

A high-angle, warm-toned photograph of a modern meeting room. A large conference table is in the foreground, with a man in an orange shirt leaning over it. In the background, a large screen displays a video conference with several participants. Sunlight streams in from a window with blinds on the left, creating a bright, airy atmosphere.

Reimagining Hybrid Meetings

EXPERIENCE CRESTRON SIGHTLINE THROUGH THE EYES OF SOME OF ITS FOUNDERS.

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Inside Track: Sightline Visionaries

A new point of view for high-value meetings.

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Meeting Equity

Improve hybrid collaboration and engagement for all.

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Frequently Asked Questions

Bring the Sightline Experience into your space.

GET A NEW AND MORE
NATURAL PERSPECTIVE
ON HYBRID COLLABORATION.

THANKS TO A UNIQUE
COMBINATION OF INTELLIGENT
VIDEO WITH MULTI-CAMERA
SPEAKER TRACKING AND
MULTIPLE IN-ROOM DISPLAYS,
THE **CRESTRON SIGHTLINE
EXPERIENCE** GIVES EACH
PARTICIPANT AN EQUAL SEAT
AT THE TABLE BY ELEVATING
VISIBILITY AND ENGAGEMENT
FOR EVERY POINT OF VIEW.

INSIDE TRACK:

Sightline Visionaries

IT TAKES PERFECT CONDITIONS
FOR LIGHTNING TO STRIKE.
IN THIS INSTANCE, A COLLABORA-
TION BETWEEN THE CRESTRON
PRODUCT MANAGEMENT AND
MARKETING TEAMS WHICH HAS
LED THEM TO REIMAGINE THE WAY
WE WORK TOGETHER.

Lauren Simmen
DIRECTOR OF COMMERCIAL
PRODUCT MARKETING

"The challenges Sightline
solves are universal."



Sam Kennedy
SENIOR DIRECTOR OF
PRODUCT MARKETING

"At Crestron, I found
the perfect combination
of technology and
circumstances to deliver
the immersive video experience
I'd been dreaming of."



Cara Shannon
SENIOR PRODUCT
MARKETING MANAGER

"Remote or in person,
participants can relax, engage,
find focus, and gain
confidence."



What is the difference between a good idea
and lightning in a bottle? It begins with a spark.
In this case, a universal challenge in the modern
workplace: how to make hybrid meetings a
more engaging and valuable experience. Add
three brilliant minds with passion and vision,
and a transformation is ignited, delivering an
outcome as approachable as it is elegant.

This lightning-in-a-bottle idea is **Sightline**.
To learn more, we spoke with three of the
Product Marketing leaders – Lauren Simmen,
Crestron's director of commercial product mar-
keting; Sam Kennedy, Crestron's senior director
of product marketing; and Cara Shannon,
Crestron's senior product marketing manager.
Each brings a unique mix of industry experi-
ence, a deep empathy for customers, and, at
their core, a personal mission to reinvigorate
how we work together.

For permanent or occasionally **remote workers**,
knowing when to speak up during meetings —
and when to listen — is a familiar experience.
"I've been working remotely for 12 years," says
Simmen. "My former teams used to put
a laptop in the middle of the room. That was
my place at the table."

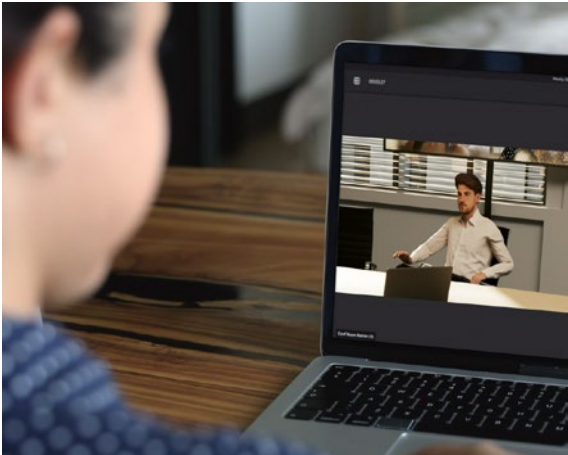
In-room participants often feel the disconnect,
too. "I can't engage when you start talking
amongst yourselves. I'm going to feel excluded,
maybe even turn my video off," Simmen adds.
Under these circumstances, equal footing
in a meeting space can be lost, introducing
challenging social dynamics into environments
that should be free-flowing and inviting.

**How can we 'drop the walls' so every
participant gains a direct line of sight?**

With these pain points universally felt and the
demand for hybrid collaboration increasing,
the Sightline founders saw a clear opening.

"I'd been talking about comprehensive
meeting experiences for years but didn't have
access to an adequate product mix to fulfill
the concept," says Kennedy. Remote work
was on the rise but not quite the norm. "More
organizations needed to place a higher value
on hybrid collaboration," he adds. All would
change very soon.

THIS IS HOW IT FEELS
TO BE TRULY SEEN
AND HEARD AT WORK.
HYBRID MEETINGS
WILL NEVER BE THE SAME.



The Value of Meeting Equity

While many workers managed to retain employment through the pandemic due to the transition to remote work, the focus was more on minimizing disruption than optimization. The result? Teams facilitated remote meetings to the best of their abilities, despite less-than-prime conditions. In hindsight, these were different times.

But what was often lost was the idea of meeting equity: the opportunity for every participant to be seen and heard on equal footing.

Today, with stay-at-home orders lifted worldwide, many workplaces have implemented voluntary or mandatory return-to-office transitions. Small huddle rooms expanded into large conferencing spaces to accommodate peak office traffic days, but often, a handful of participants continue to dial into meetings from home. Meeting equity must become an important consideration under these conditions.

