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Logitech Enables Microsoft Copilot in Teams Rooms: Boosting Productivity and Engagement with Next-Generation AI Technology

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The modern workplace is awash in meetings, driven by a need to exchange information, collaborate, make decisions, and establish accountability. However, the volume of meetings has increased dramatically since 2020, largely due to the increase in hybrid working arrangements, under which workers and teams often work from disparate locations, necessitating video conferencing solutions to bring stakeholders together. Indeed, the Harvard Business Review found that there were 60% more remote meetings per employee in 2022 than in 2020, a change of an average of five to eight meetings per week per employee.

Many companies have adopted flexible work. A March 2024 Forbes article indicates that 83% of US workers consider flexible work important, and flexible location is crucial to 74%. Furthermore, research conducted for Robert Half's Demand for Skilled Talent report found that 78% of respondents said they prefer flexible work arrangements to save time and money on commuting, and 61% said they can more easily accommodate personal commitments with a hybrid work arrangement.

According to Robert Half survey data, workplaces are responding. The survey found that in the first quarter of 2024, hybrid work postings accounted for 18% of roles, compared with 9% during the same period the prior year, while remote job listings accounted for just 8% and 7% of listings during Q1 2024 and Q1 2023, respectively. It's clear that hybrid working arrangements are not a passing fad.

As organizations have welcomed back workers into their offices, hybrid meetings have become commonplace. This arrangement, in which some participants are located within a physical meeting space while others are connected remotely, has introduced additional complexity around audio volume and clarity, video framing, and participant equity.

When any of these issues are not optimized, meeting attendees' ability to focus and engage is often negatively impacted, and as such, critical organizational and operational information shared within these meetings can be lost in the shuffle. Moreover, according to recent research from Microsoft, inefficient meetings are the number one barrier to productivity, with 68% of employees indicating they don't have enough uninterrupted focus time during the workday, and up to one-third of meetings are likely unnecessary. These issues negatively impact productivity and engagement, costing hundreds of billions of dollars, and can cause employees to disengage during meetings.

That's why vendors are increasingly leveraging artificial intelligence (AI) to help address these challenges. According to 2024 Futurum Intelligence data, revenue from AI-driven video and audio analytics will reach \$11.1 billion annually by 2029. Innovative solutions from Microsoft and Logitech are helping IT departments and workers improve meeting inclusion, participant engagement, and overall meeting productivity.

