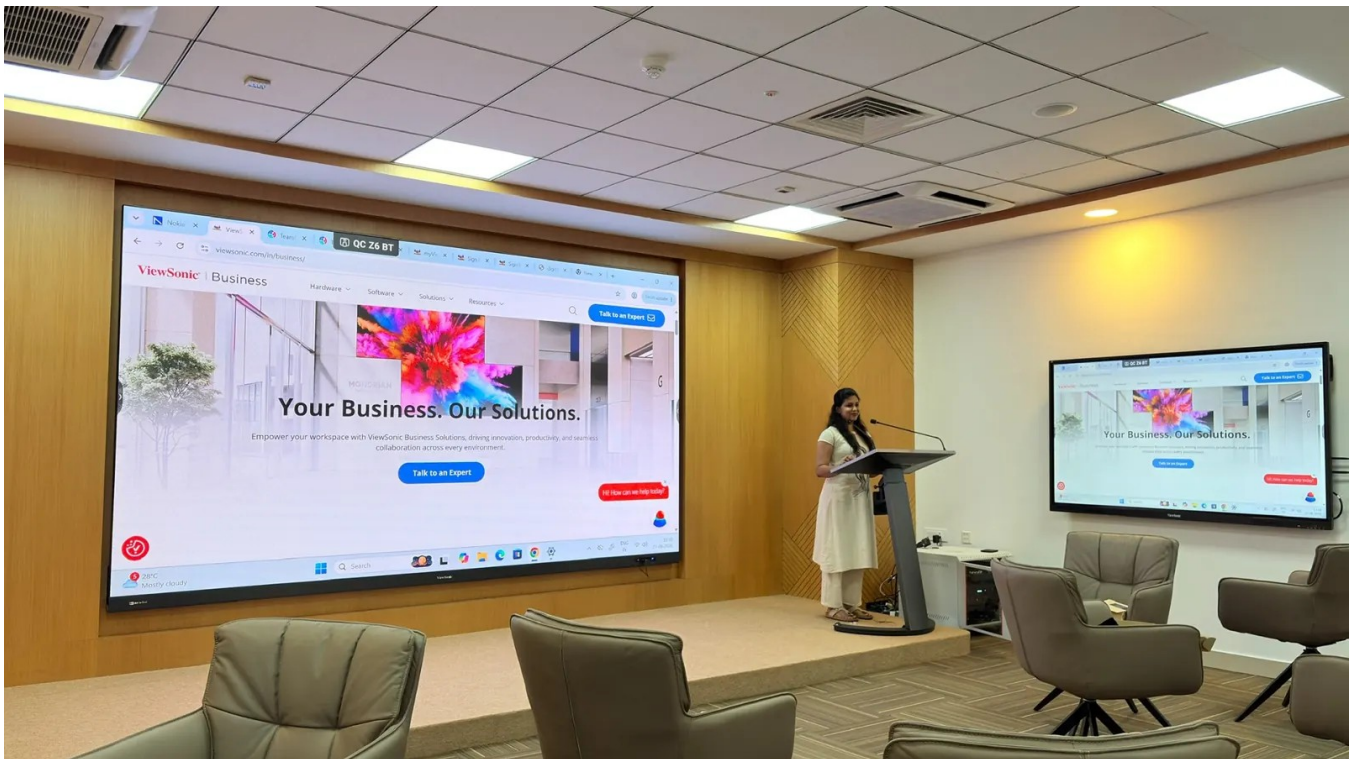


The SME Meeting Room Pro AV Planning Guide

What to decide before you ask an AV vendor for a quotation



Nokia Training Hall Experience Centre

Use this before procurement starts

A good meeting room should be easy to join, easy to hear, easy to see and easy to support. Start with the room and workflow. Choose products only after those decisions are clear.

Define the use case before you define the equipment

Before choosing a display, camera or microphone, answer these six questions. They decide most of the AV design.

Who uses the room?

Leadership, project teams, customers, trainers or mixed users

How many people?

Normal occupancy and maximum occupancy

What happens here?

Video meetings, presentations, training, reviews, dashboards or a mix

Which platforms?

Microsoft Teams, Zoom, Google Meet, Webex or a mix

What devices enter?

Company laptops, BYOD laptops, phones and USB-C devices

Who supports it?

Internal IT, Admin, AV partner or shared ownership

Rule of thumb

If the room has several workflows, design for the most demanding regular workflow. Do not let an occasional use case make the daily room complicated.

