

# Be There or be square

A meeting device for improved involvement and dynamics

With remote working being here to stay and hybrid working becoming the new standard, meeting settings as seen below will become more common. **Hybrid meetings** are meetings with both online and in-office participants.

These types of meetings make the online participants **feel invaluable**. This is caused by them not feeling involved and struggling to give input. In the long term this can lead to a **decrease in employee satisfaction**.

The **Be There One**, the meeting device seen on top of the screen in the meeting room below, visualizes the gaze direction of the online meeting attendees. This technology, based on the science of eye contact and selective gaze, is coined **artificial eye contact**.

Through validation experiments artificial eye contact was found to be successful in establishing similar effects to real eye contact. These effects are **increases in involvement, group dynamics, trust and conviction** for eye contact, and **more attention towards online participants, better group dynamics** and a **higher turn taking frequency** for selective gaze.

These effects are directly experienced by the users: the employees. The paying customers are however, with the product being B2B, the Team Leader, HR professional and Manager. For them the product's value lies in the **increased team performance and employee satisfaction**.



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