



Market Research Survey Results

Q4 2012

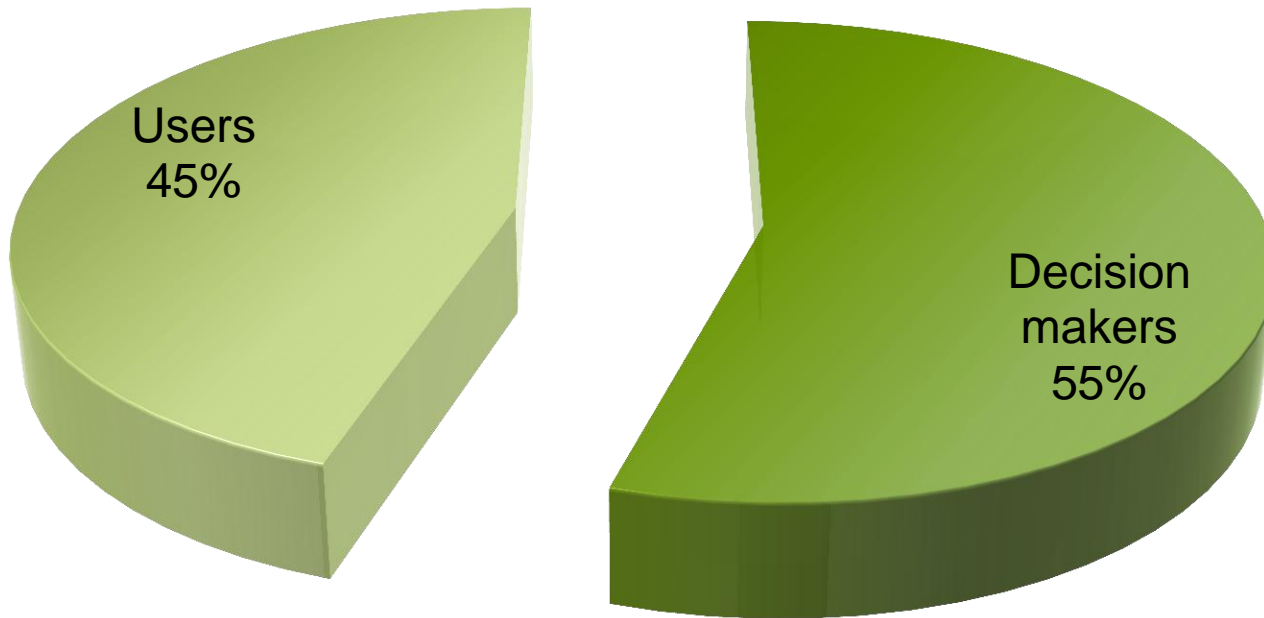
Objectives

- To determine what kinds of technology people are currently using in business conference rooms.
- To determine what kinds of functionality in a conference room are most valuable to users.

Methods

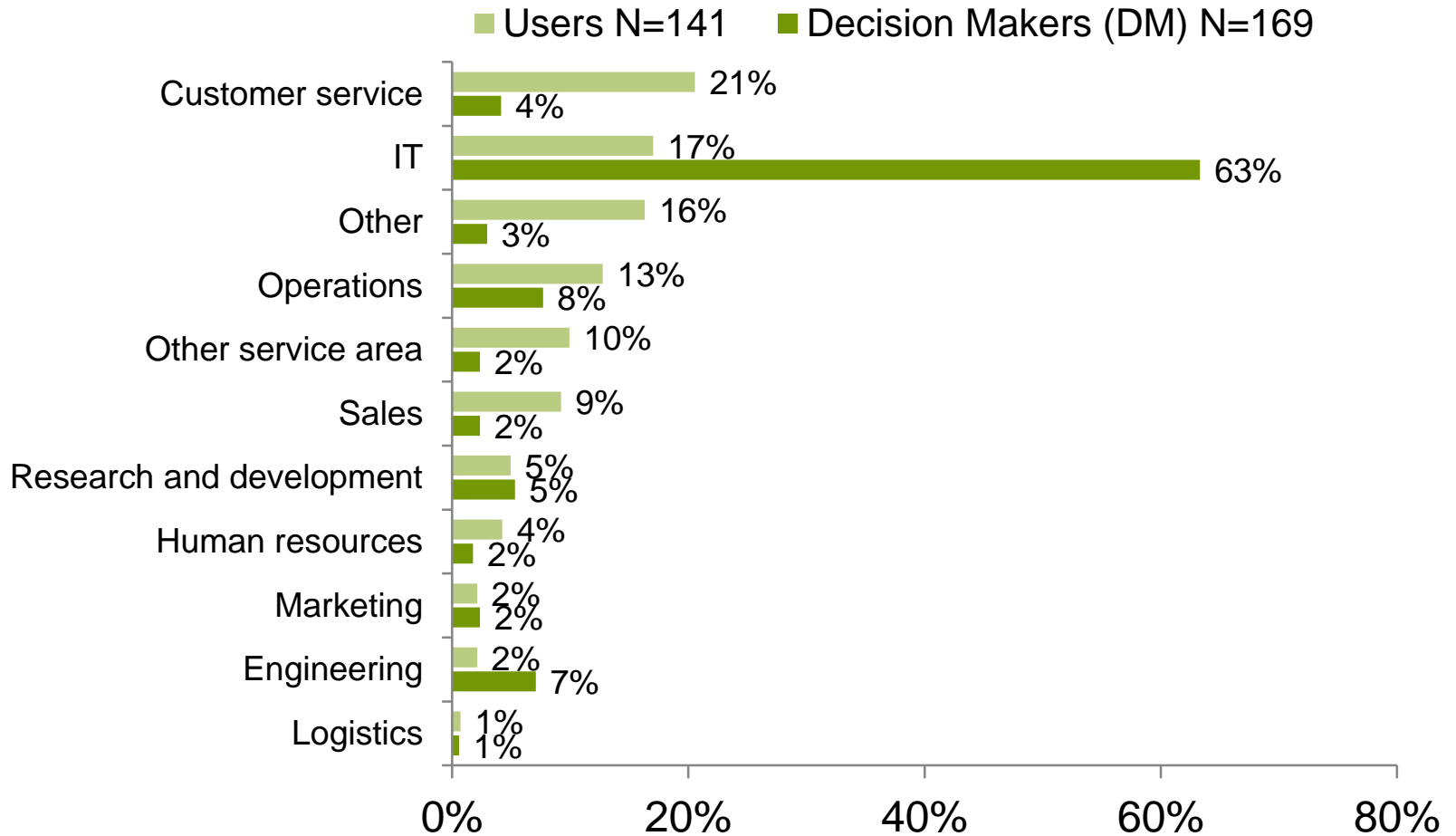
- Survey questions developed jointly by Mersive and Survey Design & Analysis. The questionnaire review process included multiple reviews before and after online deployment.
- An online panel was used to go to two distinct target groups; meeting attendees and meeting room technology decision-makers.
- A total of 312 responses were obtained split between the two target groups.