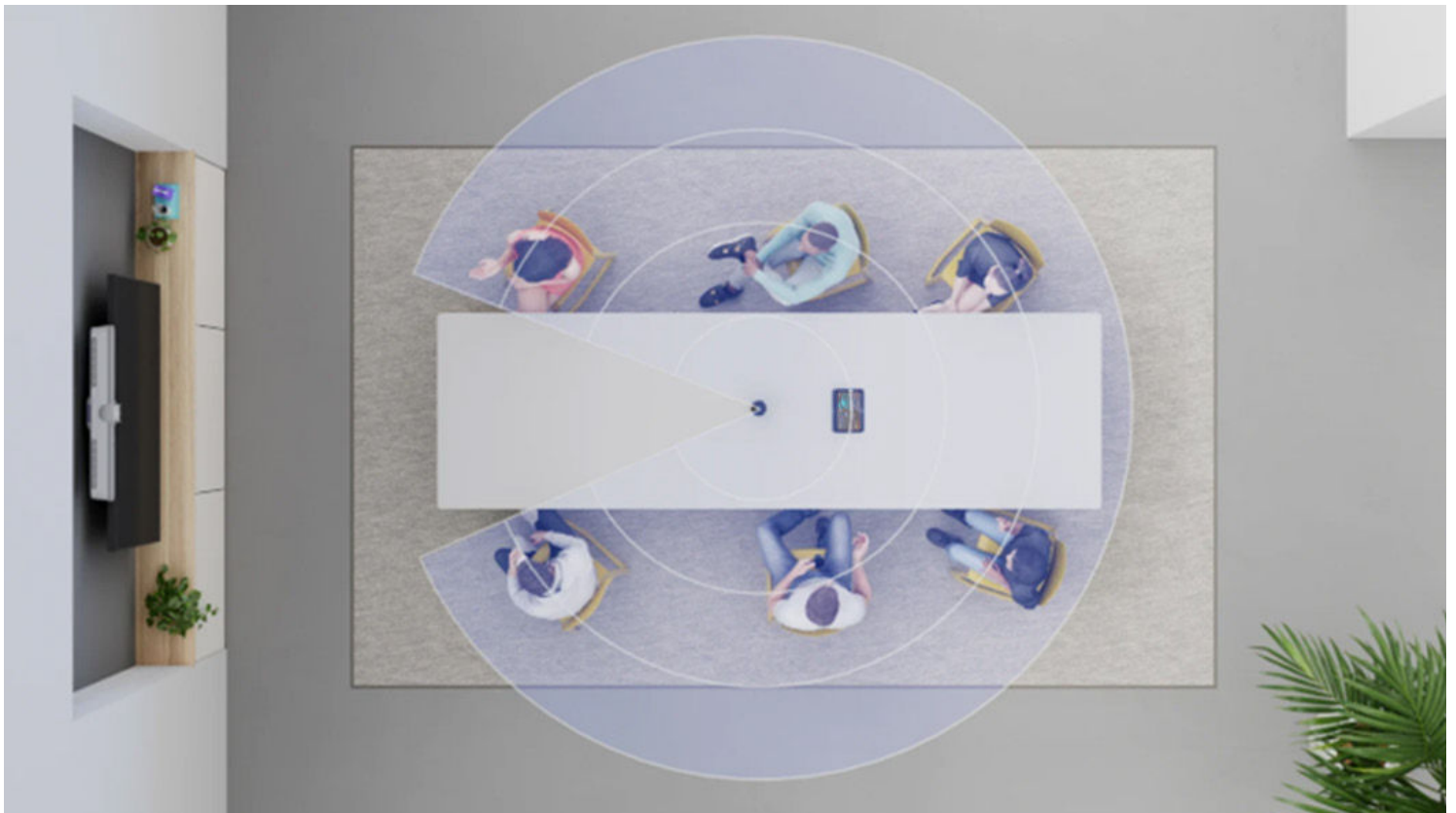
Create Effective Meeting Spaces with Copilot and Teams

Microsoft has been among the leading vendors incorporating generative artificial intelligence across its product portfolio via Copilot. This functionality is being extended into its M365 collaboration suite. Microsoft Copilot in Teams has been designed to enhance the participant experience and drive additional productivity during and after the meeting.

For example, a key challenge workers face is being double-booked for a meeting or having meetings scheduled back-to-back. Sometimes, attending the meeting at the scheduled start time is impossible, so Copilot in Teams allows individuals to catch up on meetings they may have missed or joined late using meeting recaps and insights generated by Copilot. This feature captures details from the meeting, prepares a summary, and surfaces key insights.

This function is enabled in a Teams Room on Windows through a feature called Intelligent Speakers for all Rooms and Devices. Instead of providing Copilot a transcript with generic speaker labels, this feature can identify individual speakers, enabling live attributed transcriptions for all participants. Armed with this knowledge, Copilot can provide better meeting summaries and action plans.

Leveraging Logitech's RightSound 2 technology, which handles active noise cancellation, automatic gain control, echo suppression, and other AI-based audio improvement techniques, combined with advanced microphones that incorporate beamforming technology that minimizes background noise and reverb, ensures the accurate capture of every word spoken. Logitech's audio enhancement features maximize the impact of Copilot's AI-powered features. Support for more accurate content capture via Copilot and AI is now in public preview on Microsoft Teams Rooms on Windows.



Powerful AI-based Technology Integration to Support Participant Engagement and Inclusion

The effectiveness of a meeting is closely tied to whether all participants can engage with the presented content, other meeting participants, and the meeting leaders. This can only occur if all participants can be heard and seen clearly, regardless of whether they are in the meeting room or remote. Logitech incorporates several features designed to maximize the meeting experience for all attendees.

