



New tendencies in collaboration and meeting spaces

May 2026

COMPANY CONFIDENTIAL



Today's work environment:

Hybrid meetings are here to stay



70%

of job seekers include hybrid in their preferred options.

Research Robert Half, 2025

39%

of hybrid employees go into the office 3 days per week.

Research Owl Labs, 2025

7 in 10

of meetings include at least one remote participant, making hybrid meetings the most common format.

Research Archie, 2025

Demand for VC enabled rooms ever increasing

30%

of employees demand more conference and meeting rooms

Changing workplace models are increasing the need for flexible, scalable meeting solutions



Increasing demand = greater challenges for IT professionals



- **Integration:** With around 30% of companies facing difficulties in combining different solutions, the value of easily deployable solutions is clear
- **Security and privacy:** With meeting room solutions at the heart of collaboration, your workplace needs robust protection measures
- **User adoption:** Employees might find it challenging to adapt to new technologies. So, prioritize simplicity and user-friendly solutions

Source: Securing Collaboration: A Strategic Road Map for Modern Workspaces, IDC

Trend 1: The Operational Market

100%
Operational Reliability

Reliability Over Novelty

Buyers are no longer buying "what's new." Purchases are prioritized based on dependability and compatibility with existing IT governance.

- **Faster Deployment:** Valued more than richer feature sets.
- **Predictable Lifecycle:** Takes precedence over bespoke setups.
- **Lower Support Burden:** Preferred over marginal performance.

Trend 2: Meeting rooms as IT Endpoints

Owned and Governed by IT

The meeting room is now firmly part of the IT estate, governed by strict policy rather than AV preference.

- **Security Posture:** Identity and compliance are core.
- **Telemetry:** Continuous monitoring and measurement.

The IT Language Shift*

Meeting rooms fit into **workplace strategy**, not longer seen as “just a collaboration tool”

- **Lifecycle Management:** Defendable to IT stakeholders.
- **Risk Reduction:** The primary metric for success.

Sources:

CBRE (Global Workplace & Occupancy Insights) - 2026

Gartner (HR & Workplace Analytics)

Forrester (Employee Experience Management)

Trend 3: Growing Platform Gravity

The Microsoft Reality

Encompassing Teams, Places, and MDEP, the Microsoft ecosystem now significantly influences design and procurement.

- **Certified Solutions:** Rising expectation for platform alignment.
- **Security & Update Models:** Clear and centralized roadmaps.
- **Simplify, Don't Compete:** Complementation is the goal.

Platform Gravity

*Buyers want platforms that reduce risk, not point products.**

*Source Frost & Sullivan - Frost Radar 2025

Microsoft Teams Rooms: the VC platform of choice for organizations



Microsoft
Teams Rooms

Over 1 million Teams Rooms globally*

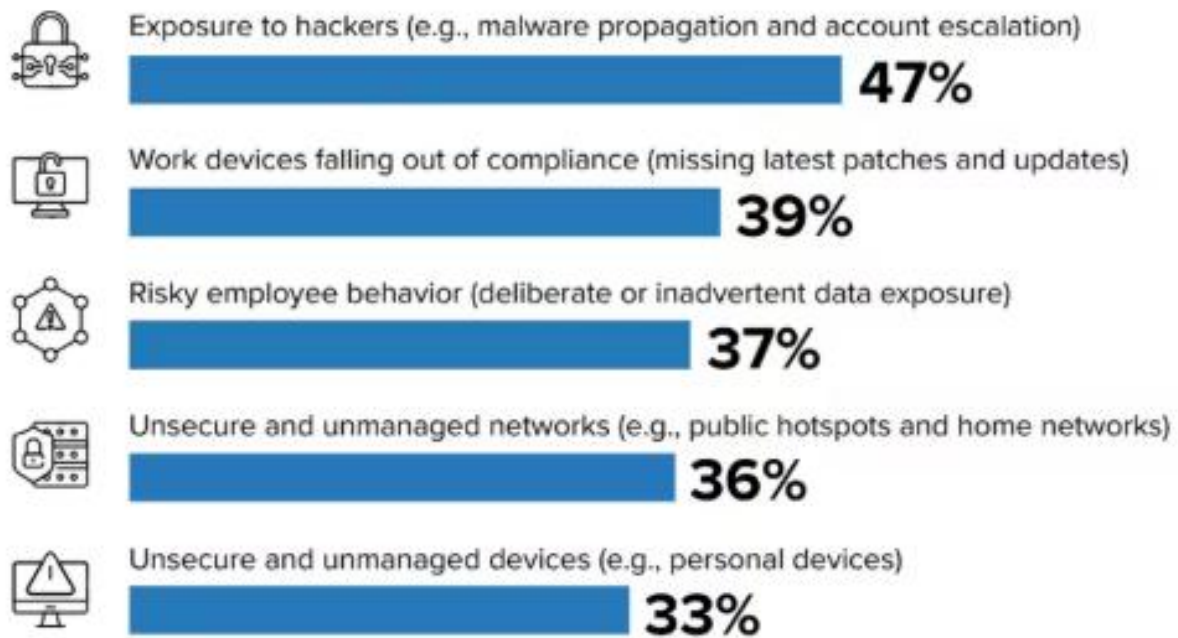
FORTUNE

500

Chosen by 70% of the Fortune 500*

The importance of security in the meeting room

The Biggest Security Concerns Relative to Flexible Work Models



Source: *Securing Collaboration: A Strategic Roadmap for Modern Workspaces*, report by IDC



NIS²
Network & Information
Systems Directive



Technology to make it easier...



1 in 2

employees worldwide is confused by different setups in different workspaces in their office.

IT managers to create a meaningful workplace with reliable technology and infrastructure.

BARCO

Reliability: Meeting room technology that just works, always



Why reliability matters for IT admins:

Fewer support tickets and interruptions

Consistent, predictable meeting experiences

More time for strategic work

How modern tech delivers reliability:

AI-powered self-healing automatic detection and resolution of issues

Proactive maintenance alerts IT before problems impact users

Automatic room rebooking instantly moves meetings if a room or device fails

A ClickShare device for every meeting room setup

Video conferencing systems

Wireless presentation systems

All-in-one systems

Modular systems

Video bars for wireless conferencing

Wireless conferencing systems

Room systems for video conferencing

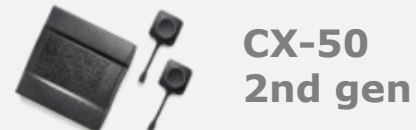
ClickShare Present



ClickShare Bar



ClickShare Conference



ClickShare Hub



ClickShare has evolved to add value to each of these rooms

Through custom solutions and integrations



CX-20 / CX-30 / CX-50 Gen2

with Alliance partner peripheral

Or **ClickShare Bar**



Wireless BYOM
for BYOD conference spaces



Room System + **CX-50 Gen2**



Enabling flexible use
of conferencing spaces



Room System + **C-5 / C-10**



Enabling wireless presentation
in a Room System

ClickShare Hub



Modular system for any type of room



Certified MS Teams Rooms experience



Wireless presentation and conferencing



Hub Core
Single display
modular room system



Hub Pro
Dual display
modular room system

Visioneering a bright tomorrow

