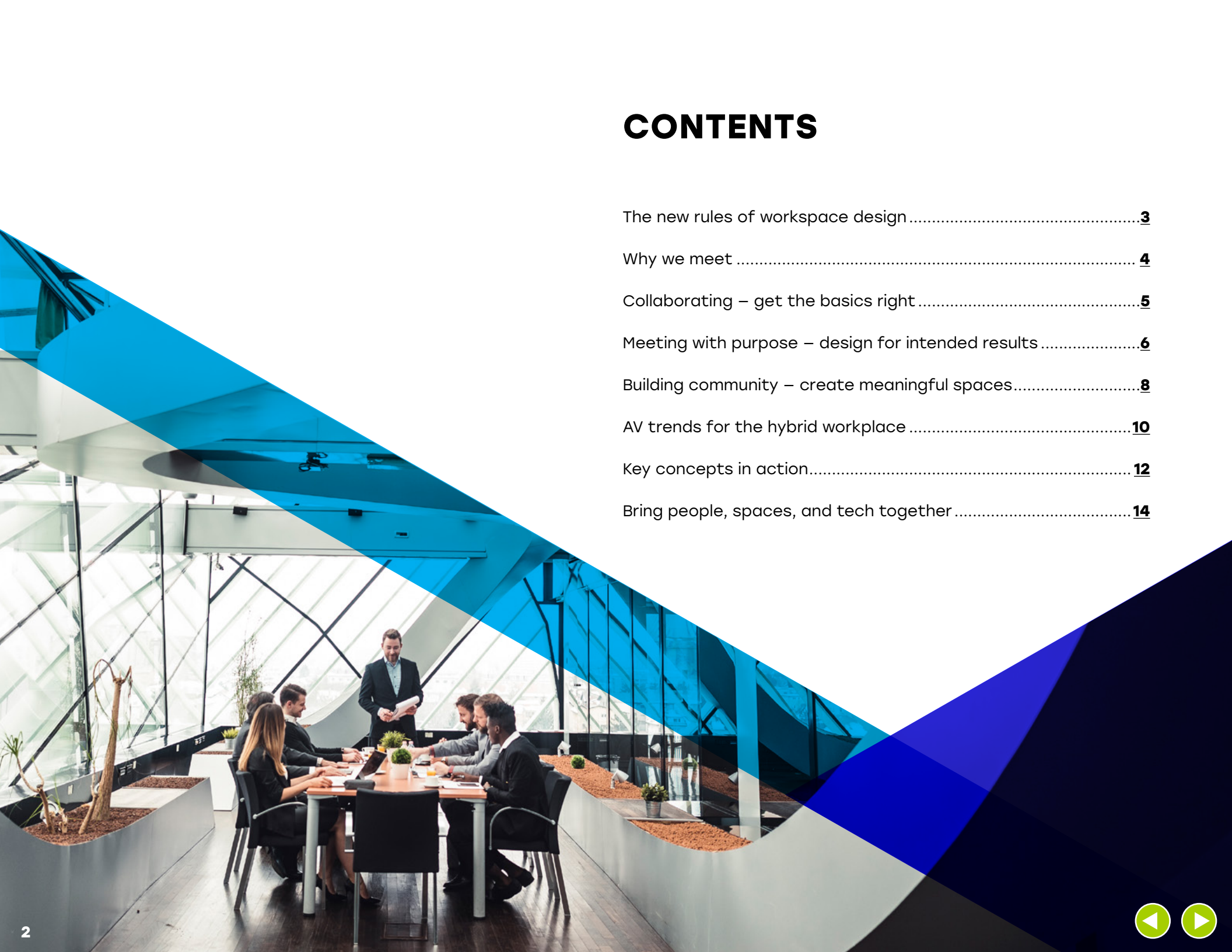


FORTÉ

**A MODERN WORK BLUEPRINT:
Guide to AV & Design Integration**

Want to create spaces that are more meaningful and useful for your employees? Start by asking deeper questions.





