

Collab8

The impact of collaboration on innovation, through disruptive presentation technology.

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Executive Summary

Interactions between stakeholders in organizations are almost entirely accompanied, and served, by the technologies that allow for fluid idea-generation. By integrating — as naturally as possible — with natural human interactions, such technologies help organizational units coalesce individual ideas into collective frameworks. These technologies carry their own set of problems too, primary of which is the inevitable prioritization of compatibility over collaboration; infrastructure over innovation. WOW Vision addresses these particular issues by disrupting the IT architecture, and with it the culture, of any organization that utilizes these technologies in its spaces.

WOW Vision is in the business of improving idea-generation in organizations through collaboration and innovation. Collaboration technology features strongly in our directive to change how organizations think about ideas and how organizations perceive innovation. Through this technology, we are redefining the DNA of ideas and disrupting our current understanding of how organizations approach collaboration to drive innovation. Collab8 is an example of disruptive collaboration technology. The device plugs into and converts any display, located anywhere in the organization, into an instant meeting point for pure collaboration, independent of device incompatibility, hardware availability, and connectivity constraints. The immediacy of collaboration spurs idea-generation and innovation on a scale that shifts people from passive recipients in a monolog of data, to active participants in a dialog of information.

This paper discusses specific aspects of Collab8; its features as a presentation tool, its benefits as a collaborative entity, and its ability to impact how an organization can rollout ever-increasing quantities of ideas through an effective collaboration-innovation spiral that reaches out to every individual.

A Reason To Get Excited

Ideas have a DNA. Ideas characterize and define an organization's thinking processes. Ideas are nurtured and cultivated in the hopes of one day sprouting to become the next big thing for astute entities to farm, formulate, and rapidly factor into their operations.

Innovation is one strand of an idea's double helix. Collaboration is the other. Innovation gives birth to new thinking processes. Collaboration fuses these processes into ideas that have the power to upgrade not just an organization's operations but its culture, its ethos.

Idea-generation is almost always a spontaneous activity. Innovation and collaboration are equally responsible for the existence of ideas. And Collab8 is the Petri dish to grow them in. When meetings are allowed to happen through Collab8 — anywhere, at any time and for any reason — ideas are allowed to flourish across the organization.

Collab8 revolutionizes how an organization thinks about ideas. It changes how an organization approaches innovation, and redefines what collaboration means. Perhaps most importantly, Collab8 embeds the idea-generation process into the DNA of the organization — its people, its spaces, its devices. Such technology gives every organization a reason to get excited.

A Key Paradigm: Collaborate • Innovate

Collab8 is collaboration technology that directly addresses an organization's information technology (IT) pain points by integrating with the organization's current IT infrastructure, rather than overhauling it. Collab8 converts any projector or screen into a networked appliance that then enables users to connect to that shared display using their current devices. Every connection to the shared display is wireless, and independent of adapters, cables, wires and compatibility peripherals.

Essentially, Collab8 is technology that is intuitively able to get technology out of the way. Collab8 prioritizes the natural flow of presenting ideas during discussions, instead of constraining these ideas through current technology limitations.

Imagine if just about every space in an organization became a fully-functional meeting point for the exchange of ideas. Imagine boardrooms, offices, cafeterias, lounges, hallways, lobbies, and remote locations — in short, any space with a screen — were now areas in which ideas could openly flow. The result would be unprecedented levels of collaboration, which would in turn burgeon innovation across the organization.

Collab8 turns any screen into a potential meeting point for ideas to stream freely without conventional restrictions that consume or constrict a meeting's resources. Independent of wires and cables for total connectivity, Collab8 is an audio-visual integrator. The box connects to and works off an existing wireless network and links every device in a meeting space with the primary presentation screen.

Each member attends the meeting with their existing devices — desktops, laptops, netbooks, tablets and mobile phones — and is able to immediately view, edit, annotate, comment, and share content with every other member. In addition, each member may opt to share ideas across the primary screen, or break off into smaller groups to share content with only a select few from the meeting.

The thinking behind Collab8 is for technology to get out of the way. There exists a virtually unlimited number of combinations for collaboration to occur, and each combination is defined by the member, and not by presentation constraints. With full independence from cables, adapters, software and firmware downloads, compatibility of operating systems, projector and screen resolution issues, any member may immediately begin an organic collaboration session with multiple users. (See [Case Example: Page 7](#))

Three Primary Collaborations

Collab8 comprises three primary collaborations for organizations anywhere in the world:

(a) Web-Based Collaboration. (b) Touch Collaboration. (c) External Third-Party Collaboration.

Web-Based Collaboration

Collab8 supports Skype™, Cisco WebEx™, GoTo Meeting™, and Microsoft Lync™ to allow total collaboration from anywhere using an internet connection and web camera. Collab8's web-based collaboration posits the idea of unified communication, instant connectivity, and real-time collaboration with members, regardless of physical proximity. Instant collaboration feeds into greater levels of discussion, which drive the idea-generation process. Rather than utilizing multiple platforms to facilitate web-meetings, Collab8 addresses the innate need of users to engage one channel of communication through which technologies can integrate, and ideas can be shared and expounded on.

