

# MAX TECH



## Tech upgrade at SATO NZ boasts a state-of-the-art mobile meeting room experience

**SATO New Zealand is the Kiwi wing of its global enterprise, specialising in supplying and supporting labelling, primary labels, shrink sleeves and wrap-around labels and data collection solutions.**

The company's operations extend beyond labelling to scanners, label printers, wireless networks, and software systems.

SATO NZ's new General Manager, Jurgen Gielen, discovered that the company didn't have a decent video conferencing system and needed an upgrade to make the meeting rooms more efficient and tech-savvy.

SATO is a global corporation with offices on almost all continents, and calls between their offices were integral to their operations.

The SATO NZ office has three meeting spaces in their building and a lot of outdated equipment that would often fail to deliver a great meeting experience.

### Results at a glance



#### Delivered a hi-tech solution

Made the meeting rooms technologically advanced, appear modern and impressed visitors.



#### Improved meeting experience

Wheel the mobile video conferencing system in all three meeting rooms and plug and play in minutes.



#### Boost efficiency and productivity

Reduced time in sorting technology, instead increased members' efficiency and general meetings' overall productivity.

*"We no longer have to plug in a laptop to hold a Teams meeting as the Rally Bar mini has Teams built in.*

*We can walk into the room and tap on the CommBox display screen to join Teams calls – it couldn't be any simpler."*

*Jurgen Gielen  
General Manager, SATO NZ*

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This included a number of old electronic whiteboards, an old TV with a tiny camera on it, and multiple speakers plugged in to handle the sound requirements.

One of their meeting rooms also had a ceiling-mounted projector and an electric projection screen.

SATO NZ contacted OfficeMax for a technology solution to upgrade their boardroom and reduce manual clutter for a hassle-free meeting experience.

## The Challenge

- Jurgen wanted a new video conference system with wireless screen-sharing capability.
- Replace their outdated electronic whiteboards, and bulky TV, with new equipment.
- Make the meeting rooms look dynamic, modern, advanced and presentable to visitors.

*"One added benefit is the CommBox display shows when the meeting room is booked"*

*Jurgen Gielen  
General Manager, SATO NZ*

## The Solution

An OfficeMax technology specialist visited SATO NZ, analysed the spaces, and recommended a mobile solution that would transform their meeting room experience.

### Commbox Interactive Touchscreen Display Panel with Logitech Rally Bar Mini:

The Commbox Interactive display panel mounted with the Logitech Rally Bar audio-video system streamlined the meeting process in the boardroom.



- Being mobile (on a stand), the Commbox can be moved across all three meeting rooms as required and used as plug-and-play in minutes.
- The Logitech Rally Bar Mini, with its built-in Teams software, allows Video Conference calls without the need for a computer, offers a huge improvement in meeting room sound, and provides high-definition video in the meeting room.
- The Commbox has an in-built whiteboard function, reducing the need for an extra whiteboard in the room. The notes could also be shared with everyone digitally while in the meeting.
- The ability to wirelessly share content from any device, including Windows laptops and cell phones, to the Commbox without worrying about looking for a compatible cable was something Jurgen wanted.

*"It has made a huge difference to the quality of our meetings and portrays a modern image to our visitors."*

*Jurgen Gielen  
General Manager, SATO NZ*

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## The Results

These solutions resulted in a massive improvement in their video conference system and a seamless experience in holding meetings for all their rooms.

- The modern state-of-the-art system and sleek design impressed the visitors.
- Opting for a mobile solution enabled SATO to get rid of all their obsolete equipment, reducing clutter and regaining space in their meeting rooms.
- SATO staff actively participate in international Teams meetings being able to be seen as well as heard and no longer have to squint or crowd around a tiny camera and mic.



**Would this solution be a good fit for your business?  
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