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THE NEW RULES OF WORKPLACE DESIGN

What's the role of the office in the modern workplace? That's a question we're asked daily as we meet with people from organizations of every size. To help you answer it, FORTÉ teamed up with our partners at HOK, a global design, architecture, engineering, and planning firm.

We believe you can avoid a return-to-office mandate and create a workplace worth returning to – but it requires a new approach. It's no longer enough to consider how many conference rooms you need, the maximum number of chairs each room can hold, and where to hang a digital display.

As you consider how to create a modern workplace, complete with spaces that are meaningful and useful to employees, you must go beyond fundamental design questions and bring AV into the conversation earlier in the process.

By asking deeper questions and taking more of a science-backed approach, you can make better decisions and create spaces more fit for purpose. This guide features recent HOK thought leadership about essential workplace gathering spaces and shares FORTÉ's tech considerations for each.

“

PART OF EARNING THE COMMUTE IS RECOGNIZING THAT THE MODERN WORKPLACE IS MORE EXPERIENTIAL AND THAT CHOOSING THE RIGHT TOOLS AND TECHNOLOGY HAS NEVER BEEN MORE IMPORTANT. AT FORTÉ, WE BELIEVE THAT TECHNOLOGY SHOULDN'T DICTATE YOUR SPACE – IT SHOULD ADAPT TO IT.”

KEITH YANDELL

Senior Vice President
of Innovation
FORTÉ



WHY WE MEET

For decades, people went into the office because that was where you had everything you needed to complete your work – whether that was your files, equipment, or colleagues. As technology has provided us with more location flexibility, the purpose of the office has changed.

Today, the office is part of a broader ecosystem of places where people work. As such, it must provide an experience, not just an environment.

Building on the concepts in David Pearl's "Will There Be Donuts," HOK has identified three primary reasons for workplace gatherings:

- **COLLABORATING** – day-to-day ad hoc and impromptu interactions. Spaces for this purpose should encourage productive exchanges between coworkers with minimal effort, catering to problem-solving, decision-making, and discussions.
- **MEETING WITH PURPOSE** – planned get-togethers that focus on an intended result. Spaces for this purpose should encourage people to book them based on the space's ability to reach or enhance the group's desired goal.
- **BUILDING COMMUNITY** – casual interactions and shared experiences that create meaning. Spaces for this purpose should be culturally relevant and focused on individual and group fulfillment.

“

WE MUST GIVE EMPLOYEES SOMETHING THAT THEY CANNOT GET AT HOME – WHETHER THAT'S MOVEMENT, ACCESS TO INDIVIDUALS, AMENITIES, SERVICES, TRAINING, AMAZING TECHNOLOGY, ENERGY, BUZZ, CONNECTION TO THE CULTURE. EMPLOYEES WANT THE SENSE THAT THEY BELONG TO SOMETHING MORE IMPORTANT, AND COMPANIES NEED TO CONNECT WITH THAT.”

KAY SARGENT

Director of Thought Leadership, Interiors
HOK



\$16,300

annual cost of one empty boardroom
(2019, HOK Study)

\$30,000

installed cost of medium-sized Microsoft Teams Room with FORTÉ's Velocity Signature solution

\$120,000

installed cost of an extra-large Microsoft Teams training room

COLLABORATING: GET THE BASICS RIGHT

HOK believes that “collaboration is essential for success in the contemporary work ecosystem, making its facilitation non-negotiable in workplace design.” So, when designing collaboration spaces such as conversation, huddle, or team rooms, they recommend you start by thinking through function, size and configuration, quantities, inclusion, and digital connection.