Touch Collaboration

Collab8 integrates seamlessly with current touch technology. Touch has become ubiquitous owing to its integration with natural human gestures and movements (pinch, swipe, and tap). Interacting with Collab8 extrapolates touch technology so users interact with presentations as natively as they do with their touch-enabled devices. In addition, the extensibility of touch to the presentation medium is unique, drawing from existing utility derived from current devices to the presentation itself. When a screen is touch-enabled, users can physically control the display and engage with content from other users in real-time. The idea of touch-enabled collaboration extends the human preference of engaging with information on a natural, organic level. Collab8's touch collaboration technology extends all the innovation, which has been delivered by touch technology, to any screen and to any presentation to humanize the meeting experience.

External Third-Party Collaboration

Collab8 works well with external devices such as document cameras, Apple TV™, and video conference devices. Collab8 acts a bridge to enable and control access to each of these devices according to the preferences of each member at the meeting, so members can bring their own devices and integrate seamlessly within a collaborative, secure environment. This in turn drives members at meetings to share and develop ideas without the restrictions of system preferences. True collaboration is enabled for members to present any ideas, without interference from utility constraints.

Collab8: Product Applications

Collab8 is intuitively structured to predict, and comply with, the natural thought processes of the human beings who interact with the presentation eco-system. Each product application is engineered not just for its features, but for the ultimate benefit of driving collaboration and innovation across every point of contact.

Wireless Presentation

Collab8 allows a presenter to send desktop images to any device, immediately showcasing his or her ideas to another person, or group of people, who can then develop the content further. Such sharing happens without cables, and presenters can switch places at any time.

Scaling

Collab8 works with your existing devices and projectors to automatically switch between video resolutions. Content clarity and resolution are not sacrificed, which in turn leads to information that is easily and accurately delivered to every user in the meeting, regardless of individual device specifications.

File Transfer

Collab8 empowers users to share files across members in a meeting with a single click. Members can determine who the ultimate recipient of the file is, and set their sharing preferences accordingly, leading to collaboration on a wide or nano-targeted scale.

Interactive Whiteboard

Collab8 enhances whiteboard interactivity through multiple inputs. Members in a meeting can collectively collaborate to mind-map or brainstorm ideas in real-time on a primary display screen, using their own device keyboard, mouse, or touch panel.

Multimedia

Collab8 integrates with third-party signal types and devices, including HDMI, display port, and audio sources, DVDs, Blue Rays, and document cameras, and inserts them into a fully collaborative space for members to instantly interact with and develop upon. Members in a meeting can opt to view such content as picture-in-picture, annotate where required, and share their thoughts across the meeting, which in turn gives rise to greater avenues for innovation and idea-generation.

Cloud

Collab8 airs discussions across the cloud to include and actively involve every participant in the meeting process. The simplicity through which content can be shared, regardless of location, clears the way for true idea input and collaborative creativity.

View Main Display

Collab8 broadcasts the primary display screen to any member's device — desktop, laptop or mobile. A meeting member can then annotate the screen's contents using their own device's input, and share these ideas with the rest of the meeting. Through this application Collab8 can target specific individuals for their ideas which are then built upon by the rest of the meeting members.

