

SECOND EDITION

# media:scape

INSIGHT GUIDE

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## An Engaged Environment

The Steelcase Global Workplace Report shows the most engaged and satisfied employees work for organisations that provide choice and control over where and how they work, with spaces designed to accommodate a variety of activities, including collaboration with teammates. To optimise the collaborative experience, media:scape® empowers workers to share digital content freely.

### A KEY COLLABORATION

Working together, IT and Design can create standards for highly collaborative spaces that maximize an organization's resources and provide workers with choice and control for unparalleled collaborative experiences.

98%

**of highly engaged and highly satisfied employees are able to easily and freely express and share ideas.**

92%

**of highly engaged and highly satisfied employees are able to share projects easily.**

94%

**of highly engaged and highly satisfied employees are able to work in teams without being interrupted.**

*Steelcase Global Workplace Report*

To quickly access information pertaining to IT and Facilities Management, see the Technical Guide.

# The Collaborative Workplace

## Collaboration Dominates

Collaboration is replacing more and more individual work. In fact, 82% of knowledge workers say they partner with others throughout the day to get work done.

### CHOICE IN COLLABORATION

According to recent research from the Steelcase Global Workplace Report, a distinguishing characteristic of engaged employees is that they have a greater degree of control over where and how they work. Teams are empowered to make choices about their meeting spaces, so they can concentrate and collaborate without disruption.



*Steelcase Global Workplace Report*

### TYPES OF COLLABORATION

People collaborate for different purposes depending on the project, the team and the task at hand. It's critical to support each type of collaboration.

#### Informative

sharing information,  
providing updates

#### Evaluative

considering content,  
making decisions

#### Generative

building on existing  
information to create  
new solutions

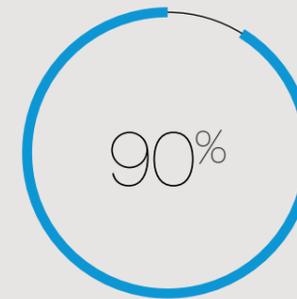
#### All three forms of collaboration have the same requirements:

- access to spaces for planned and impromptu collaboration
- simple, effective and intuitive ways to schedule meetings on the spot and ahead of time
- spaces and scheduling methods that encourage workers to get into the flow of collaboration without being interrupted
- a place at the table and a view of the screen for each participant
- equal access to both analog and digital information
- the ability for every user, regardless of location, to be part of the collaborative process

## Distributed Collaboration

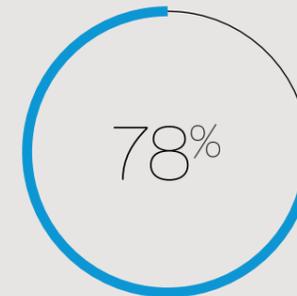
Mobile workers are increasingly distributed, putting pressure on organisations to:

- help distributed employees work more effectively together
- foster relationships that support collaboration and ultimately strengthen organisational culture
- provide integrated spaces, technology and tools to support varied workstyles
- make it easy for workers to share digital and analog content
- make it easy for workers to schedule meetings, regardless of where they're located
- boost the use of conference and collaborative spaces to maximise real estate utilisation



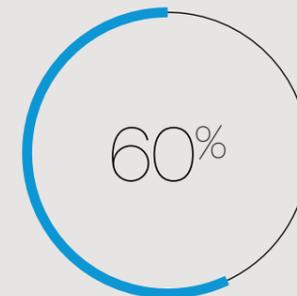
**90%** of highly engaged and highly satisfied employees say their workplace accommodates remote workers.

