

Video Conferencing

Everything You Need to Know About Video Conferencing



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From [managing remote teams](#) to closing business deals overseas, video conferencing has become a critical need for businesses of all sizes and functions. This means that successful firms and agencies will need to provide their clients and employees a suitable solution for high-quality video conferencing, which is the pinnacle of [remote work](#) and communications.

[Meet the Top-Rated 360° Meeting Owl Conference Camera! See It In Action](#)



No longer do companies have to subject their clients or employees to subpar interactions. With HD video streaming and clear, noise-reducing audio, the best [video conferencing tech](#) can transform your business operations by bringing an in-person experience to your digital meetings.

Video Conferencing Definition

Video conferencing is a meeting with two or more participants who are participating from different locations. They use a computer connection, audio, and video to connect. Video conferencing can be used for team meetings, webinars, product demos, job interviews, and more.



The main purpose of video conferencing is to help people connect, regardless of where they're located. For a successful video conference, you need a few tools.

What Equipment Is Needed for Video Conferencing?

Here are some of the most commonly used [video conferencing technology](#):

1. Displays: laptop, desktop monitor, television screen
2. Microphones and cameras: built-in microphones and webcams, USB microphones and webcams
3. Speakers: built-in computer speaker, external speaker, VoIP (voice over IP) conferencing phone
4. Internet Connection: WiFi, ethernet
5. Video Conferencing Software: video conferencing tools and apps

Types of Video Conferencing Systems

Depending on your needs, there are different types of video conferencing systems you can choose from.

1. Telepresence Video Conferencing System: Multiple screens or monitors are used to make everyone feel like they're joining the meeting in person.
2. Desktop Video Conferencing System: All the conferencing hardware and software is built-in to a computer or laptop.
3. Room-Based Video Conferencing: The video conferencing technology is built-in to the room itself.

No matter which type of video conferencing you choose, there are numerous use cases for video conferencing technology. It helps you connect with colleagues, clients, and prospective employees.

Top Uses for Video Conferencing Technology

1. Team Meetings
2. Webinars
3. Product Demos
4. One-on-One Training and Support
5. Job Interviews

1. Team Meetings

Tired of being left out, talked over, or misheard during digital meetings? The basic video conference call experience isn't suitable for a productive business meeting environment. One forward-facing camera cannot capture an entire conference room full of people.

A standard microphone will also fail to produce loud and clear audio on the receiving end of the conversation. Your team's time is too important to have to repeat themselves constantly. The information being discussed in meetings is too important to risk questionable sound quality from generating a misunderstanding. Your remote folks deserve the same experience as your in-office team, so give it to them!

A [360-degree video conferencing device](#) with high-resolution cameras and high-quality audio recording equipment can instantly upgrade your team's digital meetings and equalize the playing field for remote and in-person teammates alike.



2. Webinars

The entire premise of a webinar requires high-quality visual and audio input. Your viewers are watching because they need the information you have. If your video doesn't support the sharing of HD visuals or doesn't sufficiently capture the room you are in, then your watchers become listeners.

If your audience wanted to listen to information, they would have just selected a podcast on the topic. Likewise, if your participants can't understand what you are saying, you're restricting your approach towards engaging with your viewers.

When you take the audio aspect away from your presentation, you enter a vast pool of competing visual and audio-visual content. To provide a complete AV experience to your webinar participants, you need to be equipped with the right set of equipment, or you risk missing out on potential leads or current clients.

3. Product Demos

Every aspect of your company is represented in your products. Just think about all of the brainstorming sessions, design work, and manufacturing hours that have been spent to launch your merchandise.

Now imagine that a [sales pitch](#) flopped, and all of that hard work was for naught because you didn't have the proper video conferencing equipment to truly capture the full detail of your product. This scalable solution will also save your business money if virtual demos can replace costly onsite visits (or at least partially replace.)

4. One-on-One Training and Support

conducts can either be choppy and unproductive, or as seamless and efficient as an in-person meeting.

The difference lies within the video conferencing technology you invest in. Unless you have high-quality video conferencing equipment, your company won't be able to provide a top-notch 24/7, anytime, anywhere communication stream between teams and customers. You will also widen your applicant pool for support representatives by offering remote roles that can be done from anywhere.

5. Job Interviews

The typical hiring process can be laborious. Each day you go without your new hire, you're not only missing out on that position's productivity, but you're missing out on the productivity of any interviewers involved in the hiring process.

High-quality, instant communication solutions, like video conferencing tools and tech, allow both current team members and potential new hires to quickly conduct an efficient yet substantial interview. Companies with remote capabilities hire new talent **33% faster** than companies without remote flexibility.

Not only will remote meetings be convenient, but through the use of video conferencing tech, interviewers will be able to obtain key visual cues from the interview that offer the same insights as an in-person interview.

Best Video Conferencing Software

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more connected (in our case, via our [360° video conferencing camera](#)), and so we must understand which software solutions support our customers best.

Here is an overview of the best video conferencing software with a breakdown of features our customers care about the most.

