

MAXHUB

Press release

June 2024

MAXHUB opens showroom in London

MAXHUB, a leading global provider of integrated communication and display solutions, is opening its second showroom in Europe. On 18 June 2024, the MAXHUB London Customer Experience Centre opened in the heart of Chelsea.

MAXHUB on course for growth

The new MAXHUB London Customer Experience Centre (CEC) marks another milestone in the company's European expansion strategy. It will be a hub for customers and partners to experience the wide range of UC products and display solutions live and to strengthen personal relationships. It is also ideal for product training to show resellers not only the benefits of MAXHUB products, but also how they work perfectly with technology partners' solutions.

In 2021, MAXHUB expanded to Europe and quickly established itself as one of the leading providers. Not only are the products convincing in terms of quality, user-friendliness and price, but also the consistent expansion of the national subsidiaries, the logistics centre and the showroom in the Netherlands and last but not least the strong technology partnerships.

MAXHUB is a brand of the CVTE Group, which is known for its state-of-the-art display technologies and already covers 18 countries and more than 80 markets. The company employs more than 6,000 people worldwide, 60% of whom are R&D engineers, underlining the company's strong commitment to innovation.

Strong Technology Partnerships

MAXHUB works with leading technology companies to continuously improve its solutions. In collaboration with Microsoft, MAXHUB has thoroughly analysed the Microsoft Teams Rooms solution. By using AI in conjunction with the Microsoft Azure cloud, MAXHUB's solutions can seamlessly share data across multiple global data centres. This leverages the robust capabilities of Azure Cosmos DB and Blob Storage. The result is a globally distributed architecture for delivering critical services such as OTA (Over the Air) and CMS (Content Management System), while separating essential business data from personal data. MAXHUB also leverages industry-leading technologies such as Intel CPU solutions to further enhance performance. The result is products that can keep pace with the growing communication and collaboration needs of organisations. Other partners include Barco, Crestron, Sennheiser and Zoom, to name but a few.

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New working environments demand innovative solutions

The CEC provides an opportunity to experience first-hand the design, quality and ease of use of MAXHUB solutions. For example, the recently launched 105-inch Ultra-Wide 5K display will be shown in action. With its unique 21:9 aspect ratio, the large screen supports the innovative visual layout of Microsoft Front Row in Signature Teams Rooms, where all videoconference participants are perfectly staged. Or the new MAXHUB XBoard Teams version, a 65-inch 4K touch display with integrated Windows 11 IoT system. It has three built-in cameras with advanced AI capabilities, a 16-array microphone, stereo speakers and accessories such as stands and pens. The XCore Kit Pro+P30 will also be introduced. It is a Red Dot Award-winning all-in-one video conferencing solution designed for Microsoft Teams Rooms of any size and is ideal for transforming BYOD meeting rooms.

"We are extremely excited about our new Customer Experience Centre in London. Not only will it allow us to showcase our latest cutting-edge technology for the intelligent workplace, but it will also allow us to engage and collaborate more with our existing and new partners and customers", says Cathy Liu, Country Manager UK & Ireland at MAXHUB.

The MAXHUB Customer Experience Centre is located at Studio G8-G10, Plaza 535, 535 King's Rd, London SW10 0SZ. Appointments for a visit can be booked via <https://www.dynamic-cctv.com/book-a-visit>.

Further information: www.maxhub.com/uk/

This text contains 578 words

Pictures can be found at <https://publictouch.de/en/pt-news/maxhub-opens-showroom-in-london/>

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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