

# T1V

## Visual Collaboration 2023 Outlook

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## Introduction to Visual Collaboration

Visual collaboration has evolved over the last 10 years. Early on it was limited to a small niche market, but over the next 10 years it is poised to have a major, widespread impact.

Visual collaboration is typically defined as a virtual canvas where multiple pieces of content can be placed at the same time, allowing collaborators to view and interact with the content simultaneously.

When we look at the visual collaboration space, it's important to define these terms and highlight some differences with other technologies marketed in the space.

Visual collaboration, often confused with video conferencing, is the concept of technology-enabled collaboration that can involve multiple sources brought together into an environment that is accessible from multiple devices, in multiple locations.

### Visual Collaboration IS:

- ✓ multiple pieces of content
- ✓ access from multiple devices
- ✓ multiple locations
- ✓ enables visual thinking
- ✓ engages participants
- ✓ ability to co-create, co-edit, co-view

### Visual Collaboration is NOT:

- ✗ audio only calls
- ✗ video calls with one piece of content shared
- ✗ only accessible from one device at a time

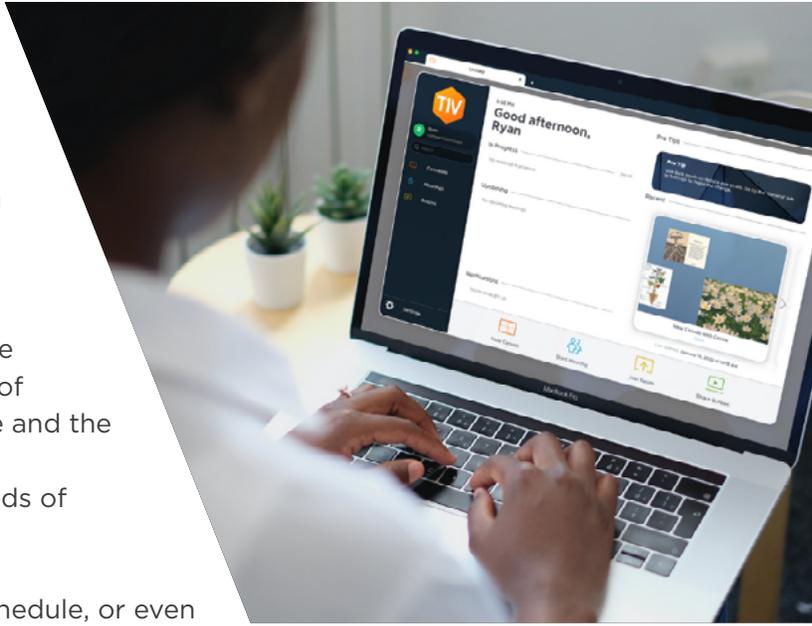
# What is Hybrid?

The term 'hybrid' is the newest player in the visual collaboration game, which existed before the pandemic, but never with the urgency we are seeing now as organizations return to work in the post-pandemic world.