DESIGN QUESTIONS TO ASK

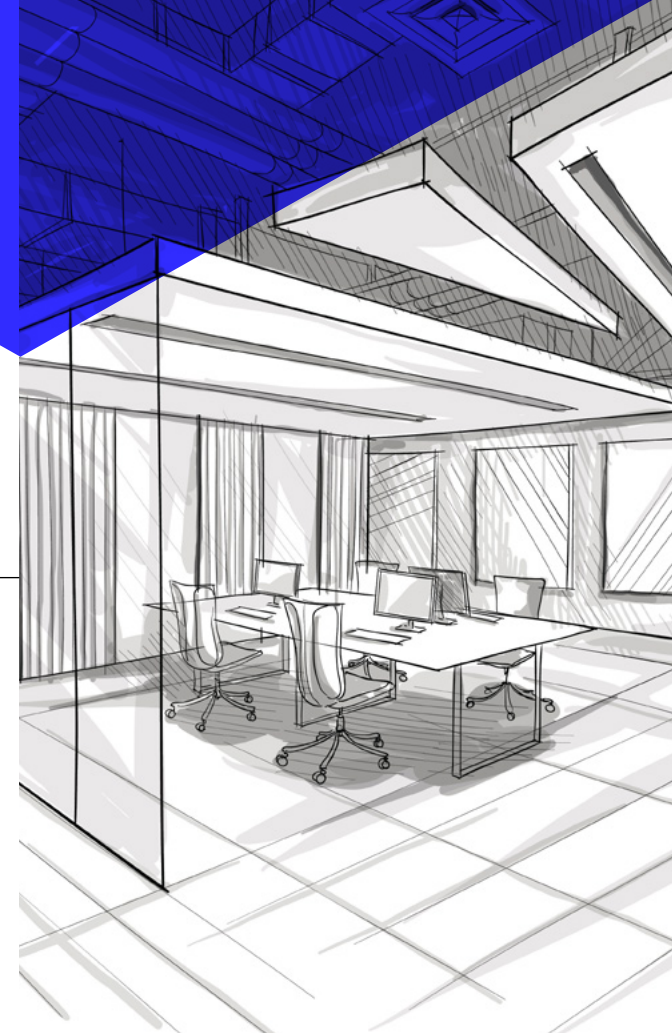
Collaboration spaces should encourage spontaneity, chance collisions, effective connection, and inclusivity. To achieve that, go beyond asking how many people the room should accommodate and whether it needs to be private. Instead, ask:

- How many people are you planning for?
- Does the meeting require people to be in an open, semi-enclosed, or enclosed spaces?
- Is the work happening in the space ad-hoc or structured?
- Is the gathering formal or casual?
- Is the duration of the gathering short or long?

AV TECH QUESTIONS TO ASK

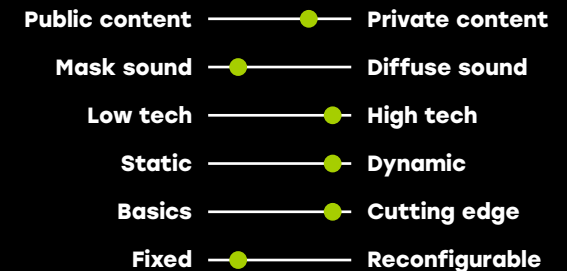
Once you’re clear on purpose, it’s easier to identify the right audiovisual tools that support the work that’s happening in the space. At this stage, you’ll want to consider:

- Are your conversations focused on people? Content? Or both?
- Have you included options for sharing content quickly, easily, and wirelessly?
- Can virtual participants interact fully during brainstorm or other collaborative conversations?
- Will participants want to share multiple content sources at once?
- If it’s an open space, do you need options to keep content private – or to limit the range of cameras and microphones?
- Are there architectural elements that cause sound to reverberate or dampen the acoustics?
- Do you want to mask or diffuse sound from adjacent rooms or zones?



