

THE FUTURE OF MEETING ROOMS

Strategy and innovation for an effective future.

The evolution of meeting rooms:
higher quality thanks to AI.

In recent years, the **transformation of video conferencing spaces** has undergone a remarkable evolution; traditional meeting rooms have become **tech-enabled environments designed not just to host meetings, but to seamlessly connect distributed teams**. The integration of **artificial intelligence** and automation in this sector represents a genuine opportunity, but it is essential that companies do not stop at simply implementing smart technologies. **Investing in physical spaces designed** to meet modern requirements is equally necessary, as an inadequate physical environment can significantly compromise **the effectiveness of video conferences**.

Investing in well-designed meeting rooms means **improving internal communication and optimizing relationships with clients and partners**. **AI offers advanced tools such as smart cameras and automatic tracking systems**—technologies that must be integrated into functional physical environments, as the quality of interaction depends heavily on the structure of the room itself. Indeed, poorly equipped rooms can compromise even the most sophisticated video conferencing system.

In this regard, **audio quality is just as crucial as visual quality**. Advanced voice analysis systems—which **isolate the speaker's voice, reduce unwanted background noise, and automatically balance audio levels**—significantly enhance the sound experience. However, if the room is not acoustically treated, the audio performance can still be disappointing; it is therefore imperative that companies do not overlook the importance of the physical environment, ensuring spaces are properly equipped. **Good acoustics are particularly relevant in executive boardrooms or industrial spaces**.

The future effectiveness of meeting rooms relies on a **seamless integration between hardware and software**. Automated systems **make launching video conferences instant and intuitive**, but rooms must be strategically designed to eliminate physical and technical barriers. The challenge is not merely adopting new technologies, but creating environments that facilitate the use of digital tools.

In hybrid work environments, where part of the team participates remotely, image quality and proper focus on the speaker are critical to maintaining engagement. **Next-generation cameras capable of recognizing participants' faces, automatically framing the room, and tracking the active speaker** make meetings smoother and reduce the need for manual adjustments.

It is therefore essential for companies to invest in suitable infrastructure—**not just as a logistical choice, but as a strategic decision—to leverage AI as an added value in daily operations**. Synteg SA provides consultancy and design services for highly efficient workplaces and conference rooms, **ensuring that every meeting can achieve its full potential**.

In summary, **to fully harness AI and optimize communication, meeting rooms must be designed to effectively support both physical and virtual interactions**. Investing in modern, ergonomic, and functional spaces is a strategic step toward **a future of more productive and collaborative communication**.