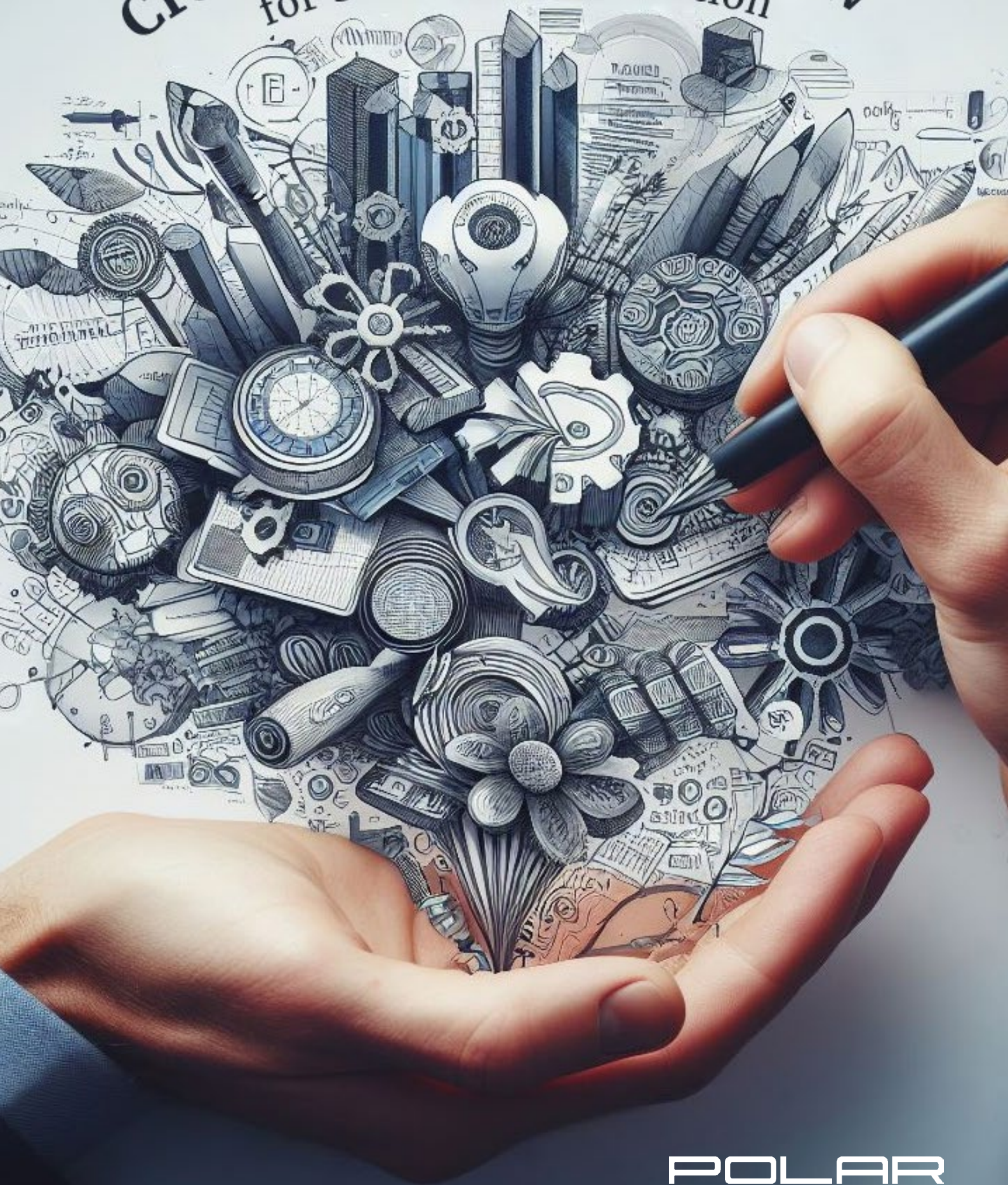


# Creating the State of Flow for Successful Innovation



POLAR





# Unlocking Innovation Excellence

## NURTURING THE STATE OF FLOW FOR OPTIMAL CREATIVITY AND SUCCESS

Group innovation happens best when a state of flow is achieved that enables an equity of participation where **everyone** can contribute, and where you don't have to wait for someone to stop sharing before you can add your value. That might sound like chaos, but in fact that's exactly how intense collaborations that generated brilliant innovations took place in traditional (pre-digital) project rooms. Rooms with large walls where content could be pinned, ideas sketched, sometimes with one person curating, but often with small groups working throughout the room on different parts of the project at the same time.