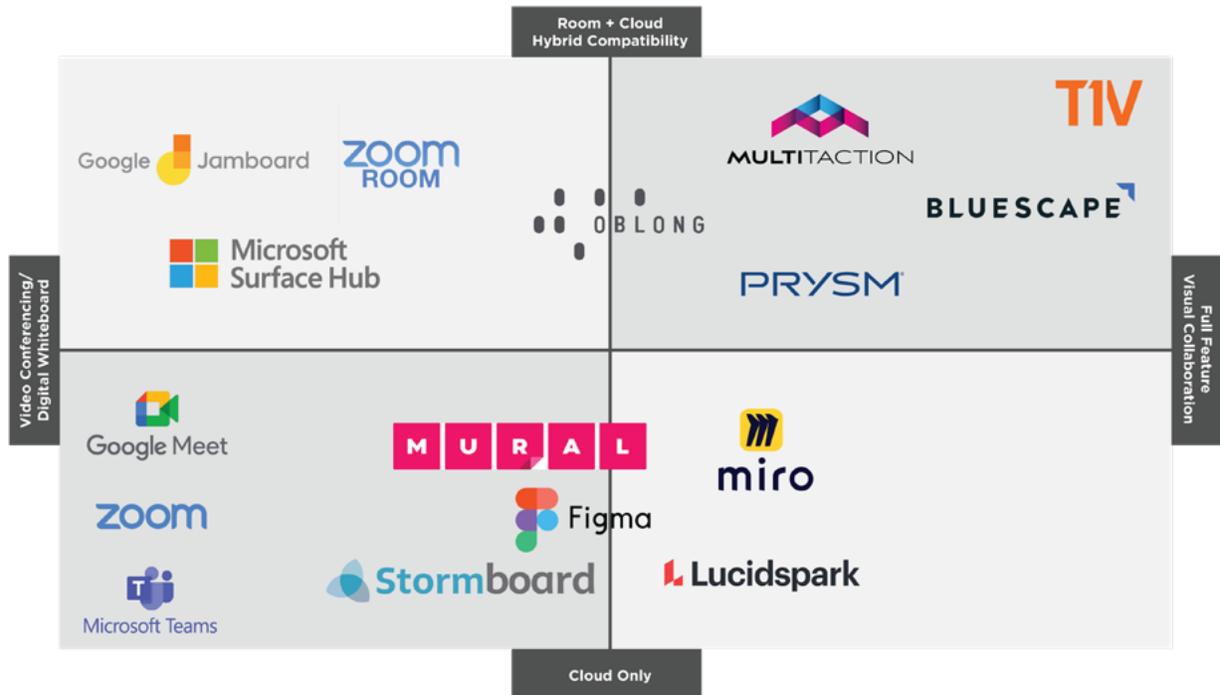
'Hybrid' represents offices and teams of today, where organizations must support a blended environment of individuals who split their work week between home and the office. This model is highly flexible, and with it — demands flexible technology to support varying needs of teams and organizations.

Whether your organization is on the 3-2-2 hybrid schedule, or even if stricter return to work schedules have been implemented — it is rare to find a team in today's work environment that is 100% on-site and in a shared physical space. Thus, the need to outfit rooms for hybrid collaboration is at an all-time high.

At the core of a successful hybrid collaboration room is room-based technology that can support remote team members. The ultimate goal of hybrid collaboration is to provide meeting equity to all participants — regardless of their location.



## Hybrid / Visual Collaboration Competitive Landscape



# History of Visual Collaboration

## Pre Pandemic: 2010 - 2016

Prior to the pandemic, visual collaboration was largely oriented towards in-room meetings, and was deployed in large, impressive, high-impact spaces. Picture a room with 10+ team members. All being able to share content to a large touch-enabled video wall. The content could be web documents, images, videos, PDFs, device screen shares, and / or hardline inputs. The hardline inputs could be coming from cameras, computers running specialized software, or specialized devices.

These documents are all located on a virtual canvas which was typically stored locally. Multiple team members could manipulate the canvas or the objects on the canvas within the room. Also, multiple canvases could be linked together so that participants in multiple rooms could all collaborate on the same canvas.

During this time, the leaders in this field of room-based visual collaboration were Oblong, Prysm, Multitaction, Bluescape, and T1V.

Oblong raised \$95M between 2011 - 2016. In 2019, Oblong went public and raised an additional \$19M, and then raised \$20M between 2020 and 2021. Prysm and Multitaction were hardware-based companies that also had a software component. They developed and sold both specialized hardware and software for visual collaboration. Prysm raised \$293M between 2010 and 2014 and purchased Anacore in 2014, which was the company that developed the visual collaboration software later sold by Prysm.





## The Entrance of the Megacaps: 2015 - 2016

Beginning in 2015, Google, Cisco, and Microsoft began dabbling in visual collaboration.

Microsoft actually started its entry into visual collaboration in 2010 with the introduction of Microsoft Surface, which at that time referred to a large table on wheels with a touchscreen on its surface and cameras underneath to detect touch. It was abandoned a few years later, and the branding of Microsoft Surface was repurposed to use for Microsoft's line of computer laptops.

The replacement was the Microsoft Surface Hub, which was introduced in 2016 and then replaced by the Surface Hub 2 just before the pandemic in 2019.

Cisco introduced the Spark Board in 2015 and later rebranded it and updated it to the Webex Board in 2018.

Google came out with the JamBoard in 2017.

While all of the above products from these Megacap companies initiated a lot of buzz with their initial release and a lot of initial product sales, all of them have seemingly fizzled after a few years.