Target Audiences



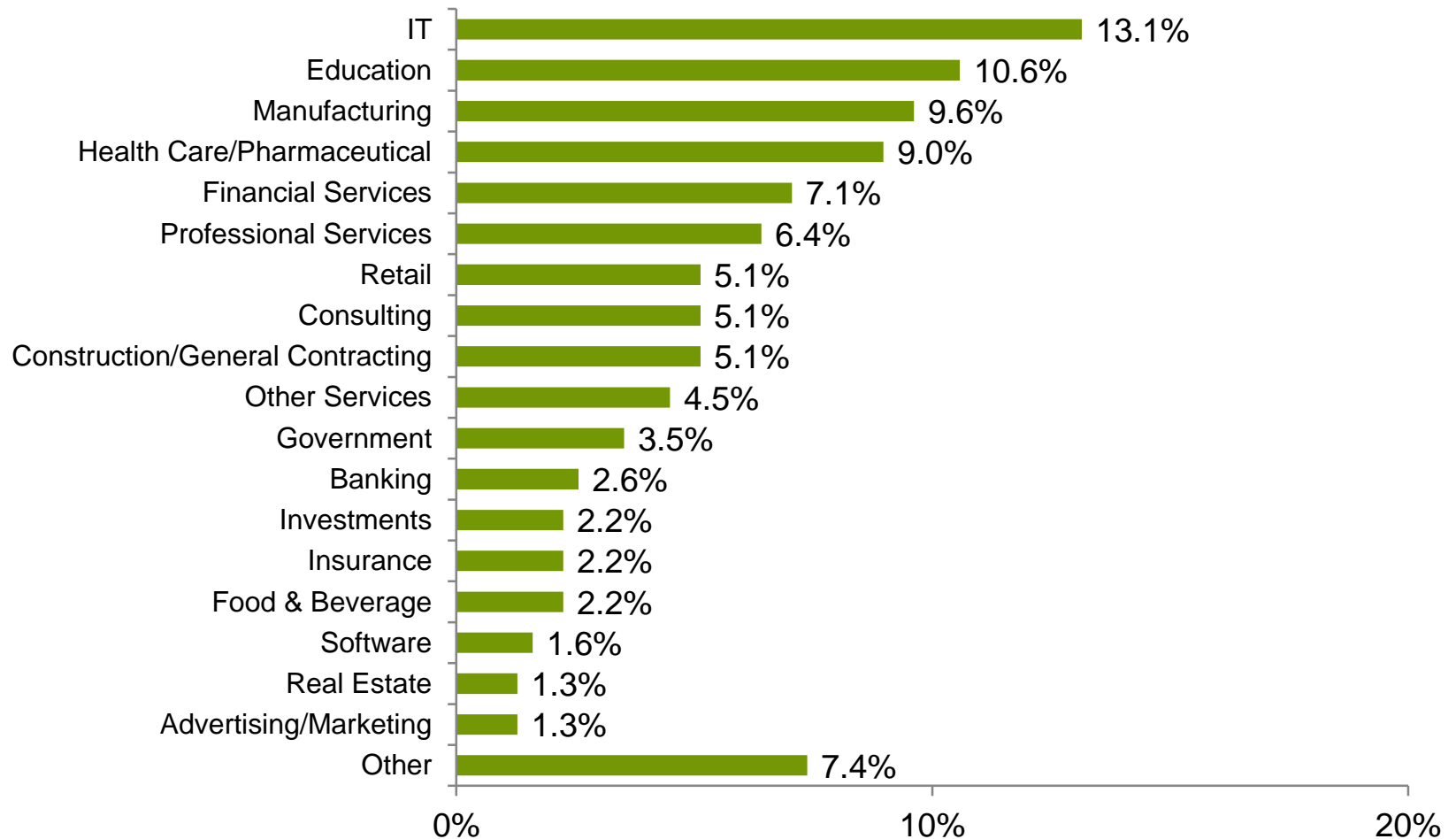
Respondent Department By Type

In which part of your company/organization do you work?