Choose the display for the farthest viewer, not the nearest chair



Display checklist

- Can the farthest person read spreadsheets?
- Can remote participants be shown at useful size?
- Does the room need one display or two?
- Is touch genuinely required?

Practical guidance

- Size the display around viewing distance and the type of content being shown.
- Spreadsheets and dashboards need larger text than ordinary video calls.
- Dual displays help when remote participants and shared content must remain visible together.
- Commercial displays are usually a better fit than consumer televisions for long daily use and support.
- Interactive touch is useful only when teams genuinely annotate or collaborate at the screen.

Avoid this mistake

Do not pick a display simply because it fits the wall. Check sightlines from every seat, table depth and camera position first.

People forgive average video. They do not forgive bad audio.



Camera

- The camera should frame participants naturally, not look down from the ceiling or up from table level.
- For deeper rooms, consider optical zoom or multi-camera coverage instead of a basic webcam.
- Check what happens when people sit at the ends of the table.

Microphones

- Choose microphone type from room shape and seating, not from brand preference.
- Ceiling microphones keep the table clean but need acoustic planning.
- Table microphones can be easier to control in difficult rooms.
- A soundbar microphone may be fine for small rooms but is rarely enough for a deep boardroom.

Speakers

- Speech should be evenly heard across the room without the front seats being too loud.
- Use dedicated room audio where display speakers cannot deliver clear speech to the last row.

Make joining a meeting simpler than finding the remote

Choose the room mode

BYOD room

Users bring a laptop and connect by USB-C or USB. Flexible and economical, but the cable workflow must be simple.

Dedicated room system

A Teams Room, Zoom Room or similar appliance gives a consistent one-touch experience.

Hybrid room

Supports a dedicated room system plus guest laptop connectivity when needed.

Control should be obvious

- A user should be able to start a meeting, share content, adjust volume and end the meeting without calling IT.
- Avoid several remotes, hidden switchers or unexplained input labels.
- If room control is used, keep the interface limited to actions people perform every day.
- Document a fallback method for the day something fails.

Success test

Ask a colleague who has never used the room to start a call and share a presentation. If they need instructions, the workflow is still too complicated.

Most AV problems begin before the equipment arrives

Check these before installation

- Dedicated power points and safe power routing
- Network ports, VLAN or Wi-Fi requirements
- USB-C, HDMI and network cable pathways
- Wall strength and mounting surface
- Table cable access and cable management
- Lighting on participant faces and display reflections
- Curtains or blinds where sunlight affects viewing
- Ventilation for racks or equipment
- Acoustics: glass, hard walls, echo and background noise
- Furniture dimensions confirmed before final camera and microphone layout



Timken factory dashboard display environment

Ask every vendor to quote against the same scope

Category	What to define
Display	Size, quantity, commercial grade, mounting, touch if required
Video conferencing	Teams / Zoom / Meet mode, codec or compute, licences
Camera	Quantity, field of view, zoom, auto-framing, mounting
Microphones	Type, quantity, pickup coverage, DSP requirement
Speakers / audio	Speaker type, amplifier, DSP, zoning if any
Content sharing	HDMI, USB-C, wireless sharing, guest-device workflow
Switching / distribution	Required sources, destinations and resolutions
Control	Touch panel, keypad, automation and room controls
Network	LAN ports, PoE, VLAN, Wi-Fi and remote management
Cabling	Signal, speaker, USB, network and power coordination
Installation	Mounting, programming, testing, labels, documentation
Support	Warranty, response time, AMC, remote support, spares

Procurement tip

Ask vendors to identify exclusions and substitutions separately. A lower price is not meaningful if the scope is different.

Before you release the purchase order

- ☐ Room use cases are written down and agreed
- ☐ Display size and sightlines are checked from the farthest seat
- ☐ Camera framing is tested against actual seating
- ☐ Microphone coverage is mapped
- ☐ Speaker coverage is appropriate for the room
- ☐ Meeting-platform workflow is clear
- ☐ Guest laptop / BYOD workflow is clear
- ☐ All recurring licences are listed
- ☐ Power, network and cabling readiness are confirmed
- ☐ BOQ quantities are comparable across vendors
- ☐ Installation, programming and commissioning are included
- ☐ Acceptance tests and handover documentation are agreed
- ☐ Warranty and support response are documented

A second view can save a first mistake

Already have an AV proposal or BOQ? C3 iT Xperts can review the room requirement, architecture, quantities and commercial assumptions before you approve it.

Book a Pro AV consultation

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