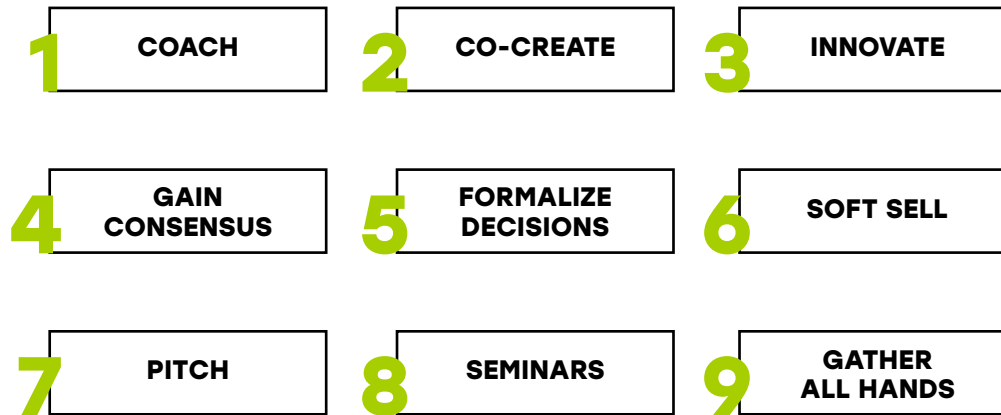
MEETING CONSIDERATIONS

How much of these do you require?



MEETING WITH PURPOSE: DESIGN FOR INTENDED RESULTS

“Spaces intended for more than 12 people typically fall into the category of meet-with-purpose spaces. These are designed for larger group meetings and require careful planning to ensure effective collaboration among more participants.” HOK has determined there are nine setting types, or group activities, that fall into this category:



DESIGN QUESTIONS TO ASK

Because your goal with these spaces is to focus on the intended result, you'll want to gain clarity on a variety of considerations, including:

- How will the space be used, and what specific activities are taking place?
- Will the meeting take place virtually or in person?
- Will employees have one or multiple focal points?
- Will people want to use digital tools? Analog tools? Or a combination of both?
- Do the conversations tend to be low or high participation?



AV TECH QUESTIONS TO ASK

To ensure your team has the tools they need to achieve their intended result, ask these questions when considering your audiovisual technology options:

- Is the space always set up for the same use case? Or is it reconfigurable for multiple uses?
- Are presenters in the room? Joining virtually? Or is it a mix of both?
- If people are presenting in the room, are they on camera?
- If on camera, should the focus be on one person or the group? Or both?
- Should cameras track the presenter if they move around the room?
- Who's the primary audience? Are they in the space? Joining virtually? Or is it a mix of both?
- Will virtual users want to interact with the content?
- Do you want to see all the participants all the time? Or only when they're speaking?
- Do you want everyone in the meeting to have the option to share content? Or just the presenter?
- Will you want to share multiple content sources at once? On one display? Or multiple displays?
- Will users need to share content from a range of device types?
- Is shared content static, or do participants need to create dynamic content during the meeting?
- Will a concierge manage the meeting, or must the technology be responsive and easy for anyone to use?

“

WHEN WORKING WITH CUSTOMERS, I ENCOURAGE THEM TO CONSIDER HOW MUCH THEY WANT THE SPACE TO DO FOR THEM AND HOW MUCH THEY WANT TO DRIVE THE EXPERIENCE. THERE ARE TOOLS AVAILABLE ANYWHERE ALONG THAT CONTINUUM – FROM STATIC CAMERA AND MICROPHONE PLACEMENT TO WHAT'S ESSENTIALLY AN ELECTRONIC CONCIERGE THAT PRODUCES AN EXPERIENCE FOR YOU IN REAL-TIME.”

TOM LARSON

Solutions Architect
FORTÉ

MEETING CONSIDERATIONS

How much of these do you require?



