

APPLYING BROADCAST WORKFLOWS TO THE MODERN WORKPLACE

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As hybrid work becomes embedded across enterprise environments, the expectations placed on workplace AV systems are changing rapidly. Meeting rooms are no longer designed solely for video conferencing or presentations. Instead, they are being asked to support a wide range of communication formats, from small group collaboration to company-wide town halls and recorded content.

For integrators and AV professionals, this shift requires a move away from designing isolated, room-based systems toward building flexible environments that can handle multiple use cases without increasing operational complexity. Increasingly, this is leading to the adoption of workflows and design principles drawn from broadcast and live production.

Rethinking Signal Flow and Space Design

At a system level, one of the most significant changes is the move away from fixed signal paths. Traditional meeting room AV is typically built around a small number of inputs routed through a switcher to one or two displays. While this works well for basic use, it becomes limiting when additional sources such as multiple cameras, remote feeds, or dynamic content need to be incorporated.

Broadcast-style architectures offer a more flexible approach. By moving toward network-based signal distribution and software-defined routing, integrators can design systems that support multiple simultaneous inputs and outputs. This allows spaces to handle more complex scenarios, such as switching between presenters, integrating remote contributors, or distributing content to overflow areas and streaming platforms. The result is an environment that can scale from

a standard meeting to a high-impact communication event without requiring a complete system change.

This flexibility becomes particularly important when designing multi-use spaces. In many corporate environments, a single room may be expected to support daily meetings, internal presentations, leadership broadcasts, and recorded sessions. Rather than deploying separate systems, the focus is shifting toward layered designs that can adapt to different modes of operation.

In practice, this often involves combining PTZ camera systems with preset recall, beamforming microphone arrays supported by DSP processing, and configurable lighting that works for both in-room visibility and on-camera quality. Control systems play a critical role here, providing users with simple interfaces that allow them to switch between predefined scenarios without needing technical expertise. The objective is to deliver production capability when required, while maintaining simplicity for everyday use.

Integrating Production Workflows into Corporate AV

As expectations for internal communication continue to rise, there is increasing demand for higher production values. Employees are accustomed to consuming high-quality media, and this is influencing how they engage with internal content. In response, organisations are beginning to incorporate production tools such as video switchers, graphics engines, and streaming encoders into workplace environments.

The challenge for integrators is to integrate these capabilities without introducing unnecessary complexity. Systems need to be designed so that core production functions are pre-configured and accessible through simplified interfaces, while still allowing more advanced control when needed. This balance is critical; systems that are too complex risk being underutilised, while overly simplified systems may



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not deliver the required impact for key communications.

Hybrid workflows add another layer of complexity, particularly in maintaining consistency between in-room and remote participants. Issues such as uneven audio coverage, poor camera framing, and latency between sources can significantly affect the quality of interaction. Addressing these challenges requires careful attention to system design rather than simply adding more equipment.

Audio systems, for example, need to be engineered with consistent coverage and level management in mind, often relying on DSP to normalise inputs and reduce noise. Camera placement must support natural eye-lines and clear framing, while network infrastructure must be capable of supporting low-latency transmission to ensure real-time interaction. Synchronisation between audio and video paths is also essential to avoid perceptual mismatches that can disrupt communication.

IP Infrastructure and Operational Simplicity

Underlying many of these developments is the shift toward IP-based AV architec-

tures. Compared to traditional hardware-centric systems, IP-based approaches offer greater flexibility in routing and scalability across multiple spaces. They also enable closer integration with IT infrastructure, which is increasingly important in enterprise environments.

However, this convergence of AV and IT introduces new considerations. Network design, bandwidth management, and security all become critical factors in system performance. Integrators need to work more closely with IT teams to ensure that AV systems are not only functional but also aligned with broader organisational requirements. This is particularly relevant in larger deployments, where systems may need to operate across multiple floors, buildings, or even locations.

At the same time, there is an ongoing need to balance system capability with operational simplicity. Even the most advanced AV environment will fail if us-

ers are unable to operate it effectively. Successful deployments tend to follow a layered approach, where everyday functions are straightforward and accessible, while more advanced features are available when required. Pre-configured modes and standardised workflows can help ensure consistency, particularly in organisations with multiple spaces or sites.

In fast-scaling markets such as India and the wider SAARC region, these considerations are often combined with additional constraints around cost and standardisation. Modular system designs allow organisations to start with core functionality and expand over time, while repeatable architectures help maintain consistency across multiple deployments. Training also becomes an important factor, ensuring that in-house teams can manage and operate systems without relying heavily on external support.

What is becoming clear is that the

boundary between corporate AV and live production is continuing to narrow. Workplace environments are increasingly expected to deliver the same clarity, flexibility, and impact as professional production spaces, while still supporting everyday collaboration.

For AV professionals, this represents an opportunity to apply established production workflows in new contexts. By focusing on flexible architectures, well-designed signal flows, and user-centric operation, it is possible to create environments that not only meet current requirements but are also capable of evolving alongside changing communication needs.

In this sense, the future of workplace AV is not defined by individual technologies, but by how effectively systems are designed to support a range of interactions, whether that is a small team meeting, a hybrid workshop, or a large-scale corporate broadcast.