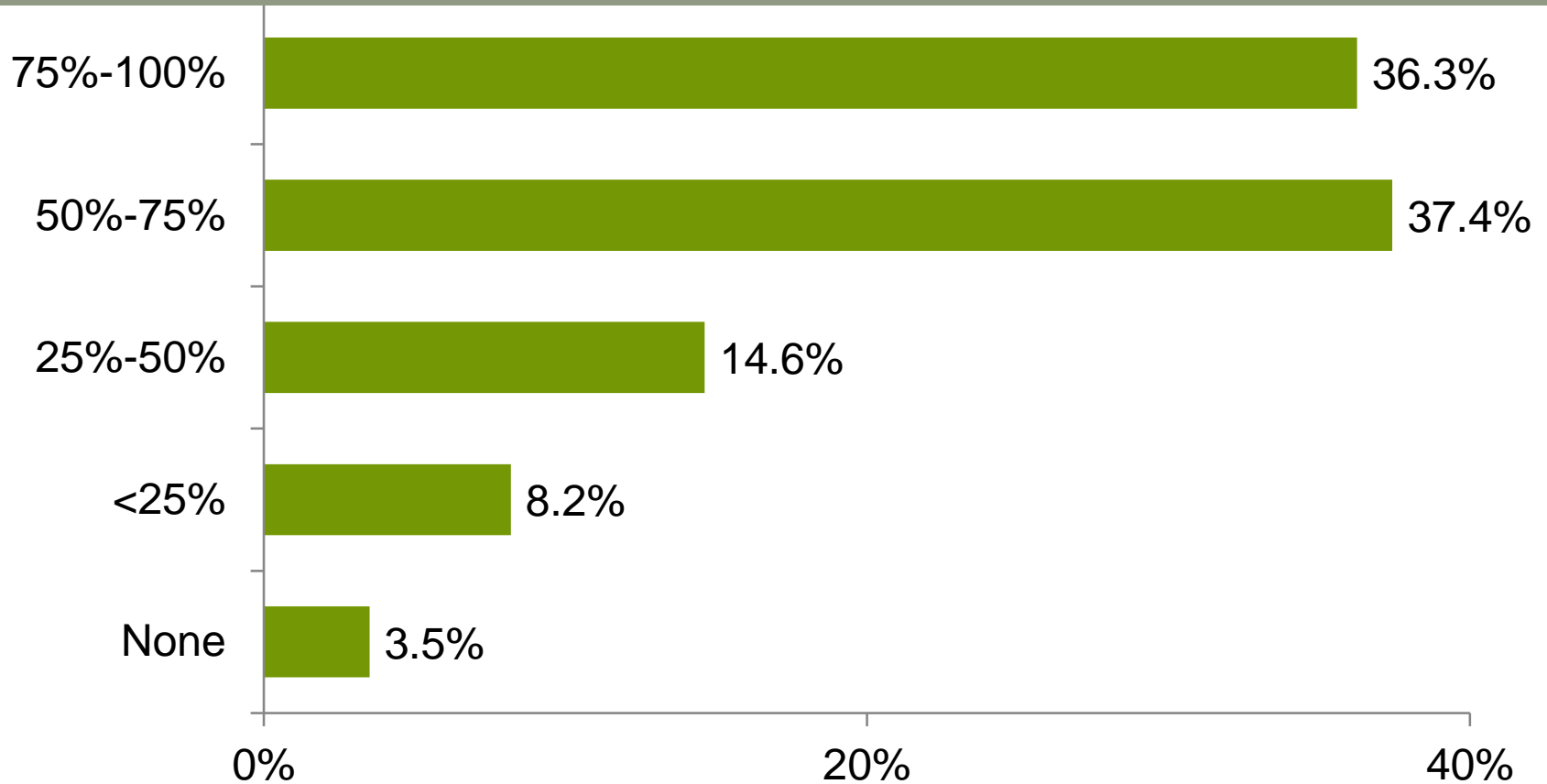
Respondent Industry

What is the primary industry of your company/organization? N=312



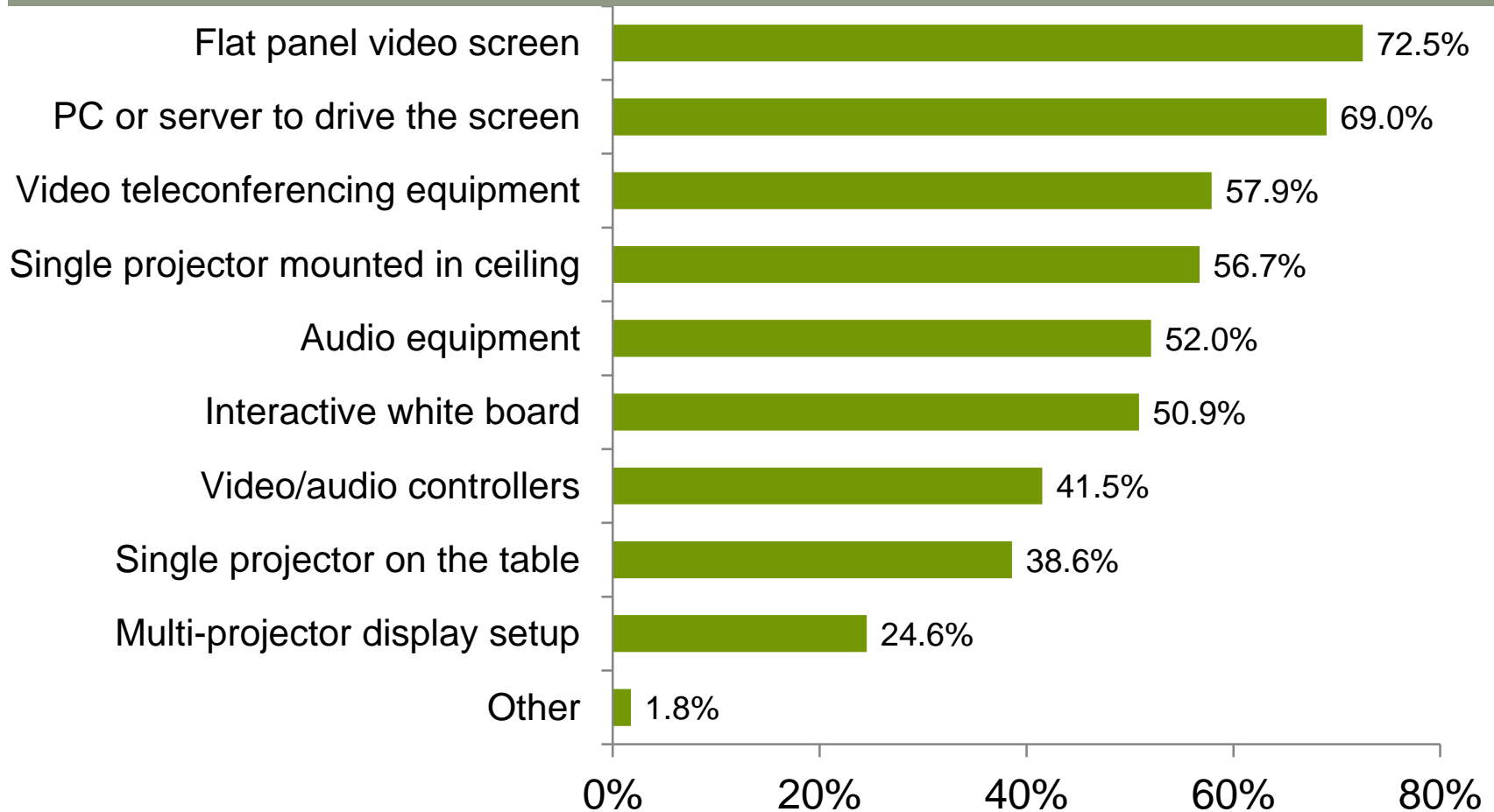
Meeting Rooms with Visual Display

Approximately what percent of your meeting/conference rooms have visual display capability permanently set up in the room? N=171