## Pandemic Through Current: 2019 - 2022

While the Megacap 'Battle of the Boards' fizzled, their focus shifted from hardware-based touch boards to a software-based, shared whiteboarding tool. We differentiate whiteboarding from visual collaboration in that it offers a more limited experience to teams — designed for a single user, or for more presentation-style work over collaboration-based work. And with the exception of Google Jamboard, Surface Hub and Webex Board didn't offer the ability to save and resume canvas work. Notably, Zoom has recently introduced its own whiteboarding tool to compete with these other digital whiteboarding tools.

While in-room digital whiteboards struggled to find traction, cloud collaboration companies took off during the pandemic. The list of these cloud players includes Miro, Mural, Stormboard, and Lucidspark, to name a few. These competitors experienced growth while companies sought cloud-based solutions to support their remote teams during Covid lockdowns.

## The Full-Featured Visual Collaboration Companies

As Megacaps enter the digital whiteboarding space, full feature visual collaboration companies stumble to find traction in the early days of the pandemic. By full feature visual collaboration, we are referring to companies who offer both a room-based and cloud-based (or remote / virtual) collaboration experience that can be used across varying forms of hybrid work environments. These companies include T1V, Oblong, Prysm, Multitaction, and Bluescape.

### Full feature visual collaboration activity: 2019 - 2022

**2019**

Prysm declares bankruptcy. Part of the company is sold, difficult to say what their next move will be.

Oblong merges with Glowpoint and becomes a publicly traded company. Market cap hits \$300M during the pandemic, but sales plummet and market cap follows, now almost at \$0.

**2022**

Multitaction declares bankruptcy. Multitaction Americas purchases Finnish parent company's assets, but unclear what next steps for the Americas subsidiary will be.

So that leaves T1V and Bluescape. T1V is the only privately owned company under its original ownership and management team. Bluescape is owned by Haworth, a furniture company.

## Focusing on the New Hybrid Customer

While we see our competitors struggling or declaring bankruptcy, T1V is experiencing its strongest sales season to date. Our theory is that we always had a better product than competitors. By better, I mean more useful, more intuitive, more functional. By working tightly with our customers, our products were always developed to help our customers, and better positioned to solve their direct challenges in team collaboration. But this didn't always come across in demos, especially during limited engagements with prospects that are just one to two hours. In these types of demos, often the competitive products would come off as better as they had more 'flash.'

Also, while the others spent more on marketing and sales, we focused more on product: primarily, improving stability, functionality, and serving our customer's needs. This was especially important during the pandemic in 2020 and 2021. During this time the full featured visual collaboration market was hit hard. We spent the time working on the backend of our product, making it stable, developing our cloud product, and taking care of our customers, so that we could be ready when the pandemic subsided.

Bearing this in mind, T1V focused on the launch of two new products built specifically for the post-pandemic, hybrid world: ThinkHub Cloud and ThinkHub Huddle.

ThinkHub Cloud gives users the ability to collaborate from the convenience of their laptop. They can create Canvases, invite collaborators, share content, and connect to ThinkHub Rooms — and even send Cloud Canvases to those ThinkHub Rooms — from anywhere. This expands on our promise of flexibility for the ThinkHub customer — providing even more ways for teams to connect and collaborate better.



ThinkHub Huddle is a simplified version of full-featured ThinkHub, designed for the small huddle spaces of the office. Offered at a price point competitive with most screen-sharing solutions on the market, with the added capability of the ThinkHub Canvas and ThinkHub Cloud support — so again, hybrid teams can connect and collaborate from anywhere.



## The Future of Visual Collaboration

As we reflect on the competitive landscape over the last few years, we stand even more committed to our guiding philosophy of staying focused on our customers. Rather than spend a great deal of capital on marketing, we instead choose to strengthen the customer experience, and we've built customer feedback into our solutions.

Over the last few years, we've invested more in engineering, customer support, and customer success than in sales and marketing. This has resulted in strong relationships with our customers, which has driven our organic growth and success. We are tracking toward >65% increase in revenues in 2022 (over 2021), the largest year in the history of our company, and further securing our place as the market leader of full featured visual collaboration companies.

Coming out of the pandemic, we believe the hybrid work environment is here to stay. Gallup has surveyed 140,000 U.S. employees since the start of the pandemic, and the data tell us that an overwhelming 59% of remote-capable workers (employees who can work remotely) prefer a hybrid work environment over all in-person or all remote.<sup>1</sup>

Great hybrid experiences are anchored by great in-room experiences. The meeting room requirements are shifting, and full featured collaboration is becoming the standard in this requirements list. What's more, organizations are leaning into multisite deployments, where they are connecting more than a single room in a meeting, but multiple rooms. And finally — driving meeting equity for all participants — whether they are connecting with the teams in the office, from home, or anywhere in between.

