

Redefining Hybrid Meetings with Barco ClickShare Hub

MediaTek Genio 700 & MT8195 SoCs Enabling Seamless Conferencing, Enhanced Productivity, and Effortless Collaboration

Case Study

Application

Modular Video Conferencing System for Hybrid Meeting Rooms

Background

In today's dynamic work environment, organizations are increasingly adopting hybrid models, making seamless and intuitive meeting solutions more critical than ever. Barco, a global leader in meeting room technology, has been at the forefront of this transformation with its acclaimed ClickShare family. Recognizing the evolving demands for enhanced collaboration, simplified user experience, and robust security, Barco introduced the ClickShare Hub – a ground-breaking modular wireless conferencing room system designed to make hybrid meetings effortless.

Challenge

Traditional meeting setups often present challenges that hinder productivity and collaboration:

- **Complexity and Friction:** Users frequently encounter issues with cumbersome software installations and platform compatibility, leading to delays and frustration in starting meetings.
- **Inefficient Content Sharing:** The need for easy, wireless sharing of high-resolution (4K) content from various devices without compromising quality or security.
- **Ensuring Meeting Equity:** Creating an inclusive experience where remote participants feel as visible as those in the physical room, often requiring dual display support and clear audio/video.
- **IT Management and Security Overhead:** IT departments face increasing demands for secure, manageable, and compliant meeting solutions that can be easily deployed, monitored, and updated remotely across an organization.
- **Performance and Reliability:** The system must support advanced features like AI assistance and maintain stable, low-latency connections even in high-density wireless environments.

Results:

The Barco ClickShare Hub, powered by MediaTek, delivers a transformative hybrid meeting experience, resulting in effortless meeting start, unparalleled ease of use, enhanced hybrid collaboration and enterprise grade security. One-click wireless 4K content sharing via the next-gen ClickShare Button, requiring no software installation or drivers, drastically simplifies collaboration for both internal teams and external guests.

Solution

The Barco ClickShare Hub is a modular wireless video conferencing room system engineered to address these challenges head-on. Built on the Microsoft Device Ecosystem Platform (MDEP), it leverages Microsoft's expertise in security, manageability, and AI capabilities while ensuring simplicity and seamless integration.

Key components and features of the ClickShare Hub solution include:

- **MediaTek MT8195 SoC Integration:** The powerful MediaTek MT8195 SoC serves as the core processor for the ClickShare Hub
- **Next-Generation ClickShare Button:** This enhanced Button, powered by **MediaTek's Genio 700**, features Wi-Fi 6E and USB-C DisplayPort™, enabling one-click, wireless 4K content sharing from anywhere in the room.
- **Modular Design:** Available in two models, ClickShare Hub Core and ClickShare Hub Pro catering to various room types and complexities.
- **Agnostic Peripheral Support:** ClickShare's commitment to an agnostic approach allows seamless integration with existing in-room peripherals, maximizing existing investments.



How do MediaTek's MT8195 SoC and Genio 700 Meet the Requirements?

The integration of MediaTek's SoCs is pivotal to the ClickShare Hub's performance and capabilities:

- **High Processing Power:** The MT8195 SoC's advanced architecture provides the robust computing power required to support AI-assisted meeting experiences, handle multiple simultaneous streams, and process 4K content sharing smoothly, ensuring high data throughput and responsive interactions for the Hub. The Genio 700 in the ClickShare Button ensures quick processing for seamless content capture and transmission.
- **Enhanced Wireless Connectivity:** By facilitating Wi-Fi 6E capabilities within the next-gen ClickShare Button (powered by Genio 700) and the ClickShare Control Panel itself (powered by MT8195), MediaTek's chipsets ensure faster speeds, significantly lower latency, and reduced interference. This leads to stable and reliable wireless connections, even in environments with high user density.
- **Optimized Power Efficiency:** Both the MT8195 and Genio 700 SoCs are designed to balance high performance with exceptional power efficiency, contributing to the ClickShare Hub's overall lower energy consumption and sustainable operation (as reflected by the Barco Eco Label A+).
- **Seamless Platform Integration:** The compatibility and optimization of MediaTek's SoCs for the Microsoft Device Ecosystem Platform (MDEP) ensure a foundation that guarantees simplicity, security, and effortless integration into existing IT infrastructures.
- **Smooth Visuals and Responsiveness:** The powerful processing and graphic capabilities of both the MT8195 and Genio 700 enable the rendering of crisp 4K visuals and a highly responsive user experience, crucial for engaging and flicker-free presentations and video conferencing.