

## How to Position, Promote and Present ActivConnect

### The Problem in the Market:

In today's world, connectivity is key to success. This begs the question: why is it still so difficult to safely connect, present and collaborate on meeting room displays?

Secure internal users and meeting guests both struggle to wirelessly connect to a meeting room display that is on a different network. Setup often requires cables, wires and dongles, which are prone to physical damage, often misplaced and frequently incompatible with the technology in the room. A communal PC, the sharing of USBs and emailing files all present a risk to the network and IT policy. A host computer configuration or any solution that requires administrator rights also creates a barrier for users who may need to change settings, install applications or drivers in order to present. Once connected, users then find it difficult to quickly switch from one presenter's screen to the next. The ability to easily view and share information from one connected device or display to another seems impossible.

As interactive flat panel displays, computers, tablets and smartphones continue to grow in popularity, fully integrating these technologies so they require minimal setup and provide a seamless experience for users and IT Administrators is essential. It creates an exciting new opportunity for technology to enable simplified, efficient, wireless sharing and collaboration in meetings and trainings.

### What's the Solution?:

A small wireless presentation device offers an "Always Configured – Always Ready" solution for meeting room displays, ensuring reliable connectivity and ease of use. Combined with an accompanying user interface and application framework, users and IT administrators can solve connectivity issues. A plug-and-play design increases usability and lowers training requirements.

An "Always Ready" solution:

- Ensures it is easy for users to connect, view, and share information from one connected device to another
- Makes the use of laptops, tablets, and smartphones more seamless and more beneficial to both presenters and audience members
- Creates a collaborative experience where meeting attendees and remote attendees can work together on a shared space

## Introducing ActivConnect:

ActivConnect is a wireless presentation solution that connects existing technology, including computers, tablets and smartphones, wirelessly to the meeting or conference room display using Airplay and Miracast. Simply power on your meeting room display to view the ActivConnect homepage and instantly connect attendees' devices to the display to share screens wirelessly – no cables or setup required. With ActivConnect, you can mirror multiple devices simultaneously and annotate over content. All annotations, slides and notes can be easily saved and shared throughout the meeting. ActivConnect is a fully integrated solution that ensures you get the most out of your existing conference room technology investment.

For more information on the features and benefits of ActivConnect, please reference the ActivConnect Partner Portal product page.

## Target Buyer:

Please consider these main groups when presenting ActivConnect, each with specific needs and priorities. ActivConnect solves major problems for the following key stakeholders:

- **Facilities Administrators**
  - Increases the ability to facilitate unique workspaces without needing to re-wire
  - Shortens meeting room set-up time and increases the use of existing technology and meeting room
- **IT Administrators**
  - Ensures there is no risk to the network and IT policy as data never leaves devices
  - Provides desktop and mobile management with a zero footprint solution
  - Reduces service calls to fix broken cables and wires
  - Offers ability to remote administer IT assets
  - Lowers the total supported items in the room
- **Purchasing Agents**
  - Lowers the cost of connectivity
  - Future resistant as software can be upgraded
- **Users**
  - Creates an easy to use meeting room experience
  - More productive meetings, use of resources and business outcomes
  - Presents their business as a forward thinking operation with a state of the art collaboration experience

## Use Cases:

### 1. General use cases on non-interactive displays and the ActivPanel:

- ActivConnect provides an easy way to safely and securely wirelessly share and collaborate in meeting rooms.
- ActivConnect simultaneously connects to both secure internal and guest networks to ensure users can present and connect without barriers.
- Both internal secure network users and guests can share their content in real time on the same screen.
- Users will especially enjoy that with AirPlay and MiraCast compatibility they can connect the most common selection of devices available on the market without needing to install software, drivers or change settings.
- There are no apps needed for mobile users. Simply use the native connectivity built into the device.
- There is no training needed with ActivConnect. It makes it easy for everyone to walk in a meeting room and start presenting and collaborating as quickly as possible.
- Multiple users can be connected to ActivConnect at the same time. This includes a combination of different devices ranging from laptops, tablets, and smartphones.

### 2. Additional use cases specific to the ActivPanel:

- Combining the interactivity of the ActivPanel with mirroring creates a synergy between the most common presentation displays and the dry erase board. Users get to see the information in the room and can interact with the information in real time.
- ActivConnect turns the ActivPanel into an instant interactive surface without having to plug in a computer. Users can power on the ActivPanel and start writing and interacting.
- Using ActivConnect's interactive toolbar, users can take a snapshot of their annotations and save it on the cloud for later review. This is an easy, quick way to make sure ideas are captured.
- The Web Browsing Tool provides users with a quick way to find information.

### 3. Use cases and benefits specific to IT Administrators:

- ActivConnect is a truly wireless solution and eliminates the need for setup, cables or dongles.

- Users only need to connect their device on the guest or secure network to present.
- Plug in, configure and get started. Users are on their way to more productive meetings.
- Administrators can rely on a secure designed system that lowers the total cost of IT overhead. Connectivity to guest and secure networks on the same device lowers the need to support extra hardware to connect guests. Data never leaves the user's device keeping the network safe.
- Features such as remote access, an easy setup utility and remote updating put powerful administrative tools in the hands of IT professionals. These features limit the need to deploy personnel to maintain the meeting room.
- ActivConnect enables real-time screen mirroring from Microsoft, Apple and Android devices without installing a custom driver.
- ActivConnect is device agnostic and supports the widest range of tablets, laptops and smartphones of any wireless presentation system.