	 ZOOM.US	 MEET.GOOGLE.COM	 GOTOMEETING.COM	 BLUEJEANS.COM	 WEBEX.COM	 SKYPE.COM/EN/BUSINESS
	PERFORMANCE RATINGS					
	Overall Rating <small>(G2crowd)</small>	4.5 STARS <small>(3,031 reviews)</small>	4.3 STARS <small>(223 reviews)</small>	4.2 STARS <small>(3,549 reviews)</small>	4.2 STARS <small>(157 reviews)</small>	4.1 STARS <small>(2,596 reviews)</small>
	Performance & Reliability Rating <small>(G2crowd)</small>	91% <small>(2,263 reviews)</small>	87% <small>(98 reviews)</small>	85% <small>(2,637 reviews)</small>	82% <small>(129 reviews)</small>	86% <small>(1,944 reviews)</small>
	BASIC FUNCTIONS					
	Supports Large Interactive Meetings <small>(over 50 people)</small>	✓	✗	✓	✓	✓
	Supports Streaming/ Webinar Events <small>(over 500 people)</small>	✓	✗	✓	✓	✓
	Includes Analytics Portal	✓	✗	✓	✓	✓
	Presents in Widescreen	✓	✓	✓ <small>Default in 4:3, Supports Widescreen</small>	✓	✓ <small>Default in 4:3, Supports Widescreen</small>
	FEATURES					
	Room Software with One-Touch Join	✓	✗	✓	✓	✗
	Record Video Meetings	✓	✓	✓	✓	✓
	Screenshare	✓	✓	✓	✓	✓
	Whiteboard/Annotation	✓	✓ <small>Mac Only</small>	✓	✗	✓
	Social Media Streaming <small>(YouTube Live, Facebook Live, etc.)</small>	✓	✗	✗	✓	✗
	INTEGRATIONS					
	Connect to Legacy Video Systems	✓	✗	✓	✓	✗
	Calendar Integration <small>(Exchange/Google/etc.)</small>	✓	✓	✓	✓	✓
	Telephone Dial-In	✓	✓	✓	✓	✓
	Slack Integration	✓	✗	✓	✓	✗
	OTHER					
	Host Meeting on Company's Local Server	✓	✗	✗	✓	✓
	No Download/ Browser-Based Meetings	✓	✓	✓	✓	✗
	AVAILABILITY / PRICING					
	Free Trial vs. Freemium	FREEMIUM	FREEMIUM	FREE TRIAL	FREE TRIAL	FREE TRIAL

Video Conferencing Tutorials

The State of Video Conferencing report found that 50% of video conference participants [waste nearly 10 minutes setting up their meetings](#). This is valuable productivity time that's being wasted. Setting up a video conference call, interview, or phone meeting doesn't have to be that hard. When it is, though, it feels a little something like this:



Stop wasting time fumbling with technology and help yourself and your team. Use these tutorials to learn how to run your own video conferences and use technology without calling IT in a panic.

1. [How To Use Zoom](#)
2. [How To Set Up The Meeting Owl](#)
3. [How To Start A Conference Call With Skype For Business](#)
4. [How To Use Google Hangouts](#)
5. [How To Use Google Slides](#)
6. [How To Set Up Video Lighting](#)
7. [How To Record Your Screen \[Mac\]](#)



When it comes to technology, it's easy to say "I'm terrible at tech" or "I'm not tech-savvy, someone else can do it." But what happens the day that your techie coworker is out sick and you have to handle the call? Or you are at home without access to IT? Start learning how to be your own tech genius with these video conferencing tutorials.

Technology is meant to help your business propel further, faster. That's exactly what [Meeting Owl Pro](#) aims to do. Elevate your business' collaborations with an elite video conferencing experience through the Meeting Owl Pro today!

[Learn More About the Meeting Owl →](#)

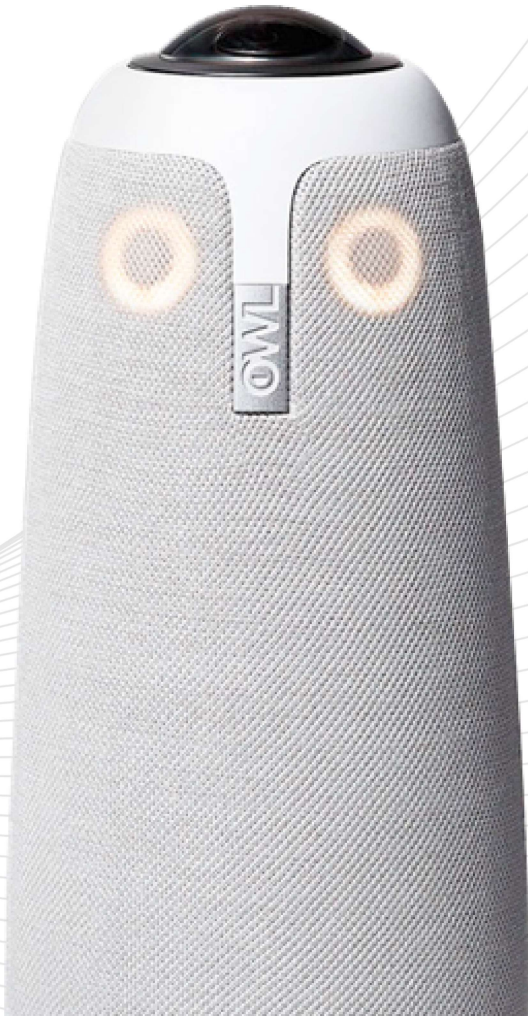
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