



whitepaper

## Science of Synergy

Your ideal 'Hybrid' meeting space

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Our Synergy Collaborative Tables are an integrated solution that improves the user experience through it's co-ordinated design, combining ergonomic furniture design with innovative technologies.

### Typical Current Practice

Using 'standard' desks and tables in meeting rooms or spaces is not always efficient or effective. Tables get rearranged, connections to audio visual equipment get damaged and PC's get re-positioned. If there is a problem with the AV or IT equipment, members of staff might not take it seriously and attempt to fix it themselves, potentially exacerbating the problem further.

Repositioning furniture and getting equipment working takes up valuable time before and during the meeting. Some people try to help, others get distracted by content on their smart phones and everyone has to wait for technical support to get the audio visual element working.

*Your business needs to be aware that this costs time and money!*

### 'Fit-for-purpose' Furniture

*Integrating technology effectively into purpose-built furniture that cannot be rearranged or re-configured by individuals, solves these problems. Whilst the tables are more expensive, the additional cabinets, wall mounts, project management and installation costs are no longer required and also there are no untidy cables trailing from the table, making it a safe environment for staff.*

*Your business will specifically improve control of data & connectivity common to both video conferencing and meetings.*

### Multi-purpose Rooms

SYNERGY solutions are suited to versatile office spaces and open plans that often have a multi-purpose use that promotes the frequent change to room layout.

The 'plug & play' installation (Power & Data connection) provides a consistent working environment regardless of change or temporary locations.

*Instant meeting spaces with consistent, easy to use technical furniture will deliver significant benefits to Your Business' agile working method.*

Technology continues to dismiss a relentless wave of new products that strive to improve meeting collaboration. SYNERGY tables have been designed to incorporate new technologies without any modification. A small adaptation is the most that is needed.

*Your business can benefit from being able to quickly incorporate new technologies that improve business performance.*

### User Connectivity

SYNERGY facilitates team-based interaction by providing a workspace that encourages people to share ideas and information seamlessly.

Given all of the above, meetings can now start on time, technology is more effective, resulting in not only saving time (time = money), but they make the whole experience of the meetings much more agreeable and give a better impression to both colleagues and clients. It's difficult to put a price on the value of this solution delivers but it has positive implications far above the additional cost of using ineffective furniture to equip meeting rooms.

*Your business can benefit from meeting room consistency, reliability, self-sufficiency and professionalism.*



Our expertise is in improving the productivity of meetings and delivering more effective participation. It is simply 'Fit-for-Purpose'.

We achieve this by designing furniture specifically for Audio Visual integration. The following outlines our design considerations for each element of a Synergy Collaborative Table...

### Synergy Table Design

The table shape has a major effect on the productivity of meetings. With a standard rectangular table there is a natural stand-off. A 'two-sides' scenario and if someone is sitting at the end of the table then they are positioned to take control in a divisive way.

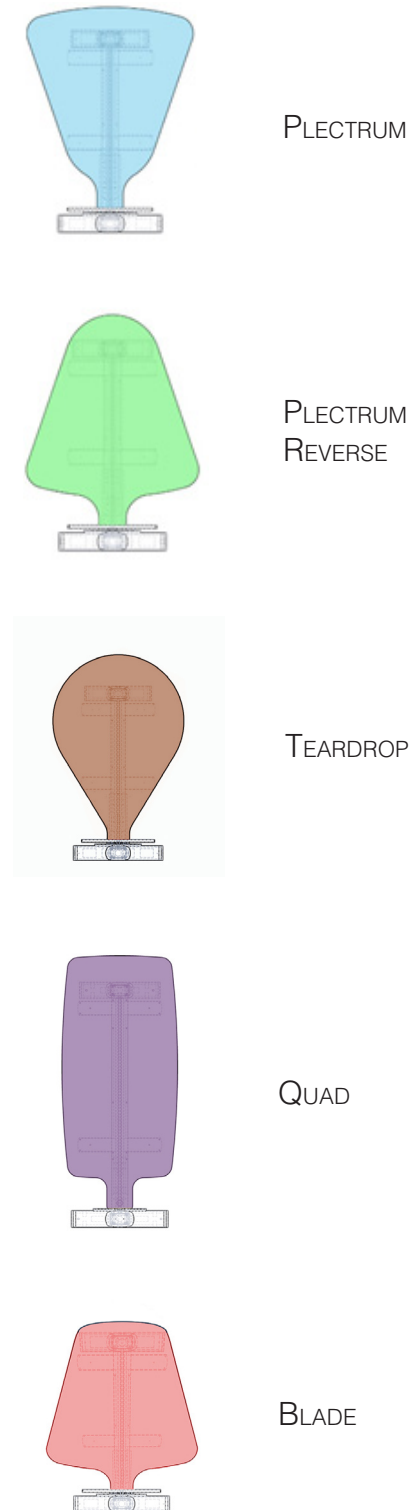
Each contributor needs to be naturally positioned to promote eye contact and engage with other contributors as discussion takes place. No one should be able to 'sit-out' of the debate.