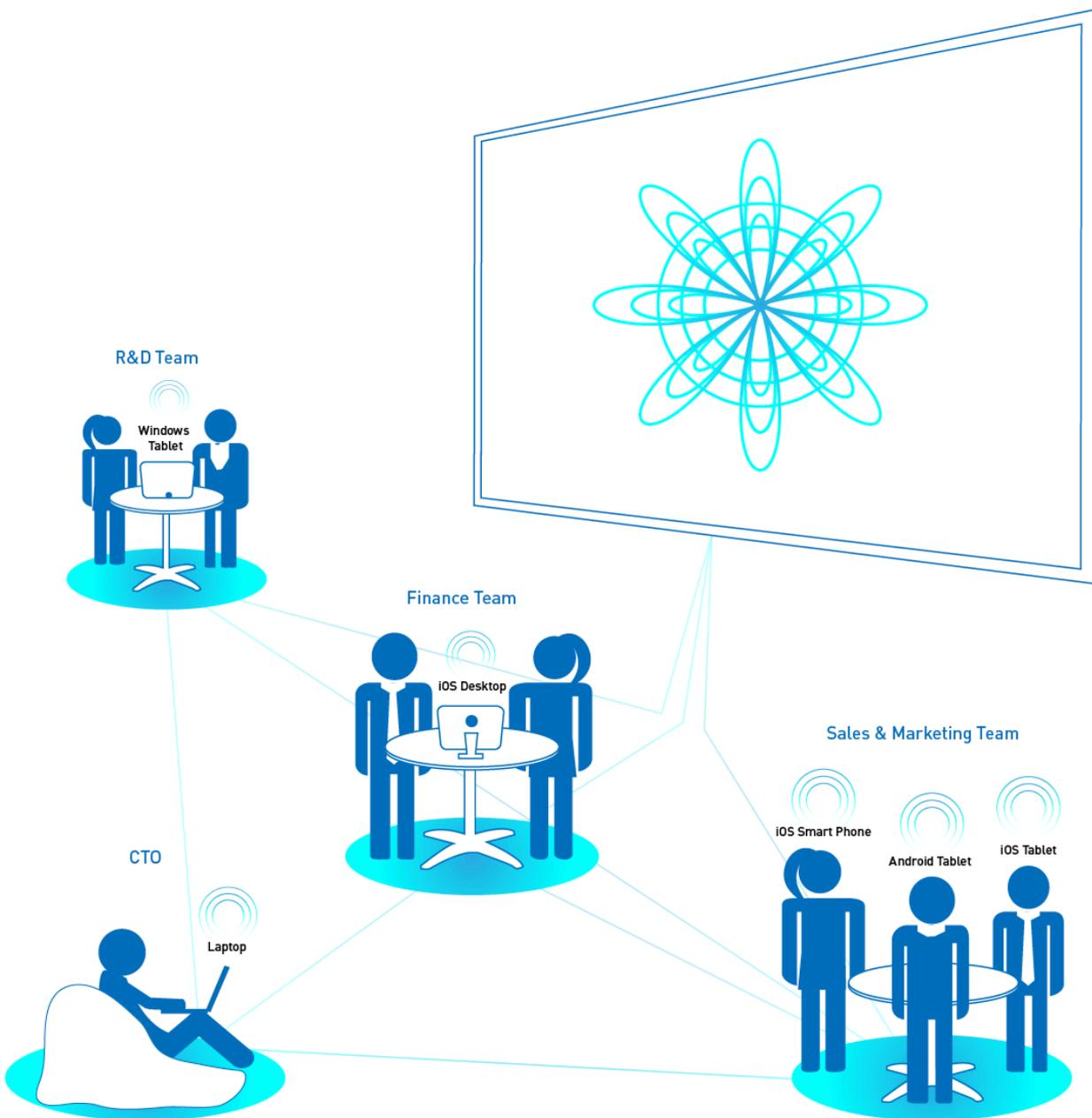
Chat

Collab8 opens instant-messaging across each member through a one-on-one chat system. Individuals can choose to develop a concept or idea further with another trusted member in the meeting, before increasing the collaboration scale to include everyone else. Through this feature instant feedback on ideas and proposed innovations can be analyzed and decided upon in real-time.

Each product application in Collab8 is geared to induce not just idea-generation, but idea realization, which effectively translates across the organization as a value chain of pure teamwork. Each application is carefully engineered to introduce and establish the human aspect of using technology while eradicating complexity that interferes with collaboration. Simplicity is at the heart of Collab8 to allow the technology to fully capture all ideas — latent and voiced — from all members in the meeting, through their individual devices. And with no restrictions on connectivity and collaboration ability, Collab8 is able to coalesce every idea, thought, and notion, in a secure collaborative space that drives immediate innovation across every meeting space.

Case Example: Collab8 (A Simple Illustration of Collaboratively Innovating)

Collab8 turns any area into a meeting space that is primed for idea-generation, content exchange, and sharing. An unlimited number of users, in any location, can come together in collaborative communities, with total control over content distribution and accessibility. Each member in a meeting uses the built-in functionality of his or her own devices because Collab8 automatically accommodates each gadget into the discussion and interaction process. So users with touch screens can use their touch-enabled devices to interact with and present their ideas directly from their devices, without any cables or compatibility downloads. Seamless collaboration between each member results in clear, immediate idea-generation that spurs innovation in every space, across the organization.



Collab8: Brand Promise

Collab8 is more than just intelligent technology. It is an ambassador for unbridled innovation in organizations and institutions across the world. The brand embodies technology's greatest promise — to intuitively integrate, and to never interfere, with every type of human interaction. Collab8's primary objective is to mould itself to fit into an organization's current architecture and culture, by prioritizing connectivity over conformity, complexity over simplicity. And when complexity gets out of the way, there's all the room in the world for pure collaboration to take centre-stage in every interaction.

Conclusion

Collaboration and innovation are the strands that form the DNA of ideas. Collab8 is intelligent, intuitive technology that allows any space to become a platform for collaborative interactions that lead to robust idea-generation activities. From a technical viewpoint, the device posits the ability for organizations to build on their current IT infrastructure, without incurring the high costs usually associated with a total upgrade of all hardware and software. Organizations are able to immediately and fully leverage on the intuitively-built applications of Collab8 to satisfy their upgrades. From a human viewpoint, Collab8 reinforces the notion of spontaneity and pure idea-generation, by allowing people to collaborate and innovate in virtually any space.