*Steelcase Global Workplace Report*



**78%** of organisations say they struggle to effectively help people collaborate virtually and face-to-face.

*Steelcase Global Workplace Report*



**60%** of employees say they regularly work with colleagues in different time zones and geographies.

*Steelcase Global Workplace Report*

# media:scape Overview

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**MEDIA:SCAPE OVERVIEW**

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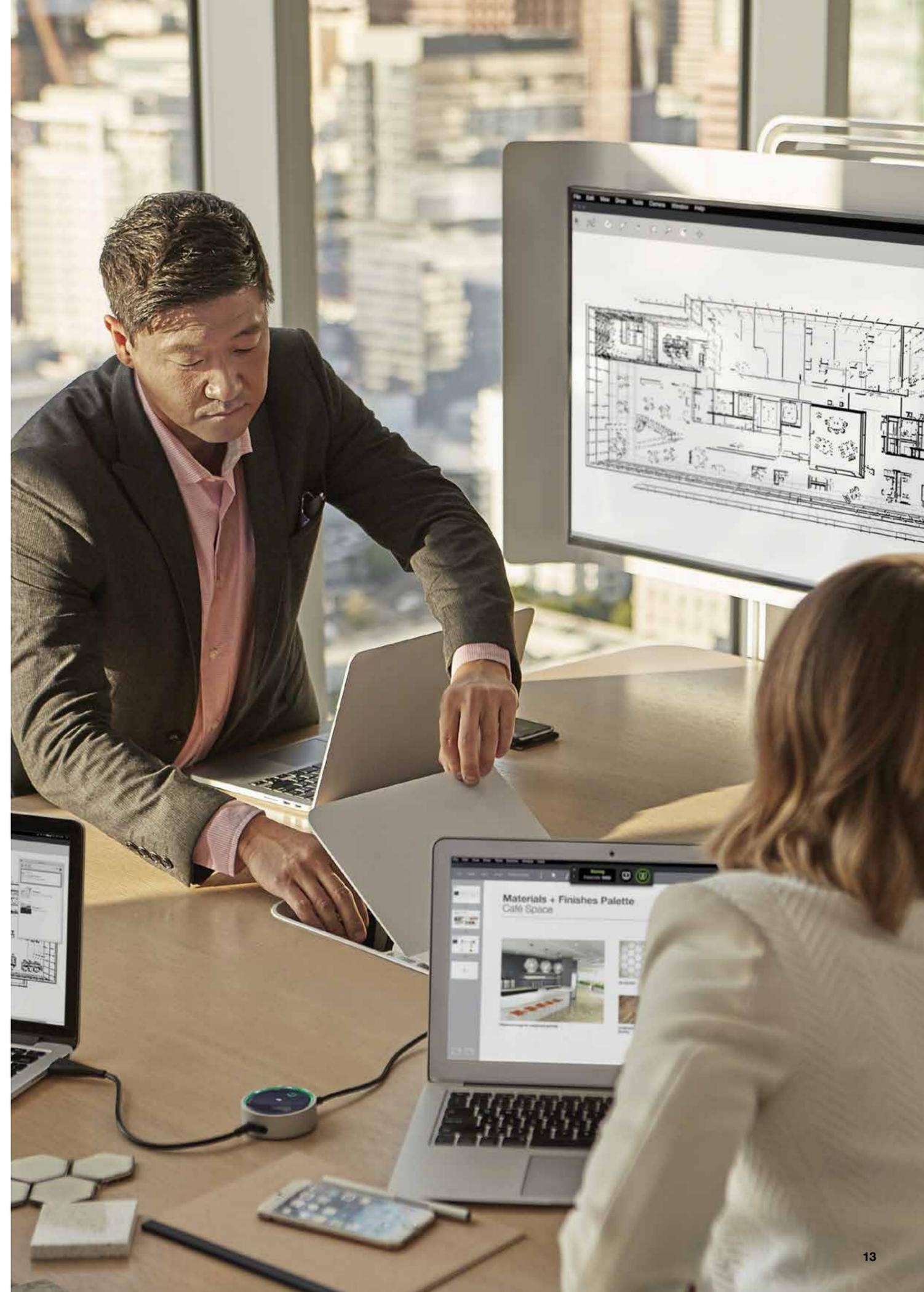
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**media:scape integrates technology and furniture to bring people, spaces and information together for greater connection, collaboration and productivity than ever before.**

## A Culture of Collaboration

Markets are global, employees are mobile and business issues are more complex than ever. It takes innovation to differentiate a brand or company in this diverse and demanding marketplace. True innovation requires cross-functional teamwork, a strong organisational culture and, most important, ongoing collaboration. Yet workers and information are often separated by time zones, making effective collaboration a challenge.



# Obstacles to Collaboration

## Understanding the Challenges of Collaboration

Steelcase researchers examined the process of group work: how people interact, share information and form understanding. They found that there's a need to work closely with distributed colleagues, and that the role of communication and collaboration in building strong company cultures that foster creativity and innovation is changing.

### **DISTANCE: THE NEW REALITY**

While today's workers are increasingly mobile, many agree that face-to-face communication improves business relationships. In order to engage in this type of communication, distributed workers have turned to video.