The screen should be positioned to contribute when required and in the case of video conferencing, all contributors should be positioned to focus on the screen. In this case the camera should be able to focus on each individual around the table as they speak.

To achieve complete visibility of the screen around the table we use a plectrum/triangular table shape or a round table shape. There is research evidenced that productivity of meetings has been improved substantially and individuals have become more effective in their direct discussions/interactions when using this shaped table.

The height of the table also dictates the duration of the meeting space. The tables can be configured at 'bench height' with or without stools. The current trend towards 'standing' meetings automatically promotes 'short-stay' discussions.

It is becoming popular to have collaborative meeting tables within open plan offices where they are used for short meetings to get teams or groups together for briefings or clarification. These are also popular as 'drop-in' zones for visiting staff and promote 'agile' working methods.



### Synergy Screen / Monitor Design

The screen should be mounted at a comfortable distance from all contributors for ease of viewing in terms of height, size of screen and the content being displayed. The 'centre of screen' should be aligned with the contributor's eye level.

There is also an optimal distance that the nearest contributor should be positioned from the screen, the design of the table worktop caters for this. With the cost of screens reducing and their functionality constantly changing the average screen size today is 55". However larger 90" monitors have been installed.

### Synergy Connectivity Design

Each attendee of a meeting should be able to connect to the screen and take ownership of the display as part of their contribution to the discussion. This may be by the use of a touch screen or by connecting directly through cables or WiFi.

It should therefore be easy to switch user control of the screen to share the content and contribute to the discussion. This area has changed considerably with WiFi switching solutions that allow sharing of the screen across many contributors thus promoting collaborative working practice/joint development on a more BYOD basis.

### Synergy Seating

The posture and comfort of each contributor is a significant factor in promoting involvement in the meeting. This depends on the duration of a meeting (Some businesses promote 30min maximum to encourage meeting room sharing and utilisation that are in line with agile practices).

For full or half day executive meetings, a comfortable chair with arm rests is ideal to prevent contributors experiencing discomfort, which in turn creates distraction and reduced focus on the meeting content by shuffling around and even standing up to walk around.

Shorter meetings are more collaborative when the seating has castors that allow easy movement around the table, to help and discuss content on-demand. Typically, these chairs do not have arms as they restrict movement and proximity to fellow contributors. The seats are less comfortable as they are not required for endurance but more towards interaction. It is important that the table leg design does not inhibit the movement of contributors in this instance.

### Synergy Video Conferencing

If the meeting room is used for video conferencing, collaboration is achieved through interactions with the screen to one or many parties. This is achieved by having seating positions around the table allowing the camera to focus on the complete table and clearly display each individuals face.

The use of voice or activity sensitive camera's go one step further to enhancing the video experience and maximising the individual's contribution.

In this scenario a plectrum shaped table top will promote the focus for all contributors to the screen to again promote engagement.

*For more information on SYNERGY tables please get in touch with us today via [enquires@dalendesigns.co.uk](mailto:enquires@dalendesigns.co.uk).*



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