



SMART Collaboration Solutions

Extraordinary made simple™

SMART
Technologies

Extraordinary

When people ask how SMART collaboration solutions are redefining the way people collaborate, we tell them this: SMART solutions let you work with colleagues around the world as if they were sitting next to you. Draw an arrow over a chart with digital ink in London and it shows up simultaneously on screens in San Jose and Delhi. Set up a data conference in Chicago with your teams in Moscow and Sydney, and moments later you're sharing desktops across oceans. It's as easy as a simple touch, fingertip to screen.

Because collaboration isn't about technology – it's about people. Ideas.

That's why SMART solutions help you make the most of collaboration. Conferencing becomes a visual, interactive experience, and keeping records of meetings is easy. Teamwork is a collaborative, inclusive process that produces valuable ideas – ideas that help you make the best decisions for your company.

Look back with us now as we walk you through situations plagued with obstacles to collaboration. Then take a look in the other direction, at the possibilities for teamwork offered by SMART solutions. You'll never look back.

Teamwork across distance

SMART collaboration solutions eliminate the challenges of coordinating long-distance meetings. We help you turn expensive, logistically complex meetings into smoothly executed ones.

LOOKING BACK You're in the middle of construction on the new building, and you're faced with a critical engineering problem that requires immediate input from three different teams. But they are widely dispersed at remote locations, so a scramble ensues. Plane tickets are purchased at the highest rates. Cars are rented. Hours are spent sitting in airports, planes and vehicles. All other projects are put on hold, and they begin to fall behind. Twenty-four hours later, you are still waiting and the problem is escalating.

LOOKING FORWARD When you get the phone call from your Head Engineer, you quickly coordinate a long-distance video and data conference. Within minutes, teams in three different countries are poring over plans and blueprints, conversing as if they were all in the same room. After an hour of sharing desktops and discussing solutions, the problem is solved – with no impact on your budget.

collaboration



Teams in

Brainstorming made easy

Keep your team's ideas together with a simple touch on an interactive whiteboard or display. With SMART collaboration solutions, the awkwardness of flip charts and felt pens is a thing of the past.

LOOKING BACK You're counting the minutes until the brainstorming session is over. People are flinging ideas around the room and you can't keep them all organised on your flip charts. When the CEO asks to see the original draft of goals, you scan the room, searching through dozens of layered pages taped to the walls. Objectives, tactics, strategies, forecasts – where are the goals? Your head begins to pound. And you've got dozens of pages of notes to transcribe. It's going to be a long, long afternoon. You massage your temples and cancel your lunch plans.

LOOKING FORWARD You walk into the boardroom at two minutes to nine and turn on the interactive display. By nine, your documents and resources are ready at the bottom of the screen. Ideas fly from every corner of the room as participants engage in discussion, inspired by the visuals on the panorama of interactive displays that frame the room. You write notes in digital ink, creating a detailed record of the session. By noon, the team has determined a new direction for the department. You capture your notes and view them as thumbnails on-screen, sorting them quickly into five key categories. You email them to the team, then head out for lunch.



sync

Clarity above all

SMART collaboration solutions add a visual, interactive dimension to conferencing that lets you make decisions quickly when every moment counts.

LOOKING BACK The Oklahoma land sale falls with a thud on the Project Manager's desk. She needs to decide quickly how much this drilling opportunity is worth, so she gathers a team to evaluate the land. After a series of phone calls and emails to team members in Houston and in the field, she locates everyone for a conference call. Realising she needed to fax an additional map, she terminates the call and begins again once the information is faxed. She does her best to describe the document to the team member whose fax machine was busy. She switches lines to inform the drilling partner but gets a dial tone. The bidding deadline has passed and the land sale opportunity is lost.

LOOKING FORWARD The land sale deadline is tight. The Project Manager coordinates a data conference with the geology and geophysical team on their interactive displays. Seconds later, she pulls up the maps on her large screen and they appear on the team's workstations simultaneously. From their locations in Houston and the field, they interpret the maps and circle potential drilling locations in digital ink. The engineer captures the screens and e-mails them to the partner. The deadline is met and the land sale is a success.



Make



time count

Saving time by saving work

Leave the scramble for note-taking behind. SMART collaboration solutions help you save notes quickly after your meetings.

LOOKING BACK The Marketing Manager has been locked in discussions with her Director for nearly an hour. They will lose their meeting room any minute. The Director is still at the whiteboard, summing up the new direction he wants the department to take. People gather outside, waiting for the room. Finally the Director puts down the pen, leaving the Marketing Manager scrambling to copy the notes from the whiteboard. She gets half the notes, then searches for the camera that captures the board, but it's nowhere in sight. She scribbles *PLO* on the board as the next group files in. Back at her desk, she furiously types out the notes while they're still fresh in her mind and emails them to the team, making her 10 minutes late for the next meeting. She tries to focus on the speaker but finds herself wondering if the whiteboard next door has been erased.