How many times do we see the statement 'your collaboration solution' attached to products where that flow of creation just isn't possible? For products where someone must stop sharing their content before a different person can add their value? That's right; all too often.

This stop/start of content sharing or source material switching is only one part of the problem, because the delay and the all-to-often-heard question of 'can you see my content now' breaks the flow, and getting back into flow takes time, considerable time as people lose concentration, check their emails and messages, grab

a coffee, take a comfort break, pretend a courier is at their door, etc., all of which costs money.

The other problem with traditional content switching, is that the newly displayed content completely replaces the previous content that prompted the person to add their value, and so any meaningful connection between the two is lost.

How much more powerful to collaboration and innovation would it be if we could see all the sources of information in a single visual panorama, enabling connections to be made, ideas to be scaffolded, all from the contextual content of multiple collaborators who enjoy an equity of participation?

Sounds obvious, but I bet the VC platform that you're using — the one that you think is enabling collaboration across your organisation — doesn't support this. The adoption of many software platforms and hardware switching systems — that may be perfectly good in small meeting rooms and for hybrid meetings — have become ubiquitous. And even though we fully understand that the outputs we want from collaboration and innovation are different to other meetings, our obsessions with rollouts of the same ►

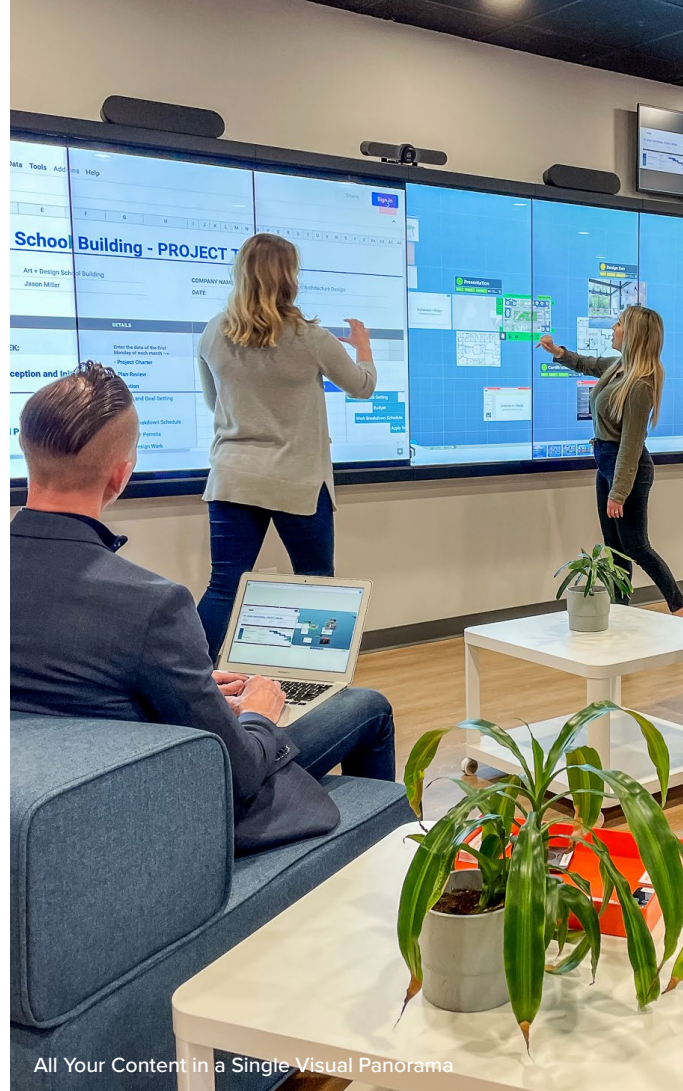
cookie-cutter solutions into every space means that we've purposely allowed those technologies to hold effective innovation in our organisations back. Quite rightly, companies don't allow their executive jets to be used for cargo deliveries, and yet they're quite prepared to insist that video platforms are used for creating high-value collaboration, which aren't, in my opinion, fit for the purpose of.

### **Digital Project Rooms – The Immersive Innovation Spaces That Fully Support Collaboration**

ThinkHub, the visual collaboration platform from T1V, allows you to add different sources of information alongside each other, so that the state of flow continues and isn't interrupted, and all your content can be seen in context. ThinkHub is the tool for collaboration, for innovation, for bringing people back to the office, to be creative and highly productive in destination spaces that can't be replicated at home or in Starbucks, or on video alone.