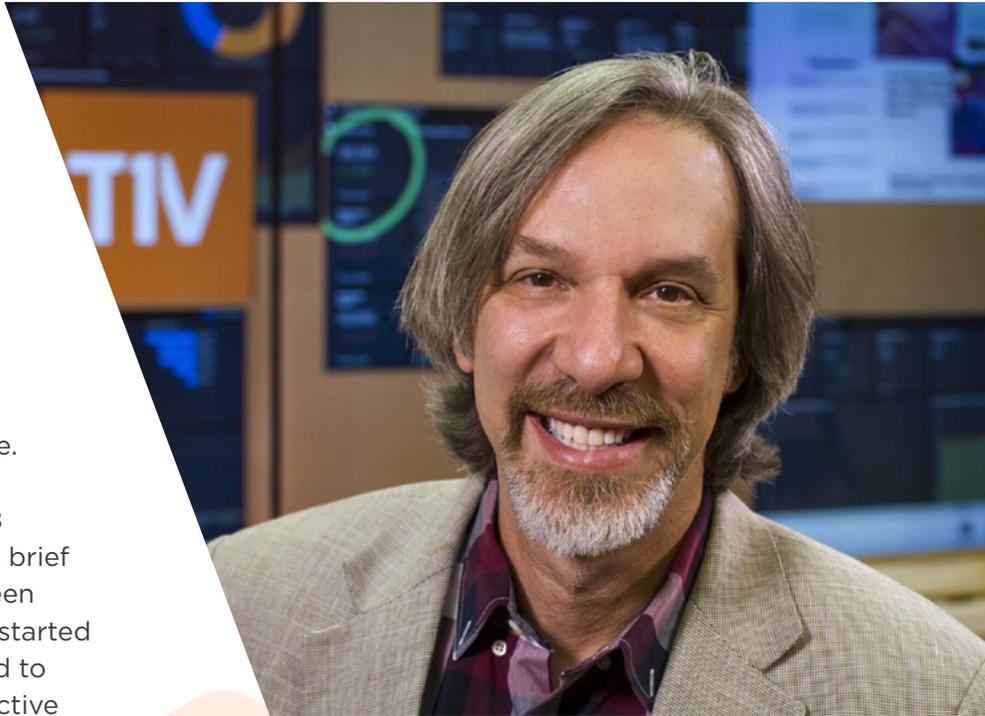
1. <https://www.gallup.com/workplace/390632/future-hybrid-work-key-questions-answered-data.aspx>

## About the Author

### **MIKE FELDMAN** **T1V PRESIDENT + CEO**

T1V is Mike's second venture, the first being Digital Optics Corporation (DOC), a company that Mike co-founded in 1991 while a professor of Electrical Engineering at UNC Charlotte. He served DOC as President from 1991 - 1998, and then as CTO from 1998 until its sale to Tessera in 2006. After a brief retirement, Mike got into the touchscreen game with T1Visions (now T1V), which started as a restaurant (T1 Tapas) and was used to test his theory that large-format interactive surfaces have the potential to bring people together for shared experiences in public settings. Part technologist, futurist, and foodie — Mike's restaurant concept blossomed into the business that T1V is today — but has since expanded to focus on Enterprise and Education markets.

Mike holds a MS and PhD in Electrical Engineering from the University of California at San Diego and a BSE from Duke University. He received the Distinguished Young Alumni Award from Duke University's Engineering School in 2000 and is an inventor on more than 80 patents. In his spare time, Mike enjoys spending time with his wife and two daughters, running, and mastering his recipe for the perfect salsa.





T1V is a visual collaboration software company. Our ThinkHub® platform provides a digital workspace for distributed teams to come together for real-time, flexible collaboration across in-room, hybrid, and virtual meeting environments.

In addition to its award-winning ThinkHub collaboration software, T1V offers ThinkHub Education for active learning in higher education, and T1V Story for one-of-a-kind brand experiences.

T1V is a leading innovator in large-scale, interactive software technology, with 15 issued patents in visual collaboration software. Our software ecosystem supports total interoperability with the many devices, programs, and platforms of today's hybrid meeting and learning spaces — enabling our customers to truly collaborate anytime, anywhere.

To learn more, [visit t1v.com](https://www.t1v.com)