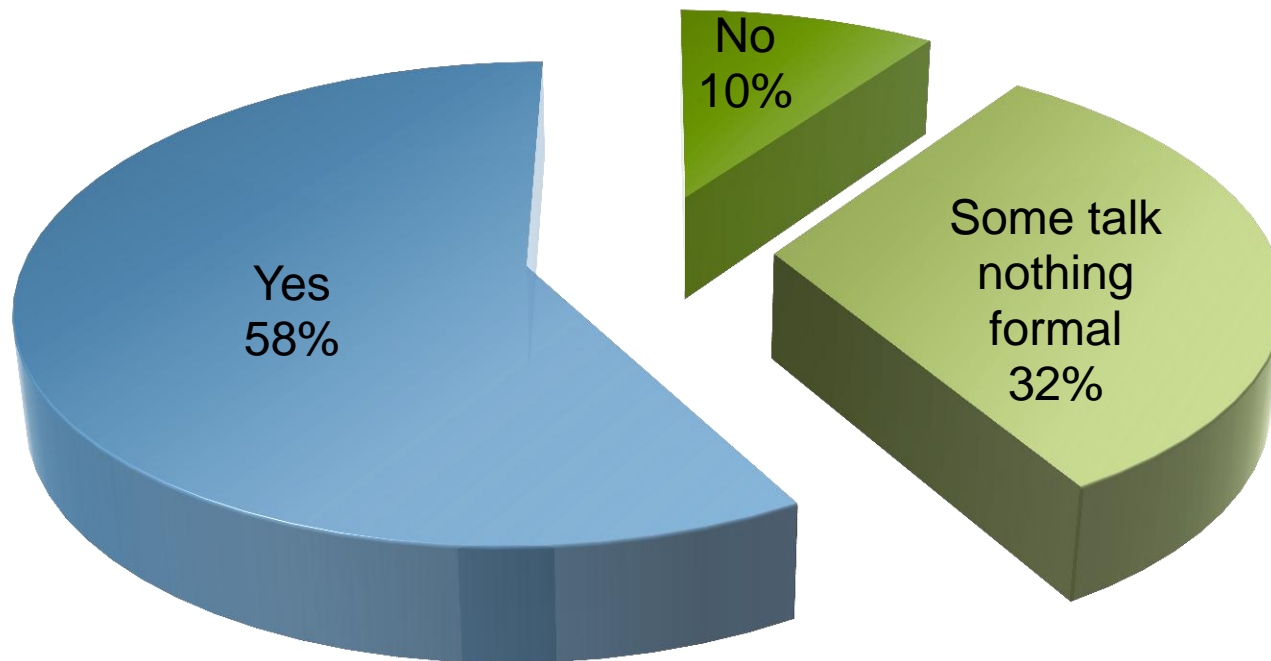
Items Permanently Setup In Meeting Rooms

Please indicate which items from the list below are set up on a permanent basis in at least one meeting/conference room at your company? (Select all that apply) N=171



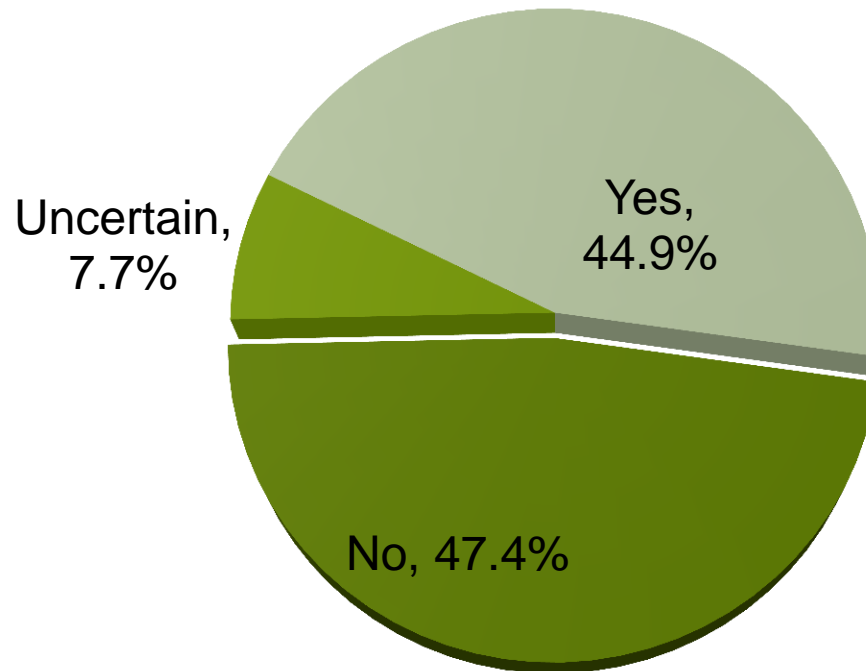
Plans for Upgrading Meeting Rooms

Are there plans at your company/within your organization to upgrade the technology used in your meeting rooms over the next 12-18 months? N=163



