



Spectrio?s New Zoom Rooms Integration Puts Idle Meeting Room Screens to Use As Powerful Workplace Communications Tools

May 22, 2024

May 22, 2024 - PRESSADVANTAGE -

New Zoom Rooms Integration With Spectrio?s Enplug CMS Software Allows Collaboration Screens to Double up As Digital Signs

TAMPA - Workplace meeting screens that sit idle when not being used for Zoom-powered collaboration sessions can now be put to work as powerful business communicators, using a new Zoom Rooms software integration developed by the digital signage software and solutions firm Spectrio.

The software toolset allows organizations to turn blank screens into dynamic information hubs, seamlessly switching to captivating visuals, company news, and announcements when Zoom Rooms displays are not in active use.

To use the new Spectrio feature, Zoom users just add the app-like integration ? called Enplug for Zoom Rooms ? to their Zoom Rooms account. They can then plan, prepare, and set Zoom Rooms to roll over to Enplug-powered messaging between active sessions.

Enplug is Spectrio's primary content management toolkit for delivering experiences in workplaces and other environments.

"Businesses want to get the most out of their technology investments, and they know the screens they use in workplaces for video collaboration have down periods when they're just blank sheets of expensive digital wallpaper," says Christian Armstrong, Director of Business Development of Spectrio. "Enplug for Zoom Rooms allows users to optimize the investment by turning these screens into digital signs – pushing out relevant content that connects with and engages employees."

The content mix can vary from meeting schedules, company announcements, and KPI dashboards to employee recognition notices and broader information about news and advances in the company and its operating sectors.

"There is a wealth of valid research out there that confirms how effective workplace communications boost both employee engagement and productivity, so it only makes sense to use every tool at hand to distribute messaging," adds Christian Armstrong. "If businesses have an easy way to add to their business messaging processes using something like Spectrio and Zoom Rooms, why wouldn't they?"

This transformation of workplace screens into information-rich displays is part of a larger trend where companies are rethinking how space and technology are utilized to improve operational efficiency and communication. By combining Spectrio's Enplug with Zoom Rooms, businesses can ensure that these screens contribute to a more vibrant, informed, and connected workplace.

In addition, the flexibility offered by this integration means that content can be updated in real-time, allowing for immediate communication of urgent messages or updates. This can be particularly useful in scenarios where timely dissemination of information is critical, such as changes in meeting times, emergency alerts, or significant corporate announcements.

As workplaces continue to evolve, the ability to seamlessly integrate advanced technologies like Zoom and Spectrio's Enplug will be crucial. This integration not only enhances the aesthetic appeal of the workplace but also plays a critical role in building a culture of transparency and responsiveness.

To use the integration, end-users need a Zoom Rooms license, and a Zoom Rooms configured location is required in order to display Enplug content in a Zoom Room. One Enplug license is required per screen.

Getting started is simple – create a Zoom Room, set it to Digital Signage, and tie in with a content display group created within Spectrio's Enplug content management platform. To learn how to get more out of the

workplace?s Zoom hardware, visit <https://www.spectrio.com/> or call 800-584-4653.

About Spectrio

Founded in 2002 and headquartered in Tampa, Spectrio is a trusted provider of comprehensive digital signage systems. The company empowers businesses to transform their locations into dynamic destinations for customers and employees through innovative digital experiences. Serving over 150,000 franchise and enterprise locations across various industries, Spectrio offers a range of systems, including digital signage, overhead music, on-hold messaging, and Wi-Fi marketing.

###

For more information about Spectrio, contact the company here: Spectrio Amanda Gibson, Director of Marketing (813) 367-9082 amanda.gibson@spectrio.com 7624 Bald Cypress Place, Tampa FL 33614

Spectrio

Spectrio is a full service technology-enabled marketing solutions provider specializing in customer engagement.

Website: <https://www.spectrio.com/>

Email: amanda.gibson@spectrio.com

Phone: (813) 367-9082



Powered by [PressAdvantage.com](https://www.pressadvantage.com)