BUILDING COMMUNITY: CREATE MEANINGFUL SPACES

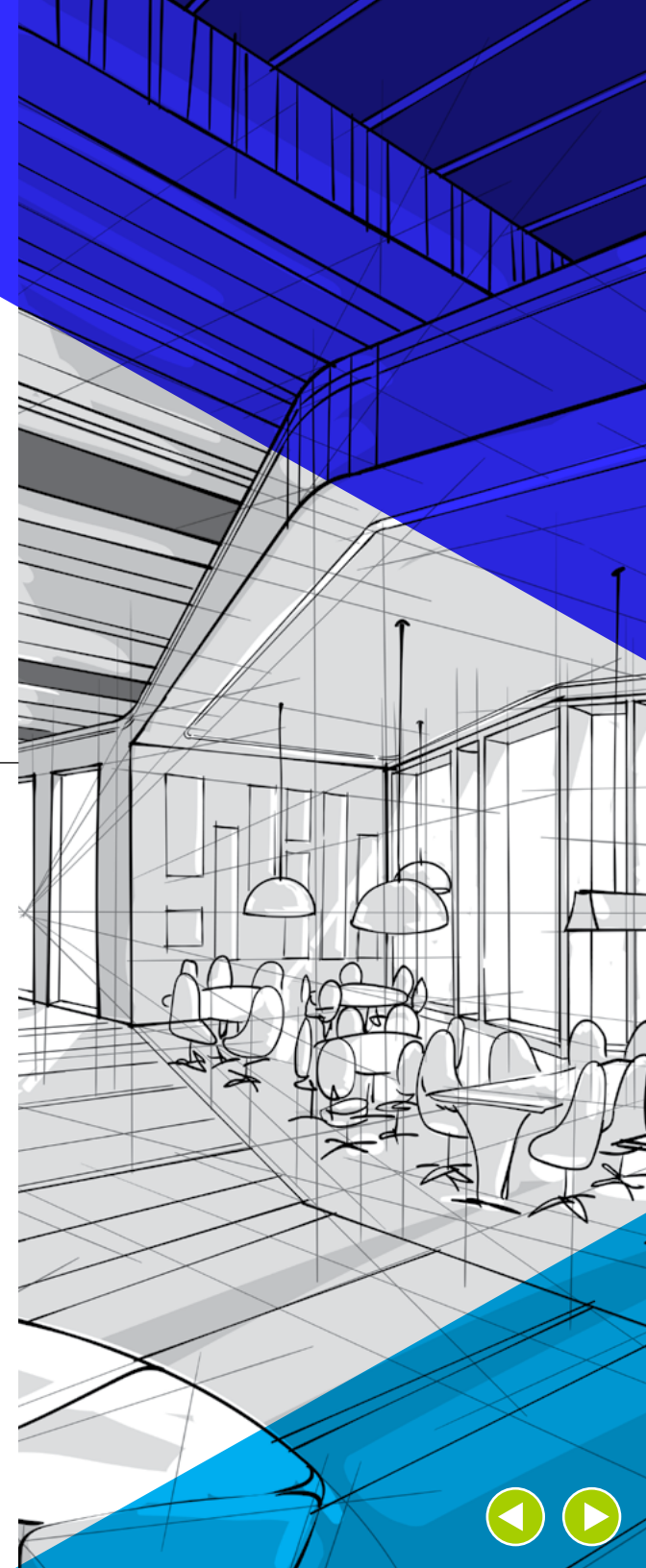
The final category focuses on designing spaces for meaning – or spots for people to come together, catch up with coworkers, network, and form lasting friendships. HOK approaches the design of these spaces by considering the degree to which they need to focus on personal fulfillment and well-being or community and shared fulfillment. Examples of these spaces include:

- Breakout areas
- Outdoor spaces
- IT bars
- Fueling stations
- Lounges
- Selfie walls
- Cafes
- Co-working spaces

DESIGN QUESTIONS TO ASK

For these spaces, HOK recommends starting with your culture and values, the types of connections you want to support, and the level of sophistication you're striving for. With those goals in hand, ask whether you want to encourage:

- **Socializing** – is the space for catching up with coworkers? Networking? Forming lasting relationships?
- **Share successes** – is the space for recognizing achievements? Celebrating personal milestones? Feeling part of the team/club?
- **Escaping together** – is the space for individual or small group play? Sharing hobbies? Exploring and learning new things?
- **Encouraging identity** – is the space for helping people be known? Making everyone feel welcome? Championing shared causes?
- **Maintaining balance** – is the space for nourishing yourself? Reflecting? Finding peace?