LOOKING FORWARD The Marketing Manager glances at her watch. Two more minutes until they lose the room. She waits until her Director stops writing in digital ink and walks away from the interactive display. Then the Marketing Manager touches the screen, capturing the notes to a file on the network. She picks up a coffee on the way to her next meeting.

Equal participants – better decisions

Ensure that team members' ideas are heard during conference calls. With SMART collaboration solutions, you can be sure you've arrived at the best possible decision thanks to input from key participants.

LOOKING BACK Your Product Manager walks into the empty meeting room and he sighs, knowing that, once again, the Operations Rep will dominate the conference call discussion. What's the point of having a brainstorming meeting if only one voice is heard? It's the conferencing that conspires against him, preventing him from getting involved in the conversation. When the phone rings, the Product Manager leans over the speaker phone and greets the team assembled in the other building. He starts to comment on a competitor's strategy, but is interrupted by the Operations Rep on the line. Leaning closer to the speaker, the Product Manager tries to interject, and finally falls silent when the Operations Rep refers to the document on his laptop. He sits back in his chair, feeling overwhelmed and isolated. The conference ends in a stalemate.

LOOKING FORWARD Your Product Manager is not surprised when the Operations Rep in the other building is the first to take charge of the interactive display, which links to his own. As the Operations Rep talks nonstop and pulls up his chart, the Product Manager has a flash of insight. He circles relevant figures on his own screen, knowing that the group will see it at the same time on theirs. Marking further additions to the chart, the Product Manager explains how the revised plan can provide a higher rate of return, then asks other team members for their opinions. He leaves the meeting confident that everyone has participated equally and that this input will lead to the highest possible rate of return.

A close-up photograph of a hand with fingers spread, overlaid with the word "Collaborate" in blue and white text. The background is a blurred image of a person's face and hand, suggesting a collaborative or team environment. The word "Collaborate" is written in a large, sans-serif font, with the "C" and "l" in blue and the "l", "a", "b", "o", "r", "a", "t", "e" in white. The hand is positioned in the foreground, with the index and middle fingers pointing upwards and outwards. The background is a soft, out-of-focus image of a person's face and hand, suggesting a collaborative or team environment. The overall tone is professional and positive.

Collaborate



with SMART

These stories demonstrate how SMART collaboration solutions help you overcome the restrictions of time, money and distance. Our technology solutions give you the extraordinary ability to make meetings visual, interactive and productive, even if your colleagues are on different continents.

We've been redefining the collaborative experience for years, beginning with our invention of the SMART Board™ interactive whiteboard – the product that has become known around the world for its power to spark teamwork. Our focus on perpetual innovation fuels our drive to design collaboration solutions that lead the market, giving you technology that is constantly ahead of its time.

To find out more about how SMART is redefining collaboration in meeting rooms around the world, visit www.smarttech.com/corp

SMART Technologies. Extraordinary made simple™



SMART collaboration solutions

You've read our stories. Now meet the products that play a crucial part in helping teams work together across time and distance. Within our collaboration solutions are three different platforms and numerous interactive whiteboards or displays, all of which make meetings visual, hands-on events for everyone. Each of our platforms meets different needs. Combining a collaboration platform with one or more of our interactive whiteboards or displays forms the full SMART collaboration solution.

Collaboration platforms

- **SMART Meeting Pro** software provides advanced whiteboarding and data conferencing capability for rooms with a dedicated computer and one or more interactive displays. Because SMART Meeting Pro connects multiple interactive displays and participants' laptops, you can share ideas and information with colleagues in the same room or across the world. It's all easy, thanks to Meeting Pro's highly intuitive interface. You can display documents and images for both local and remote participants, and make notes on any screen in digital ink. At the end of a meeting, you can save your notes with a touch of the interactive display.
- **SMART Hub SE** is a stand-alone appliance for those seeking a solution for basic whiteboarding and data conferencing. Combined with any single interactive display, Hub SE lets you connect multimedia devices like DVD players, and annotate over any application and save your notes. It's a locked-down appliance, so no PC is required. You can also use the Hub SE to share your laptop content with colleagues in remote locations.
- **SMART Hub PE** provides the ultimate in collaboration power in a locked-down, simple, low-maintenance appliance. It unites the power of SMART Meeting Pro software with the simplicity of an appliance, so no PC is required. Combine it with one or more interactive displays for a versatile collaboration environment. With Hub PE, you can also share your laptop content with colleagues in remote locations.

Interactive whiteboards and displays

- The **SMART Board interactive whiteboard** combines the simplicity of a whiteboard with the power of a computer. You can control applications from the interactive whiteboard, write notes in digital ink and save your work to share later.
- The **SMART Board interactive display** adds interactive whiteboard functionality to any plasma panel. Simply touch the display to control any computer application, or write in digital ink and save all your work.
- The **Symposium™ interactive pen display** is a presentation tool that lets you control applications, peripherals and lighting from a podium or anywhere in the room. Your audience simultaneously views the content on a large screen. You can annotate in digital ink over text and images to highlight specific points.



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