## Presenting ActivConnect:

To prepare for your ActivConnect demo, please ensure that you have the following:

- ✓ Interactive ActivBoard / ActivPanel, including HDMI and USB
- ✓ ActivConnect device and power cable
- ✓ Power strip with at least 3 power connections
- ✓ BT keyboard and mouse
- ✓ At least 2 devices to mirror from: iPad, iPhone, Windows PC, Surface Tablet, Android Phone/Tablet
- ✓ Wired and/or wireless network
- ✓ 3g/4g hotspot (optional)

When presenting ActivConnect to any audience there are a number of key points / features that you should cover.

## Presenting the Homepage:

Key Point	What to say	What to do
Getting Started	Explain how easy it is to connect devices. Highlight how we support Apple, Windows and Android devices.	Click the Getting Started tab to show the instructions on how to connect and share screens.
Mirroring Support	Explain that we ensure	Click on the Device Support

	everyone knows how to get connected, regardless of the device.	tab and show that we provide a step-by-step guide based on the device.
Remote Control	<p>Explain that not all meeting rooms have an interactive display. ActivConnect can be used on a Promethean ActivPanel or other non-interactive flat panels. The Remote Control Tool allows them to control ActivConnect from their computer if using a non-interactive flat panel. It is important to mention that remote users can control the display and annotate also.</p>	<p>Click on Getting Started using a keyboard and show the URL under the Control the Screen header. Go to a computer and type in that link. Then Select Remote Control and type in the password provided on the display. Your computer screen should now appear on the display. Note: this is mostly relevant to non-interactive flat panel users.</p>

### Presenting the Toolbar:

Key Point	What to say	What to do
Mirroring Tool	<p>Explain that once everyone is connected to the session, they will be able to select the Mirroring Tool, and all of the device screens will show on the display.</p>	<p>After the devices are connected to the session, click the Mirroring Tool to display the different screens.</p>
Digital Whiteboard Tool	<p>Explain that users can easily switch from their presentation to a blank whiteboard page to take notes or brainstorm. It replaces the need to have a dry erase board in the room.</p>	<p>Click on the Interactive Whiteboard Tool and select the Pen Tool to start writing.</p>
Web Browser Tool	<p>Explain how it allows you to leave your presentation to launch a web browser to quickly find information.</p>	<p>Click on the Web Browser Tool to launch a new browser.</p>
Pointer Tool	<p>Explain how you can select the Pointer Tool if you need to switch from using the Pen Tool. It allows you to</p>	<p>Click on the Pointer Tool and then navigate back to the web browser.</p>

	easily navigate between touch and pen.	
Pen Tool	<p>Explain that with the Pen Tool you can:</p> <ul style="list-style-type: none"> <li>• change colors</li> <li>• change the thickness of the writing</li> <li>• select a highlighter</li> <li>• select the eraser</li> </ul>	Select the Instant Whiteboard Tool while using the Pointer Tool, then switch to the Pen Tool and select a different color before starting to write.
Clear Annotations Tool	Explain how you can quickly remove annotations and start over.	After you have used the Pen Tool to write on the Instant Whiteboard, select the Clear Annotation Tool to remove all of your annotations.
Onscreen Keyboard Tool	Explain how you can use the Onscreen Keyboard Tool to interact with the Web Browsing Tool.	Select the Web Browsing Tool, then select the Onscreen Keyboard Tool to start typing a website.
Screen Shot Tool	Explain how people often take notes on a dry erase board and then find it difficult to transfer the notes to their computer. Frequently they take photos with their smartphones. This tool allows users to take a screen shot of their work and saves it to the cloud for everyone to download.	Select the Screen Shot Tool to show it takes an image of the notes.
Screen Shot Gallery	Explain that all of the screen shots are saved in one place and available to download. Mention that everyone will be able to go to the URL provided on the Getting Started page to download the screen shots.	Select Getting Started on the homepage and make note of the URL under the Control the Screen header. Select the Web Browsing Tool and type in that link. You will then be able to show them the screen shots in the Screen Shot Gallery.

### Configuring ActivConnect:

Key Point	What to say	What to do
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Settings Tool	Discuss how easy it is to configure the settings. Any user can control the sound, calibrate the display, power down or restart the device.	Select the Settings Tool on the toolbar to show the different setting that users can control without having an administrator login.
Administrator Login	Explain that with administrator access you can change the configurations settings (e.g. rename the device, reset admin password)	Sign in using your Administrator Login to show the different control settings.
Administrator Access	Explain how administrators can control all of the settings including, setting the network configuration, connecting to other networks, enabling an Ethernet connection and configuring a proxy from the Proxy Settings.	Show all of the different tabs available, specifically the General and Networks tabs.

### ActivConnect Competitors:

- Barco ClickShare (Uses Apps and Dongles)
- Christie Brio (High Priced Competitor)
- Crestron AirMedia (Requires Apps)
- AWIND WePresent (Requires Apps)
- Delta NovoConnect (Requires Apps)
- AMX Enzo (Requires Apps)
- Kramer VIA Connect (Requires Apps)
- Extron Sharelink 200 (Requires Apps)
- Mersive Solstice Software and POD
- WinStar WiFi2Display (Miracast and DNLA only)
- DisplayNote Montage (still in beta)
- Epson BrightLink® Pro 1430Wi
- InFocus LiteShow 4
- Annotate.net (still in beta)
- Sharp Aquos Board (Requires App)

### Questions:

If you have any questions about ActivConnect, please contact your Promethean Channel Manager.