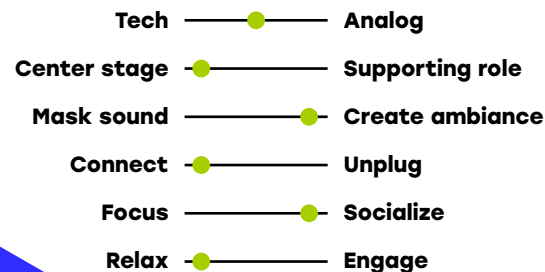
AV TECH QUESTIONS TO ASK

Because these spaces are designed for connection and meaning, technology should take a supporting role. To identify the tools that support your broader goals, ask these questions:

- Is this a space to unplug from technology completely? Or do you want the option to keep people informed (e.g., digital signage, live TV)?
- Is the space surrounded by glass walls? If so, will you need to reduce glare on displays? Ensure that displayed content stays private? Reduce sound bounce?
- Do you want to allow people to share content from their own device (e.g., Spotify playlist or YouTube video)?
- Will you need to mask or diffuse what's happening around the space acoustically? Or do people tend to bring their own headphones?

MEETING CONSIDERATIONS

How much of these do you require?



“

MEETING ROOMS ARE MORE THAN JUST VENUES FOR GATHERING. THEY ACT AS BIRTHPLACES FOR RELATIONSHIPS, IDEAS AND SOLUTIONS TO COMPLEX PROBLEMS. BUT DESIGNERS MUST UNDERSTAND THE TRUE PURPOSE OF THE GATHERING, THE NATURE OF THE EXCHANGE AND THE EXPERIENCE WE ARE STRIVING TO CREATE. AND WE NEED TO APPROACH THE DESIGN OF THESE SPACES FROM THE BEGINNING WITH THESE OUTCOMES IN MIND.”

KAY SARGENT

Director of Thought Leadership, Interiors
HOK



AV TECHNOLOGY TRENDS FOR TODAY'S MODERN WORKPLACE

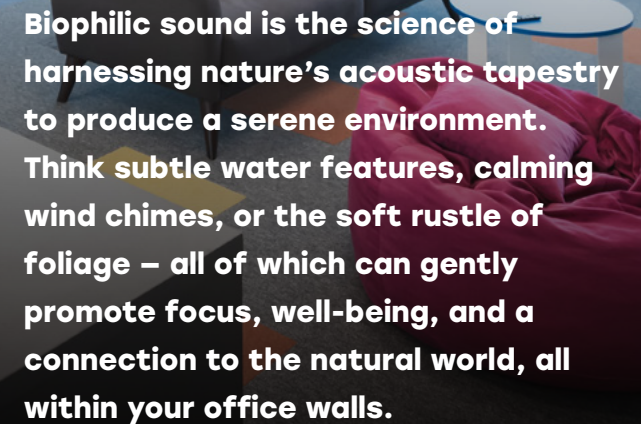
At FORTÉ, our goal with every implementation is to create human impact. That looks different in today's workplace than it did even just a few years ago. Today, you need AV solutions that seamlessly support the purpose of each space and offer capabilities your employees can't get anywhere else.