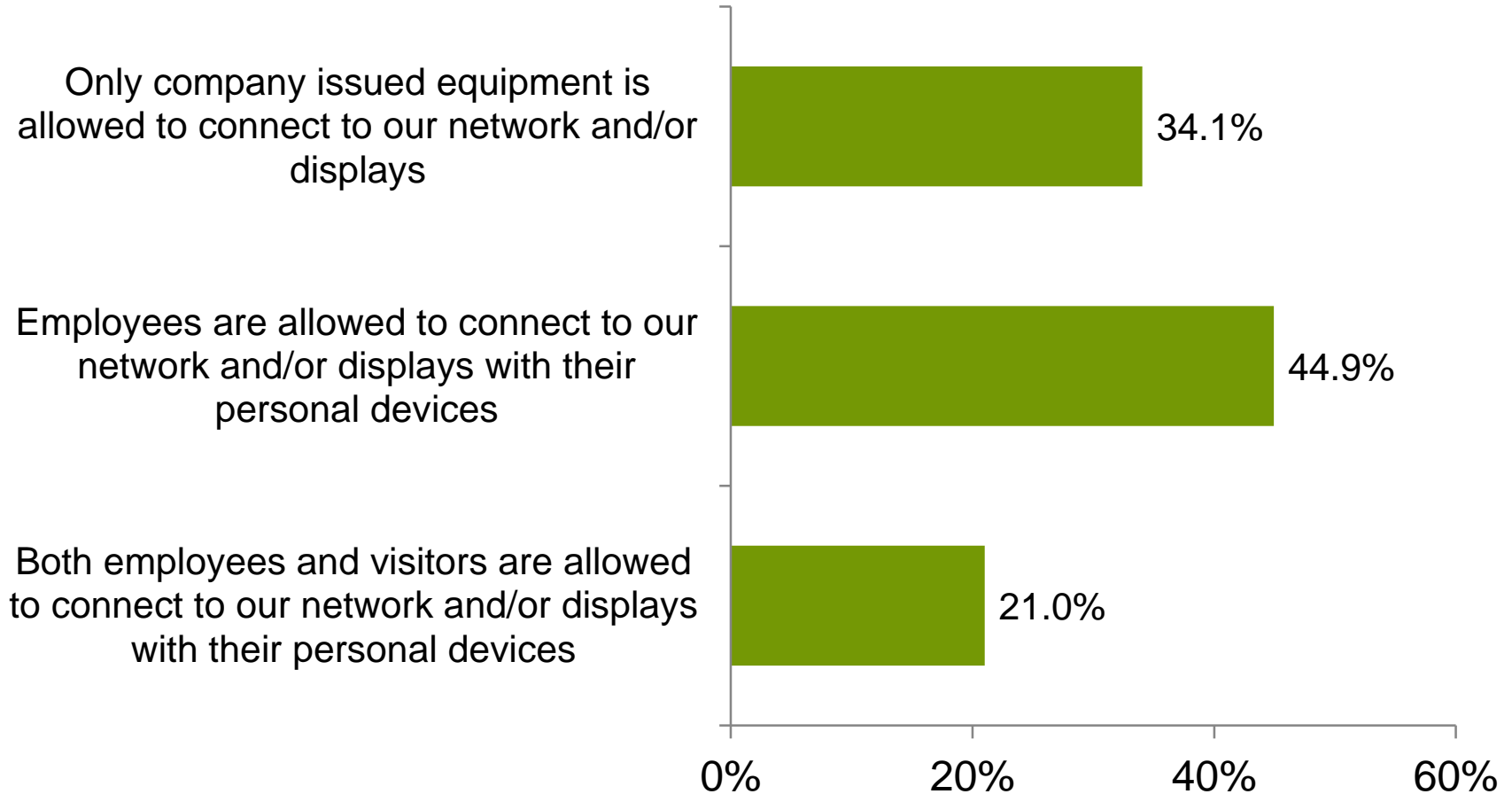
“Bring-Your-Own-Device” (BYOD) Policy

Does your company/organization have a "bring-your-own-device" policy that defines the use of personal laptops, tablets, and phones in the workplace? N=312