Empowered with the knowledge that hybrid collaboration is both feasible and incredibly powerful — business does not have to stop under even the most extraordinary of circumstances — organizations are shouldering these learnings, putting more intentionality into the process, and elevating meeting experiences for stronger, more focused collaborations. For some, this means calling in the hybrid meeting experts who have transformed the experience top-to-bottom.

"Sightline delivers every user the feeling of being truly seen and heard," says Shannon.

WITH SCREENS
AND CAMERAS THAT KEEP
EVERY PARTICIPANT IN
LINE OF SIGHT, REMOTE OR
IN PERSON, PARTICIPANTS
CAN ENGAGE ON A MORE
PERSONAL LEVEL.

According to Kennedy, "It's as useful for the remote participant as for those in the boardroom. Consider when you've had to swivel your head around uncomfortably between the screen and the others at the table. Sightline removes that problem, so you can engage with the actual faces and body language of whoever is talking or presenting."

In essence, Sightline facilitates a natural flow of conversation between in-room and remote participants allowing for optimal meeting engagement.

"When every participant gains a voice and a presence, high-value conversations can move forward more effectively," adds Shannon. "This is the value of meeting equity. With Sightline, hybrid meetings will never be the same."

Ignite the Launch



Although remote work peaked between 2020 and 2022, requests for intelligent video conferencing were on the rise before the pandemic. In many cases, on-premise servers, tech, and service level agreements brought remote work ambitions of the late aughts to a screeching halt.

But in 2020, once stay-at-home orders created an impetus for business, academic, and essential services continuity, the desire for better remote collaboration tools took on new urgency. Increased video conferencing capacity was at the forefront of enterprise demand.

"Within Crestron, I found the ideal combination of technology and market circumstances to deliver the immersive video experience I had envisioned," says Kennedy. "There was an overnight surge in cloud-based adoption, paired with realistic pricing, to meet the enormous need from clients for more immersive, collaborative technology stacks."



Maximum Visibility

Keep everyone in your line of sight, remote or in person. Be seen and heard when it matters most.

Maximum Participation

Engage more naturally with all participants. Allow conversations to flow effortlessly.

Maximum Convenience

Start your meeting with one touch. Control the room from your seat.

FAQs with a Sightline Expert

HAVING ORGANIZED DOZENS OF VIRTUAL OR IN-ROOM DEMONSTRATIONS, JULIE MUELLER, CUSTOMER EXPERIENCE SPECIALIST, KNOWS WHAT CUSTOMERS ASK IN THE EARLY STAGES — AND HOW THEIR FIRST SIGHTLINE EXPERIENCE OFTEN SATISFIES THEIR MOST PRESSING QUESTIONS.

TOP QUESTIONS WITH JULIE

Julie
CUSTOMER
EXPERIENCE
SPECIALIST



Do meeting participants have to do anything differently?

Using Sightline is as intuitive as having a conversation with your team. You don't have to change how you show up and participate in meetings. If anything, get ready to be more present than ever!

Do I have to learn how all the Sightline technology works to use it?

If you can touch a button, you can launch a meeting with Sightline. The least technically savvy participant in the room can do it. There are no technical learning curves to overcome.

Does Sightline work in multi-purpose spaces?

Yes. You can configure a default Sightline setup or opt for different settings for unique use cases if needed. In some cases, your IT team can help, but learning the different settings is also very approachable.

"Many customers have a hard time imagining how it will come together in their space," says Mueller. "But once they try Sightline for the first time, it all makes sense. The technology just works around you." From there, she notes, it's entirely intuitive to use over and over. "To not feel like a spectator, but instead feel connected and hold an equal role in meetings is a huge challenge Sightline has solved for organizations. It's the human factor that wins at the end of the day."

Which types of meeting rooms are ideal for Sightline?

Any type of collaborative space can benefit from the Sightline solution. It finds its best footing in large, high-value meeting rooms, such as enterprise board rooms, government facilities, courtrooms, classrooms, and auditoriums.

What if we have glass walls? Or structural beams in the way? How can you mount Sightline in our boardroom?

Simply put, Sightline can be tailored to any room, from historical buildings with intrinsic architectural value to modern conference spaces and auditoriums with unique features.



What has been the most unique Sightline use case you've encountered?

A surgical team requested to have Sightline installed in their operating rooms. Since our implementation is so flexible, we were able to deliver a complete solution and help this teaching hospital share life-saving learnings in the middle of surgical procedures.

Which types of conferencing software are compatible with Sightline?

Sightline is compatible with any conferencing software. It is also part of the Microsoft Teams Rooms Certification Program, which assures a rich, collaborative experience for users.

A Microsoft Teams® Rooms Certified Partner

According to the VP of Microsoft Teams Calling and Devices Ilya Bukshteyn,

"Everyone has to see and be seen, hear and be heard. The great thing about the Crestron Automate VX™ system is that ability to create a multi-camera environment to create that immersive experience."

To achieve true meeting equity and eliminate any and all distractions from high-stakes conferencing spaces, Microsoft has tapped Crestron to outfit their Signature Microsoft Teams Rooms. These are state-of-the-art executive boardrooms that factor in everything from furniture and seating to camera solutions and control.

The Crestron Automate VX™ speaker tracking solution and intelligent cameras — coupled with the microphones, speakers, and even the layout of the room — create a "broadcast-quality" solution that provides every attendee with a high-quality, engaging experience free from distractions that a meeting space of paramount importance demands.

Read the story.



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UNIQUELY COMBINES
INTELLIGENT VIDEO,
MULTI-CAMERA
SPEAKER TRACKING,
AND MULTIPLE
IN-ROOM DISPLAYS
TO GIVE EVERYONE,
REMOTE OR PRESENT,
A SEAT AT THE TABLE.



Experience it for yourself:
scan the QR code
to explore Sightline in greater detail.



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