#1: OFFERING A BROADER RANGE OF FUNCTIONALITY (WORKFLOW DESIGN)

In the past, many organizations found it easier to manage their conference room technology if the rooms were built to a standard. While a consistent interface makes life easier for IT and Facilities, this approach doesn't consider how people work and why people gather. Rather than building a series of small, medium, and large conference rooms, companies are now building five to seven unique spaces per floor. Each space has tools that enable communication and collaboration, but the tools vary based on purpose. These spaces can also be designed to honor in-person attendees and offer something they can't get from home – essentially becoming a magnet for your office.

#2: DELIVERING A SENSORY EXPERIENCE

Another trend we're seeing is a shift toward delivering more of an experience than the traditional conference room can offer. The emphasis here is on the senses and adding design touches like pendant lighting, comfortable furniture, and seamlessly integrated tech. An emerging solution is biophilic sound – a sensor-driven, intelligent audio technology that adds unique sounds in response to what's happening in the space.



Biophilic sound is the science of harnessing nature's acoustic tapestry to produce a serene environment. Think subtle water features, calming wind chimes, or the soft rustle of foliage – all of which can gently promote focus, well-being, and a connection to the natural world, all within your office walls.

#3: USING AUTOMATED TECHNOLOGIES TO SCHEDULE AND RUN MEETINGS (ADOPT VS. ADAPT)

Advancements in AI and other automated technologies have created solutions that adapt to users' needs and even take on parts of their workflow. From a scheduling perspective, this includes solutions that help employees see who will be in the office, when they're available, and what spaces have the tools and technology they need to achieve specific outcomes.

During meetings, cameras and microphones can automatically follow people and adjust angles or zones as they move around the space, keeping the speaker's voice and face as the focal points. In addition, there are backend solutions that automatically manage multiple input streams to deliver a produced meeting experience without someone having to drive the show.

#4: MOVING BEYOND HYBRID

As we look out over the next 12-18 months, it's time to focus less on hybrid and more on experience and outcomes. Soon, getting hybrid right will be no different than getting the temperature right or turning the lights on in the room.

“

WHILE IT'S IMPORTANT TO DELIVER A GREAT HYBRID EXPERIENCE, WE CAN'T CREATE IT BY SACRIFICING THE IN-PERSON EXPERIENCE. OTHERWISE, WE'RE DOING A DISSERVICE TO PEOPLE WHO COME INTO THE OFFICE. INSTEAD, WE NEED TO FIND THE SWEET SPOT WHERE WE DELIVER EVERY EXPERIENCE EQUALLY WELL, AND TECHNOLOGY PLAYS A SIGNIFICANT ROLE IN HOW WE DO THAT.”

JASON ROBERTS

Vice President of Workplace Strategy
FORTÉ



KEY CONCEPTS IN ACTION

SCENARIO 1

Collaboration space

5-10 people

Semi-enclosed

Short, casual, ad-hoc meetings

Options to sit, stand or perch

DESIGN FEATURES:

1. Multiple casual furniture types with varying surface heights
2. Simple scheduling tools
3. Non-glare high haze and higher brightness displays for bright, open spaces

AV TECH FEATURES:

4. Wireless presentation sharing and bring-your-own-meeting peripherals
5. Touch-enabled displays for collaboration
6. AI camera technology with AV parameters like fencing to ensure participants only see and hear what's within a defined footprint