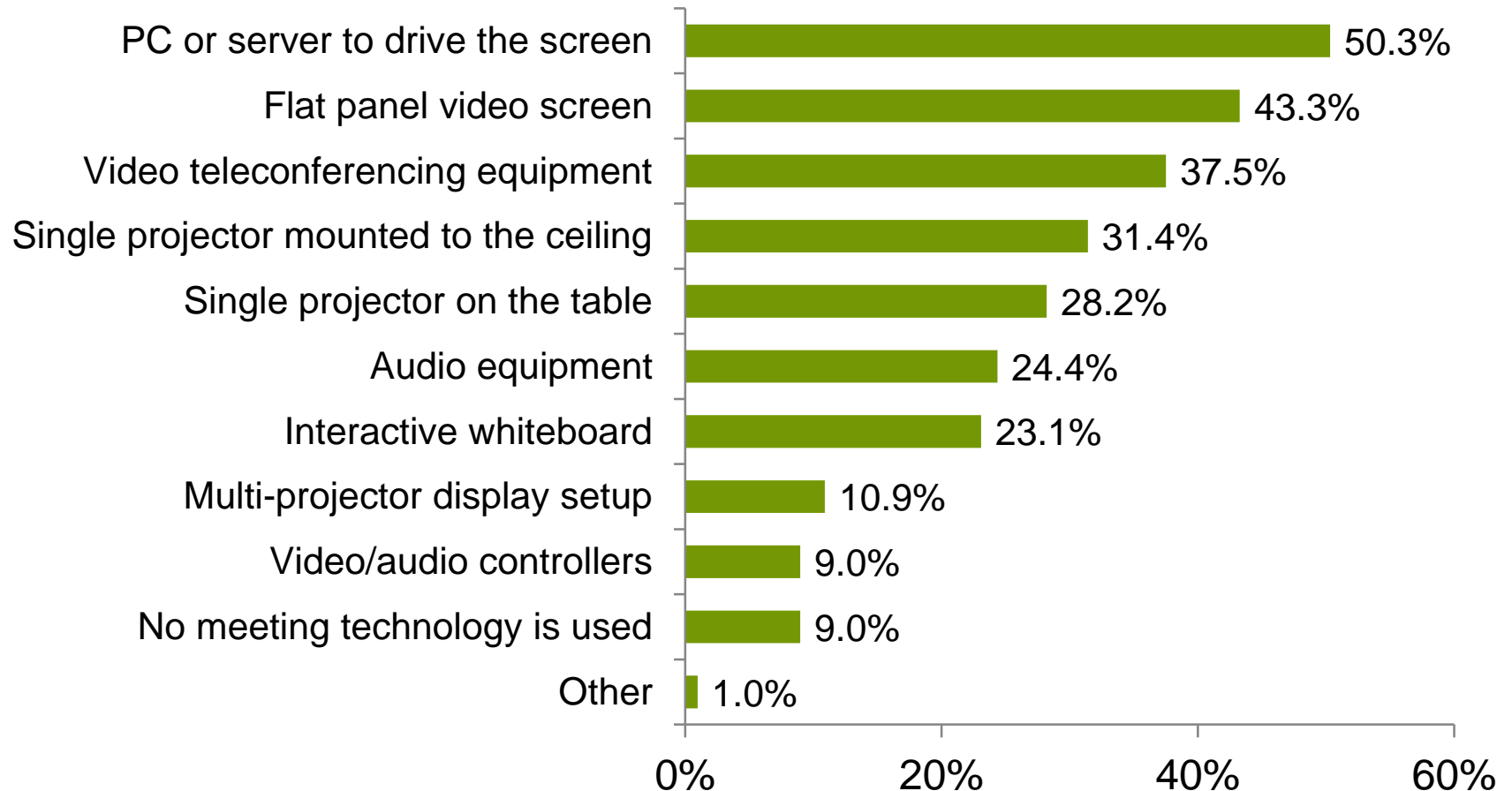
Content of BYOD Policy

Which of the following is part of your company/organization policy about what devices can be used to present in your onsite meeting/conference rooms? N=138



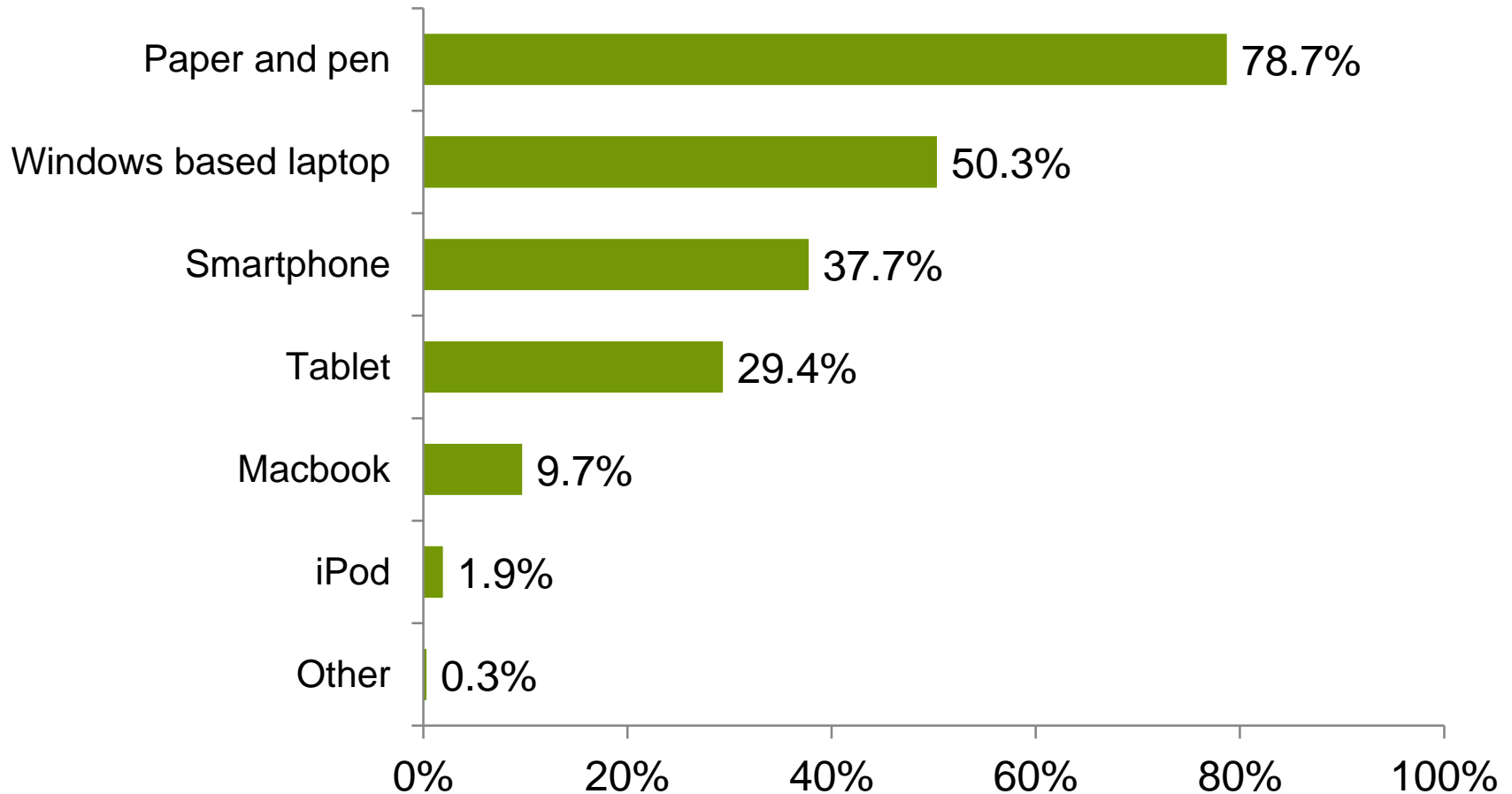
Technology Most Commonly Used in Meetings

