

The Missing Link in Presentation Technology

Written by Bob Snyder
01 December 2017

It took an end user to spot what AV has missed in its quest to bring presentations into the mobile era... Founders Hans Romaen and Peter Ryckaert share their vision for Crowdbeamer's future._

It may look like one of a number of the popular many-to-1 meeting room boxes, but it's not.



Crowdbeamer is a new species, a missing link* that plays well with the industry's other presentation systems like the many-to-1s (*Barco's ClickShare*, comes to mind), but a new species nonetheless.

Co-founder Hans Romaen runs an event and conference company in Belgium. He's a typical client for AV equipment, someone who pulls together all of the logistics for meetings and special events such as a company anniversary, the inauguration of a new location or business, a new business unit, a new product line or just a springboard for sales growth.

Romaen noticed one consistent failing from conferences. In an era crying out for interactivity, the audiences were constantly told copies of the presentation would be available at the end of the conference.

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Delegates would sit and watch the important presentations, take separate notes and later have to chase the copies that might be posted on internet web sites or in the organizer's Dropbox.

Romaen's research showed that delegates—after a conference had finished—had less interest in interaction. In fact, 50% would never bother to look at the belated copies of the presentation. Fifty-percent...

Together with co-founder Peter Ryckaert, Romaen came up with an idea: **If the industry didn't have the product to turn these conferences into more content-driven interactive sessions, then he and Ryckaert would have to invent one.**

That was the birth of Crowdbeamer, the first in a species of "one-to-many" but not the last in the evolution.

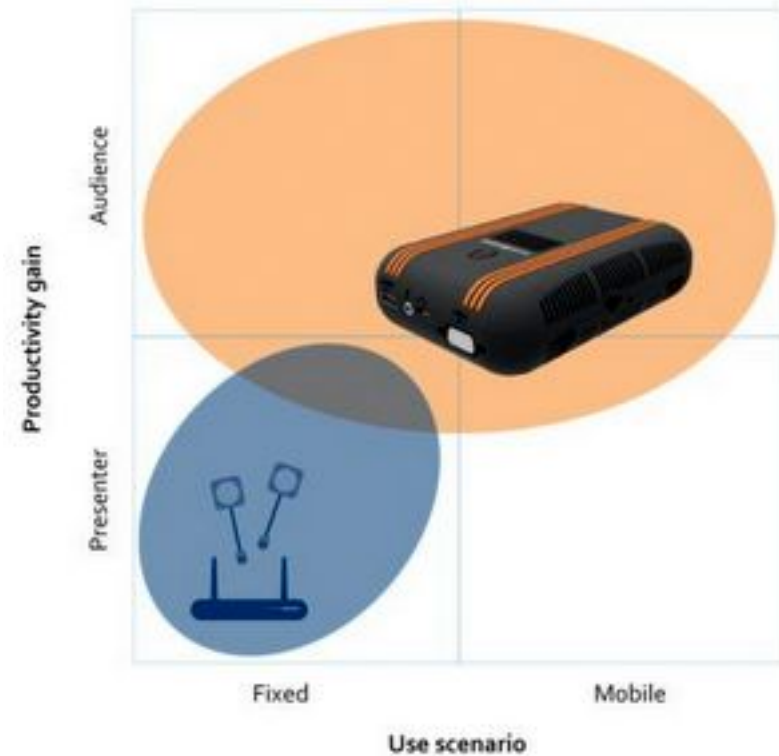
This portable, battery-operated Crowdbeamer technology allows any conference or meeting presenter to share any digital content on-the-spot & in real-time with any person in the audience having a mobile device at hand.

Crowdbeamer works in any meeting environment, doesn't need the internet or wi-fi and delivers all content in real-time on the attendee's smartphone, notebook or tablet, despite various operating systems.

It lets the meeting presenter go anywhere (mobile footprint and battery-powered) and eliminates the work of sending out presentation copies in advance. There's no need for costly print-outs and none of the on-site frustration with compatibility (beamers/interactive whiteboards). The presenter can (at ease) make last minute changes to the presentation and know the audience will get exactly what is on the presenter's screen..

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