ThinkHub can be configured in many different ways — so you have the opportunity to make ThinkHub support your workflows, and not to restrict them or define them. Your working area can be a single touchscreen, a video wall, or two or three displays that provide a different way of collaborating that many organisations find works for them. Whatever screen arrangement you determine will work best for you, a ThinkHub canvas is 20 times larger than the screen itself, providing space for all your content, sketches and annotations.

But it's the connectivity in and out of ThinkHub that sets it apart from other platforms, and where you can bring in other sources of information without the stop/start of external switching and an either/or choice of content. Yes, with ThinkHub you can have it all. Connect your laptop or a piece of medical equipment directly to the ThinkHub hardware via HDMI and with USB touch, and instantly your content is ready to bring onto the ThinkHub canvas. You can have this alongside images, notes, annotations, videos, etc., that are already residing on the ThinkHub Canvas to give you the power that comes from having contextual information. Any content, including your laptop feed, can be instantly made to fill the screen.



All Your Content in a Single Visual Panorama

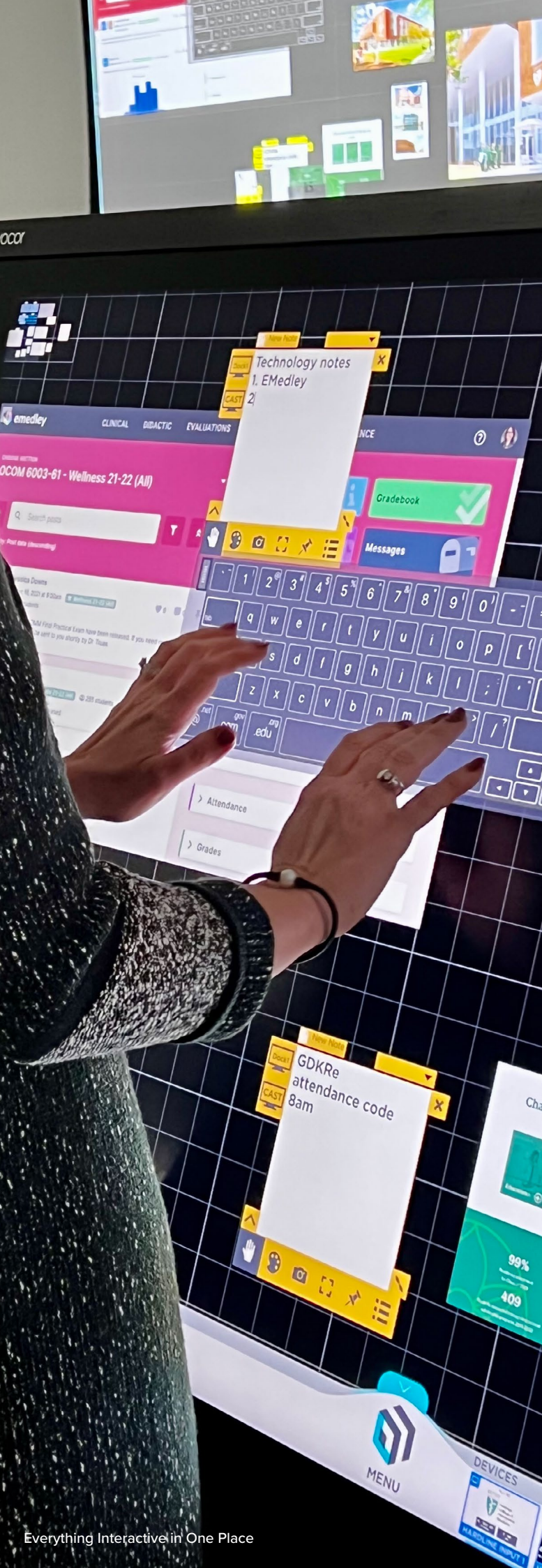
**ThinkHub is the tool for collaboration, for innovation, for bringing people back to the office**

Any specialist programs or Apps you're using are still 100% relevant. With the total interoperability of ThinkHub, there's no learning curve to incorporate the software tools and platforms you already use, enabling faster and more efficient collaboration and innovation. Everything from dashboards, documents, project management, images, and more.

One reason why triple screen deployments of ThinkHub have become popular, is that a VC call (i.e Zoom, MS Teams, Webex) can occupy one screen, leaving two screens to generate collaborative material, which can be shared on the call. In fact, anything and everything you bring on to the ThinkHub screen can be shared.

And if you're one of those people that think wires are old hat, then simply connect your laptop or smartphone ►





wirelessly to the ThinkHub canvas and bring that content directly on to the canvas in the same way. And without casting your screen to ThinkHub, collaborators can still contribute notes, images, sketches, PDFs, etc, to the canvas, from anywhere with pretty much any device, enabling multiple people, in multiple places to simultaneously work with multiple sources of information. You DON'T have to stop sharing to let someone else contribute — everyone is engaged with a level playing field of active and engaged participation.

