

THE TAO OF POE: POWER OVER ETHERNET PROMISES AV WITHOUT A PLUG. SO, WHAT'S THE CATCH?



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# AV/IT Convergence in Multipurpose Rooms

*How to ensure maximum flexibility in a space that's constantly changing?*

By Tim Kridel

Multipurpose rooms are case studies for why and how AV/IT convergence is playing out in enterprises, schools and other organizations. For example, multipurpose rooms are ultimately about maximum flexibility in terms of how people can collaborate. That means those rooms' AV systems have to support whatever IT devices users prefer.



Marian University in Indiana is outfitted with the latest control, video, and audio technology. This collaborative space is also equipped for multiple uses.

A good selection of physical connectors—such as HDMI, DisplayPort and even VGA—is one way to accommodate laptops, tablets and smartphones, as well as devices such as Apple TV and Chromecast. Some AV integrators say they're see-

ing a trend toward using USB as the backbone for a room. In those situations, employees and visitors would plug in, say, a laptop and have access to PTZ cameras, PA and other AV systems.

"It's just one cable, and they're using all of the

## Marshall Electronics & MXL Offer Teleconferencing Bundle

**The What:** Marshall Electronics and MXL recently debuted a multi-camera production system that brings together HD mini cameras, seamless camera switcher, web conferencing microphones, and new HDSDI to USB 3.0 converters into one comprehensive AV solution. This meeting production package is designed to work with Microsoft Lync, Go To Meeting, Blue Jeans, Google Hangout, and other popular web conferencing services. More info is available at [www.mxlmics.com](http://www.mxlmics.com).

technology that's on their laptop," said Blaine Brown, Sensory Technologies director of technology. "It doesn't matter who the vendor is. It could be GoToMeeting, Skype, JOIN, whatever it may be."

The more plug-and-play a room is, the less likely that an organization will have to send a tech to