### **EFFECTIVE COLLABORATION REQUIRES EQUAL ACCESS TO CONTENT**

**A common obstacle to collaboration is difficulty in sharing content, caused by one or more of the following issues:**

- group spaces designed for leader-led meetings, with one-person control of information instead of true knowledge sharing
- technology poorly integrated into group spaces, making it hard for users to share digital content
- videoconferencing settings that are difficult to schedule and use for connecting with distributed colleagues

In a space designed for easy content sharing, communication flows easily, trusting relationships are nurtured and collaboration is more effective. Over time, the company culture is enhanced and the human potential of the organisation is unleashed.

### **TECHNOLOGY MUST BE SEAMLESSLY INTEGRATED**

Collaboration suffers when hardware is difficult to connect, screens are hard to see and the interface is difficult to use. Typical videoconferencing spaces put people on screens yet lack effective ways to share content. Dedicated videoconferencing rooms generally are not set up for teamwork and in-person collaboration, so when the camera goes off, people abandon the room.

When technology works with an organisation's existing standards, it is easier to specify and manage, which improves security. It also enhances organisational productivity with a user experience consistent from room to room and building to building, reducing total life cycle costs. Most important, a consistent user experience across rooms, buildings and geographies makes users feel comfortable, increasing real estate utilisation.

# Seamless Collaboration

Since its inception, media:scape® has thoughtfully integrated furniture and technology—bringing people, spaces and information together to enhance productivity and help groups excel. Now organizations can optimize each media:scape setting to best meet their collaboration needs, from sharing wirelessly in a small huddle room to a team brainstorm over video, media:scape can be specified to enhance both the organizational needs and the user experience.

With media:scape, sharing content is democratic, immediate and tailored to its users' needs. Whether in person or on video, media:scape supports seamless collaboration, making teams more productive and allowing them to efficiently innovate their brands and companies.

## Open. Connect. Share.

With choice over quantity and type of PUCK—virtual or physical—users select options that accommodate their unique needs. Share wirelessly with Virtual PUCK™, connect and share with physical PUCK, or experience the benefits of each by choosing a combination.



### Virtual PUCK

Share content wirelessly by connecting a laptop to the Virtual PUCK with a simple download. Works seamlessly with physical PUCKs.



### Physical PUCK

Glowes when connected to a mobile device. Press to share content on the screen.

## A Range of Solutions



### media:scape Table

By making information integral and meetings more inclusive, the media:scape Table amplifies ideas and productivity. With total control, organisations create the best sharing experience for their teams by choosing how many and what type of PUCK—virtual and/or physical—will work best, as well as having an option of integrating a HD videoconferencing system. With media:scape settings, collaboration is uninterrupted and teams are able to build on each others' ideas with ease.



### media:scape TeamTheater

Optimising high-definition videoconferencing, media:scape TeamTheater™ enables distributed and colocated users to connect and share easily. Workers seated in the lounge can easily connect with a Virtual or physical PUCK, while workers around the ledge have the convenient option of connecting wirelessly, limiting distractions for the team.

In a TeamTheater application, the workspace supports group work and collaboration whether the camera is on or off, and with the option of a Virtual or physical PUCK, users decide which sharing method best meets their needs.



### media:scape TeamStudio

The media:scape TeamStudio™ accelerates content sharing and productivity by optimising video collaboration and removing physical barriers. Standing-height capabilities and improved sight lines allow teams to choose alternative postures without compromising group engagement. With equal access to analog and digital information, large and small groups can work together with or without video.

A supreme sharing setting for both resident and distributed teams, TeamStudio offers Virtual PUCK, up to eight physical PUCKs and four displays to meet the advanced collaboration needs of any organisation.



### FrameOne with media:scape

media:scape integrates with FrameOne bench to create highly collaborative environments for resident project teams and functional groups by making the most of real estate. The ability to switch effortlessly from individual to group work allows teams to share information, evaluate content and make decisions easier and faster.



**media:scape kiosk**

With an optimal screen size and camera distance, kiosk can support quick, casual, informative conversations in the open plan, or longer, generative, evaluative working sessions in a small enclave. media:scape kiosk enhances collaboration, bringing together distributed teams to maximise organisational and individual potential.



**media:scape mini**

media:scape mini extends the media:scape experience into small and existing spaces. media:scape mini can be placed on top of virtually any surface to transform enclaves, private offices or open plan team spaces into high-performing collaborative environments.



**media:scape mobile**

media:scape mobile helps people connect and share practically anywhere. Supporting up to four people and offering optional wireless sharing with Virtual PUCK and the possibility to integrate HD videoconferencing, media:scape mobile easily moves from project rooms to open plan team spaces and other high-use environments—providing users with flexible collaboration.

**Steelcase®**

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