This equity of participation is crucial in so many scenarios, as it reduces the opportunity for more assertive people to limit the participation of others. Limiting participation reduces the engagement, passion, and trust of others, which will in turn reduce the quality of anything that you're trying to create collectively, including collaboration and innovation.

### **Calendar Integration and VC Interoperability**

Most organisations have their VC platform of choice, but we all regularly use a mixture of Zoom, MS Teams and Webex when connecting with outside individuals and organisations. Give your ThinkHub room an email address, and you can integrate all these platforms as resource accounts, allowing you to invite ThinkHub to any meeting. With ThinkHub's Calendar integration, it's now a one-touch-button to join the meeting and make ThinkHub's superpower of contextual information integral to your session.

### **Seamless VC Switching**

Another problem that many people encounter in meeting rooms with a dedicated VC, such as Zoom Rooms and Teams Rooms, is that using a different platform, which we all have to do, can cause connectivity problems. Commonly, the camera, speaker or microphones need a configuration change when you swap platforms. But with all these platforms residing within ThinkHub, you can go from one platform to another and back again, and everything works seamlessly every time. Some organisations buy ThinkHub for their meeting rooms just for this one productivity benefit alone. ►



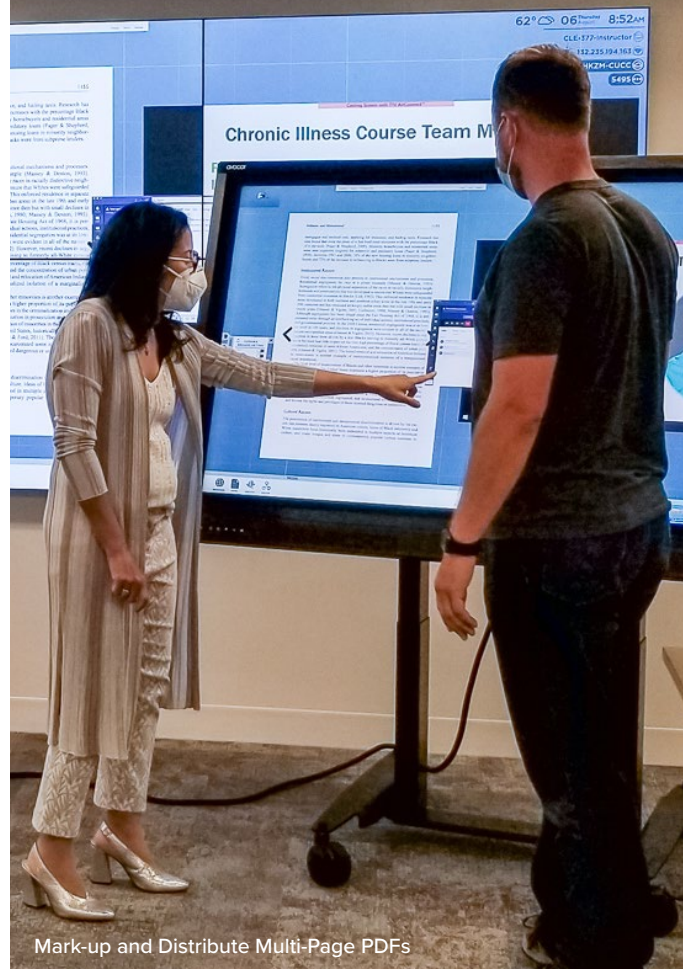
## Ad Hoc Creativity

Coming back to using ThinkHub as an immersive room for collaboration and innovation, it's not only digital devices that you can connect, wired or wirelessly. There is still tremendous power in enabling ad hoc creativity, by being able to pick up a pen and write on a dry erase board. Today, using special USB cameras, the content on those boards can be captured in a number of ways. Those cameras can also be connected directly to ThinkHub, enabling the capture of this content from breakout groups — sometimes in the same room or in separate breakout rooms. As groups generate their ideas, snapshots of their thinking can be captured at any time, allowing you to have a timeline of their development, which can be useful in many scenarios, including training, learning and development, ensuring compliance, etc. Those breakout spaces don't have to be dry erase boards either. They could equally be additional ThinkHubs that connect to the 'master' system via HDMI.

## More Connectivity Options

With ThinkHub Innovation Rooms in several locations, you can utilise ThinkHub's **MultiSite** and connect two or more room systems together so that identical content is being shown, generated, annotated, etc., in all locations. Remote users can still connect to a Multisite session too.

