


 Jabra GN

## Uber Has Deployed 850+ Zoom Rooms with PanaCast for Intelligent, Real-Time Video Communications

How many times have you heard someone say “I Ubered there?” This verb is testament to Uber’s rising prevalence and the company’s position as a leader in the ridesharing economy. Just like the ideal Uber ride, a video call should be easy and efficient, should enhance productivity and should leverage the latest in cutting edge video collaboration technology.

Uber has deployed more than 850 PanaCast camera systems worldwide over the course of the past 2 years. Their technical team began working closely with Altia Systems / PanaCast’s sales and engineering teams in September 2016. Uber was growing at a rapid pace and the need for ZoomRooms – the selected video conferencing service - was multiplying.

The PanaCast team worked closely with Ravi Sharma, Uber’s Head of Collaboration and AV Services. Sharma joined Uber to lead their AV 2.0 effort. Responsible for connecting thousands of Uber global sites via cloud collaboration technologies, Sharma built a task force dedicated to that single mission.

Under his leadership, the team has revolutionized how Uber collaborates via video, offering a premier user experience while simultaneously reducing cost and enhancing remote manageability, for all 15,000+ Uber employees in 400+ offices.

First, the team conducted deep analysis of users’ needs and selected solution components which would deliver an outstanding, immersive, easy-to-use experience. This included Zoom as the preferred VC cloud services provider and PanaCast as the preferred device to provide Panoramic-4K quality video with a 180° immersive experience.

### Company

Organization: Uber  
 Website: [www.uber.com](http://www.uber.com)  
 Country: USA

### Profile

Uber is a transportation network company headquartered in San Francisco, California. Uber offers services including peer-to-peer ridesharing, ride service hailing, food delivery, and a bicycle-sharing system. The company has operations in 785 metropolitan areas worldwide.

**“When people walk into a conference room, they don’t want to struggle with the technology - they want it to just work. PanaCast provides that while significantly enhancing employee productivity. That’s why we’ve deployed hundreds of PanaCast devices across Uber’s conference rooms globally.”**

Ravi Sharma, Head of Collaboration and AV Service at Uber


 Uber



He loves the fact that PanaCast offers full coverage of a conference room and a full 180° view. “Full room coverage is the biggest thing in real estate,” he states. “You have 5 chairs per huddle room. If 2 are not in the camera’s field of view, those 2 chairs are not usable and you’ve lost those seats at the table – literally.”

Sharma recognizes that PanaCast has saved the company money on what would otherwise be lost real estate. “PanaCast has significantly improved the productivity of our employees,” Sharma attests. “This is why we’ve standardized on PanaCast. The devices are now being used in about 850 collaboration rooms and spaces in Uber offices around the world.”

Finally, Uber took an early lead in integrating Intelligent Vision capabilities - such as Intelligent Zoom and PanaCast Vivid - into the solution. This helped optimize users’ experience by replacing the need for manual adjustments using remote control devices for traditional PTZ cameras with autonomous intelligent technology.

“When employees previously walked into conference rooms, they had to figure out how to zoom into the right part of the room. It was hugely disruptive. Now, with PanaCast’s Intelligent Zoom feature, I walk into a room and wherever I sit, the camera knows where I am and frames me right away. What was a struggle previously is no longer one.”

### Next steps with Jabra PanaCast

The Altia Systems and Uber teams are now looking ahead, integrating the unique PanaCast capability to deliver real-time data and information to automate workflows and enhance users’ experience even further, utilizing precise data and information to continually optimize the solution, its usage, and users’ experience. And that will be the subject of our next story...



The PanaCast engineering team worked closely with the Uber AV team to integrate our enterprise manageability solution with Uber IT so that the more than 850 devices (and growing) deployed at Uber are managed through a simple IT-driven push process.

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