KEY CONCEPTS IN ACTION

SCENARIO 2

Co-creation space

12-15 people

Combination of virtual and in-person participation

Multiple focal points

Structured and free-form conversations

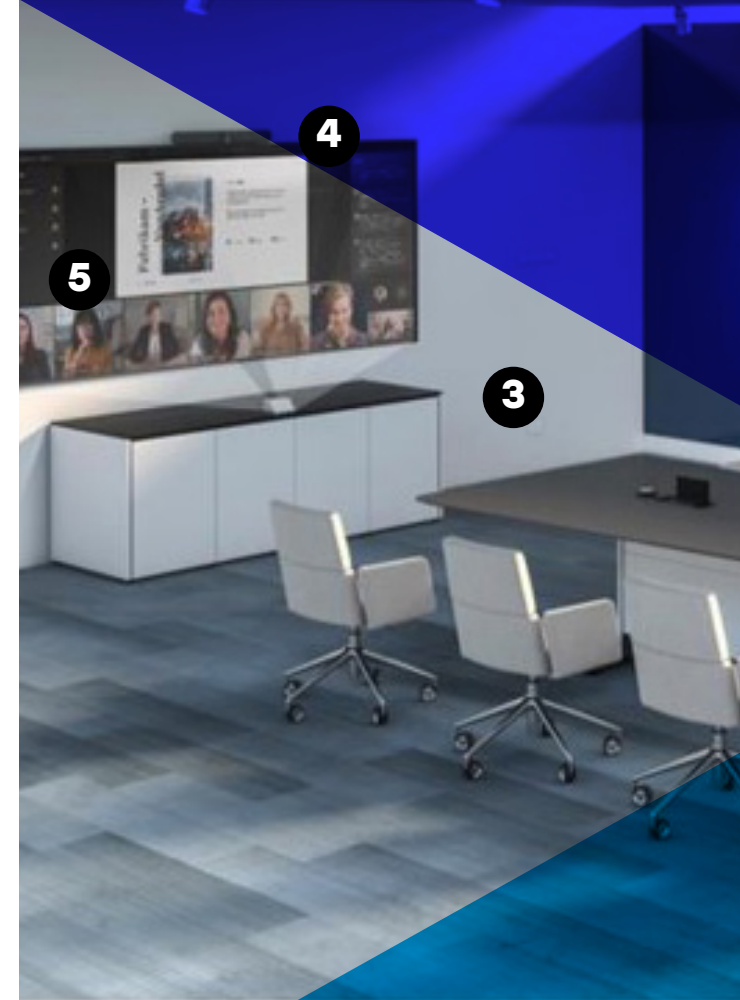
High participation

DESIGN FEATURES:

1. Furniture that promotes in-room face-to-face collaboration while providing sightlines to far-end participants (e.g., trapezoid-shaped tables)
2. Acoustical treatments to minimize distraction and fatigue within contemporary bright, reverberant spaces
3. Traditional and contemporary

AV TECH FEATURES:

4. Multi-camera solutions with AI-rich features for hands-free, multi-participant meetings
5. 21:9 format displays with multi-stream conferencing, chat, gestures and whiteboarding
6. Remote support management to proactively monitor room status



Images provided by Salamander Designs.



BRING PEOPLE, SPACES, AND TECH TOGETHER

It's an exciting time for the workplace design and audiovisual technology industries. Decades' worth of evolution has happened quickly, and new possibilities for connecting and creating meaning are being introduced more quickly than ever. Workplaces that don't rethink their approach will find it more challenging to innovate within their industries, achieve their growth goals, and attract top talent.

We understand that, for many companies, adapting to this new reality can feel daunting. But it doesn't have to be. Start with strategy. Consider purpose. Ask deeper questions. Then, provide plenty of options and variety so your team can choose what space meets their needs.

HOK can help you navigate the space design considerations and create environments that are fit for purpose. The FORTÉ team excels at AV technology planning, so you can bring your people, space, and tech together to create a greater impact.

This guide includes discussion points to get you started. When making workplace decisions, FORTÉ and HOK recommend you also include your IT and facilities teams in any working sessions.



ABOUT FORTÉ

FORTÉ brings people, spaces and technology together to enhance communication and collaboration with enterprise-grade, reliable systems delivered with unmatched speed and customized, innovative solutions that solve your most complex challenges. Visit one of our experience centers, connect with us online at ourforte.com or contact avsolutions@ourforte.com for more information.

Portions of this content were collected from HOK's "Gathering Spaces: Bringing People Together in the Workplace," with permission. HOK is a global design, architecture, engineering, and planning firm. The firm's Interiors practice leads the strategic planning, design and implementation of workplace experiences worldwide.

