

MAXHUB

Press release

June 2024

MAXHUB showcases its latest collaboration solutions at London Tech Week 2024, outlining the future of work with key technology partners

In partnership with UK distributor Dynamic Tech, MAXHUB will showcase its new 4K touch display, a 92-inch commercial display and more for the first time at London Tech Week. The development of these products is underpinned by close collaboration with technology leaders such as Microsoft and Intel.

During London Tech Week 2024, MAXHUB, a global leader in integrated communication and display solutions, showcased its latest products designed to empower the future of work. Building on the foundations it has established in the UK and EU regions, the innovations found in MAXHUB's offerings allow the company to forge and drive strong partnerships with leading brands such as Microsoft, helping customers realise a smarter and more efficient workplace.

Going global with strong local operations

With years of experience in Europe, MAXHUB has established strong local teams in the region, including the UK, Netherlands, Spain, Italy, France, Germany and more. Customers benefit from local customer support, as well as faster fulfilment and more convenient customer acquisition with a logistics centre and customer experience centre in the Netherlands.

Starting in June 2024, MAXHUB will also open its first UK Customer Experience Centre (CEC), where customers will be able to interact with the local MAXHUB team, receive product demonstrations and product training at its centrally located address in Chelsea, London. In addition to showcasing all existing MAXHUB offerings in the UK, the CEC will also feature the company's latest innovations, including the 92-inch UW92NA Commercial Display, the 65-inch MAXHUB XBoard Teams version 65" and the XCore Kit Pro+P30 conferencing solution.

New products and cooperation with Dynamic Tech

MAXHUB XBoard Teams version 65" is a 4K touch display with integrated Windows 11 IoT system. It has three built-in cameras with advanced AI capabilities, a built-in 16-microphone array, stereo speakers and accessories including stands and pens. The MAXHUB XBoard Teams version is currently undergoing a series of stringent Microsoft compatibility and certification processes and is expected to be available in early Q4 2024.

The UW92NA is MAXHUB's 92" Commercial Display in its ultra-wide series. Designed with a modern 21:9 aspect ratio, it has a 33 percent larger visual canvas than comparable models. Empowered by the Signature Microsoft Teams Rooms, the MAXHUB UW Series delivers a more immersive hybrid meeting

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experience. In addition, this next-generation display has been enhanced to be compatible with all leading industry collaboration software.

The XCore Kit Pro+P30 is a Red Dot award-winning all-in-one video conferencing solution designed for Microsoft Teams Rooms of all sizes, an ideal solution for transforming BYOD meeting spaces. It enhances remote communication, presentation and team collaboration by combining multiple components into a single, streamlined package, including an 11.6" touch console and computing unit powered by a 12th generation Intel® Core™ i5 processor. Installation and cable management are designed to be simple so users can set up quickly. Built-in wireless for content sharing, wired for 4K sharing, and an easy-to-use interface ensure a high-quality video conferencing management and user experience. The XCore Kit Pro is undergoing Microsoft compatibility and certification processes, with certification expected in Q3-2024.

Working with Dynamic Tech, MAXHUB launched these new products at London Tech Week 2024. In addition to facilitating MAXHUB's first appearance at London Tech Week, Dynamic Tech is a key MAXHUB distributor in the UK. With a wealth of experience in the distribution and integration of communication and display solutions in the region, Dynamic Tech is a valued partner, able to showcase the unique capabilities and benefits of MAXHUB products for the benefit of its customers.

"Working with MAXHUB to provide its suite of communication solutions has been an excellent experience," said Yu Ning, Managing Director of Dynamic Tech. "Our wide network of customers are always looking for solutions that enhance their ability to communicate efficiently within their organisations, and MAXHUB's innovative features and industry-leading three-year warranty inspire confidence both within Dynamic Tech and among our customers."

Deep technology partnerships

In addition to working closely with partners in Europe to deliver products, MAXHUB works closely with leading technology companies in the region to continually improve its solutions. Working with Microsoft, MAXHUB has done extensive research and development on the Microsoft Teams Rooms solution. By leveraging AI with the Microsoft Azure cloud, MAXHUB's solutions are able to seamlessly share data across multiple global data centres, using the robust capabilities of Azure Cosmos DB and Blob Storage. The result is a globally distributed architecture for delivering key services such as over-the-air (OTA) and content management system (CMS), while keeping basic business data separate from personal data.

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MAXHUB also utilises industry-leading technology such as Intel CPU solutions to further enhance performance. The result is products that can keep up with the growing demands of organisations' rich communication and collaboration needs.

Visit MAXHUB at London Tech Week 2024 at Olympia London, Hammersmith Rd, London W148UX. From June 18th, all MAXHUB products will also be on display at the London Customer Experience Center, found at Studio G8-G10, Plaza 535, 535 King's Rd, London SW10 0SZ. Click here to book an appointment to visit the showroom here: <https://www.dynamic-cctv.com/book-a-visit>.

Further information: www.maxhub.com/uk/

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Pictures can be found at <https://publictouch.de/en/pt-news/maxhub-showcases-its-latest-collaboration-solutions-at-london-tech-week-2024-outlining-the-future-of-work-with-key-technology-partners/>

About MAXHUB

MAXHUB is an industry leader in smart displays and audiovisual technology, focusing on communication and collaboration. As an R&D-led organisation, they develop a range of industry-leading solutions that help keep people seamlessly connected and make teamwork more efficient and effective.

For more information, visit MAXHUB at www.maxhub.com.

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