For example, background noise, echo, and reverberation can make it difficult for participants to hear each other. Logitech has industry-leading AI-based audio features to reduce noise and reverb from hard surfaces. This is called RightSound 2. Along with beam-forming mics deployed across its video bars, the resulting superior audio quality lends itself well to Microsoft's cloud-based, AI-powered speaker recognition and attribution features, which can be used for capturing meeting summaries and insights.

RightSight 2 technology ensures optimal camera framing, ensuring all participants are seen clearly. It leverages AI to pinpoint the audio source direction and identify the active speaker. RightSound 2's algorithms can also filter out non-voice noises like fans, keyboards, and mouse clicks, remove voice duplications from Rally Bar speakers, and reduce reverberation from rooms with echoes.

Logitech's RightSound 2 also has AI speech detection, which incorporates algorithms trained on more than 20,000 distinct voices so RightSound 2 can precisely differentiate undesirable noise from human speech.

Logitech's cameras also support the standard viewing options of active speaker view, room view, and composite view, but with Logitech Sight, the experience can be transformed for medium and large rooms by adding a camera to the center of the table.





Certified by Microsoft as an Intelligent Camera Logitech Sight, paired with Rally Bar or Rally Bar Mini, offers a front-and-center view, ensuring remote participants get an up-close view of table discussions with a wider room view for additional context. Additionally, with Sub-Tiling, Logitech Sight can frame more individuals within Microsoft's composite view for even greater in-room representation.

Teams-certified peripherals like MeetUp and Rally Cameras connected to a certified Microsoft Teams Room on a Windows computer with a Microsoft Teams Rooms Pro license also support participants receiving their own individual frames during the meeting through Cloud IntelliFrame. This is particularly important for customers with a large installation base of such devices who are not yet ready to upgrade.

Later this year, Logitech will support Multi-Stream, an Intelligent Camera mode that allows a Teams Room system to send multiple video streams from a single device. This will enable a close-up view of the multiple room participants with a separate contextual view of the meeting space, as well as support simultaneous content sharing, further enhancing remote collaboration and engagement.





Supporting Collaboration Investments and Customer Choice

A key consideration for IT teams is maximizing the performance of their technology investments while equipping users with the modern features and functions required to support efficient and productive meetings. Logitech's comprehensive portfolio uniquely supports both Teams Rooms on Windows and on Android deployment modes in the same device. This ensures that Logitech's existing customers are well served. Regardless of platform choice or where a customer may be on their technology journey, they can rest easy knowing that their technology investments will continue to deliver value.

For Logitech's customers, Copilot in Teams Rooms is now available on Windows and Android. In Teams Rooms on Windows, through Speaker Recognition and Attribution, Copilot becomes more useful because it knows specifically who said what in a meeting room. In contrast, on Teams Rooms on Android, Copilot cannot distinguish between speakers in the same room.

Therefore, Teams Rooms on Windows is best suited for those seeking the most cutting-edge functionality, whereas Teams Rooms on Android is a solution for customers seeking simplicity of deployment and management. Logitech is in a unique position to provide Android customers with the ability to switch to Windows without changing their hardware, if Copilot is a key driver.





Supporting Innovation and an Open Ecosystem to Improve Meeting Effectiveness

Copilot addresses the friction and productivity issues that have impacted meeting effectiveness, particularly in hybrid situations with a mix of in-person and remote participants. Logitech's unique technology features further enhance the functionality of Copilot within Teams, leveraging AI within its devices to improve meeting effectiveness, addressing the challenges of information overload and disengagement. By integrating seamlessly with Logitech's advanced audio and video technologies, Copilot empowers a more productive and inclusive meeting experience for everyone.

Most importantly, Logitech's commitment to open hardware and OS compatibility ensures that customers' Teams Rooms remain relevant and adaptable. Logitech stands out by offering a comprehensive portfolio of solutions for Teams Rooms, catering to both Windows and Android environments. This ensures that existing customers are well supported regardless of their current platform or evolving technology needs.



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