ThinkHub can also use additional non-touch screens — known as **Dock Screens** — onto which you can send any piece of content that you want to emphasise



or isolate and have on display for longer. Many organisations use a dock screen to show their VC call, so that the canvas is not taken up with this.

Using a laptop (not smartphone or tablet) **ThinkHub Cloud** allows you to prepare information in advance of going into a ThinkHub room. In the same way that a full ThinkHub room system allows you to gather together a wealth of digital media from different platforms, so does ThinkHub Cloud.

When you're ready, you wirelessly transfer — with full encryption — the pre-prepared content from your laptop to the ThinkHub room system. ►

## T1V Story

Every organization has a story to tell. Engage your audience with a fully-branded experience on T1V touchscreens. Share your brand's global impact with an interactive map and timeline or visually communicate your brand's product and services offering.





Visual Collaboration Makes Complex Innovations Easier to Understand



#### HYBRID

from cloud to room -  
connecting teams  
from anywhere



#### FLEXIBLE

supports total interoperability  
across software platforms



#### INTUITIVE

visual collaboration that's  
just easy



#### REAL-TIME

optimizing the moment for all  
teams and places

### The Indispensable Role of ThinkHub

It's almost impossible to convey the power to visual collaboration that ThinkHub provides in a written piece like this, but hopefully you now have the evidence you need for thinking differently about immersive rooms to power collaboration and innovation. These must be seen as different, as destination spaces, and not just bigger versions of standard meeting rooms.

Innovation requires ideas to flow, and for that you must have a visual collaboration platform that does away with the stop/start disruptions of traditional approaches, and instead provides the fluidity of engagement and contributions that are essential for successful innovation.

### What does ThinkHub cost?

Well, that depends on how many inputs you need, and how many screens you want your canvas to utilise and if using dock screens would be beneficial. If you're building a customer engagement centre, you might want to think about incorporating T1V's Story — a interactive alternative to slide decks for deep customer engagement through compelling storytelling.

The true cost to your innovation and collaboration is not the cost of ThinkHub, but the cost of not utilising a proper visual collaboration platform, like ThinkHub, in immersive spaces that must have something better than just VC. ■

## ABOUT DUNCAN PEBERDY



Since 2006, when Duncan worked with the University of Nottingham on collaboration solutions that were part of the Visual Learning Lab — a HEFCE Funded Center for Excellence in Teaching and Learning (CETL), Duncan has helped universities and colleges develop new ways of learning and teaching enabled by technology, including innovations with multiple display technologies to support new pedagogies.

In 2015 Duncan innovated the Digital Classroom Roadshow that took new active collaborative technologies and furniture on to university and college campuses across the UK and into Europe. These roadshows were ultimately responsible for hundreds of active collaborative classrooms being installed on campuses throughout the UK, and in the Netherlands and Ireland.

In 2018 the roadshows (and Duncan) became part of Jisc and was re-branded as The Sticky Campus Roadshow, with Duncan becoming Jisc's Senior Lead for Digital Learning Spaces.

When Covid struck and campus roadshows weren't possible, Duncan provided consultancy to Intel on developments in EdTech, before joining T1V in 2022 to spearhead their solutions for hybrid working and learning across Europe.

In 2023, Duncan joined POLAR, quickly developing collaborations with multiple manufacturers to jointly deliver best-in-class immersive environments for entrepreneurial learning in Higher Education, and Customer Experience Centres for commercial organisations.

Duncan has written two business books on meetings commissioned by Pearson, and self-published two books — with contributions from Higher Education experts in Pedagogy, Technology & Professional Services — on the use of digital technology for small group active collaborative learning.

## ABOUT POLAR

**POLAR**

POLAR is the UK's premier distributor of Workplace Technology solutions offering professional audio, immersive environments for entrepreneurial learning, room and resource management, audio visual, and equipment control solutions.

Founded in 1969, POLAR offer a comprehensive range of products, services and support that help organisations increase productivity whilst reducing costs. We offer technology solutions that help people communicate in the education, corporate and commercial sectors. From simple technology for a single person or small group of users, to collaboration platforms with the power to connect dispersed groups and individuals in multiple locations across the world.

Within education, POLAR's solutions empower schools to create a range of effective immersive and creative educational environments. Clear communication is the foundation for learning, enabling inclusivity and higher levels of engagement that enable successful learning outcomes.

Based in Burgess Hill, West Sussex, POLAR exclusively represents many audio, visual and workplace technology companies in the UK and Ireland and work directly with the approved specialist integrators who supply and support the education sector.

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