When attending meetings, which of the following types of technology are most commonly used at those meetings? N=312



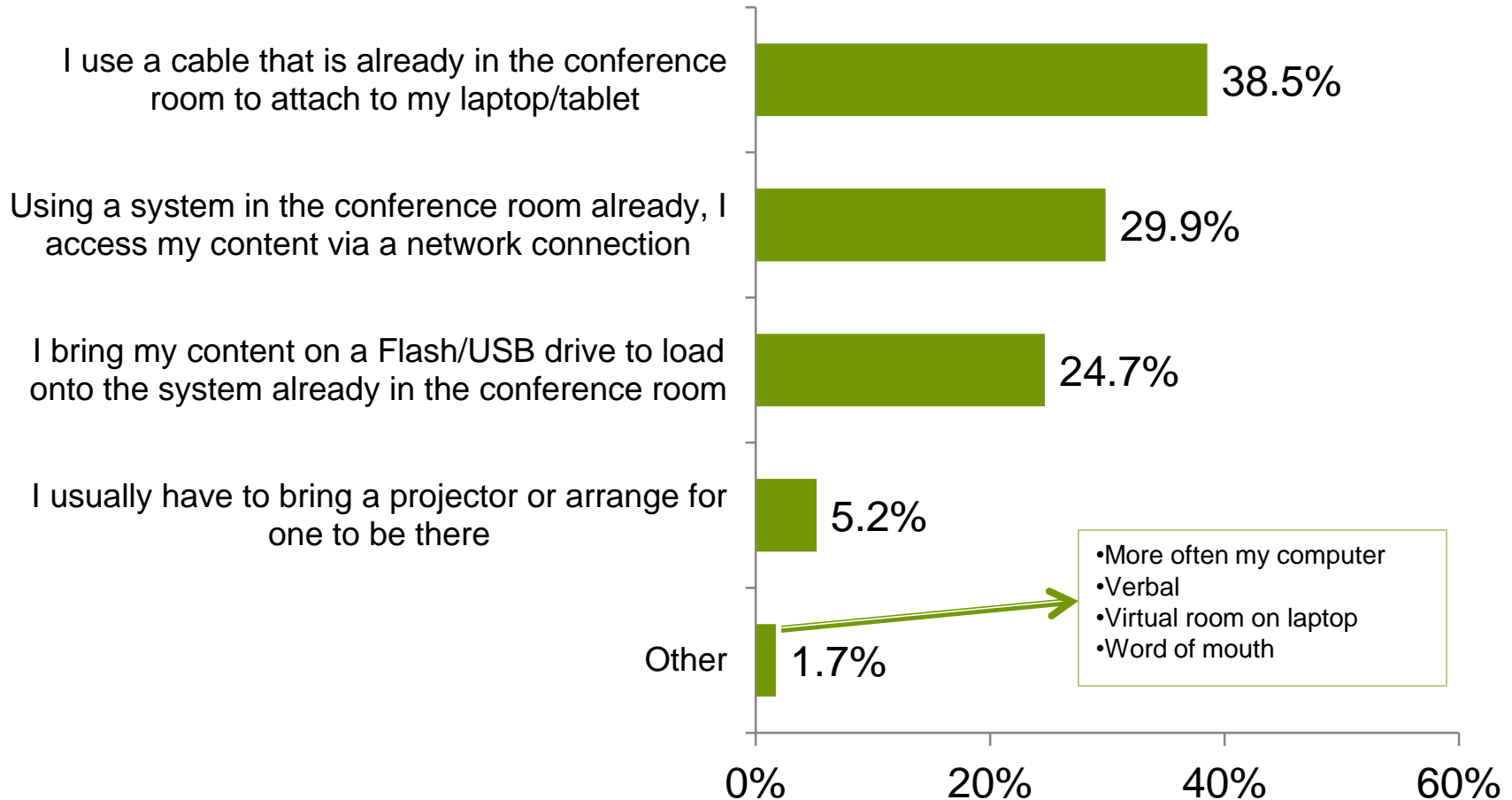
Items Typically Brought to Meetings

Which of the following do you typically have with you when in meetings? (Select all that apply) N=310



Methods for Displaying Content in a Meeting

When you have prepared content to display at a meeting, how do you most often share that content in the meeting room? N=231



Most Valuable Meeting Room Technologies

Which of the following meeting/conference room technologies do you feel **WOULD** provide the most valuable addition to productivity and/or efficiency at your company if it were available and used in meetings?

