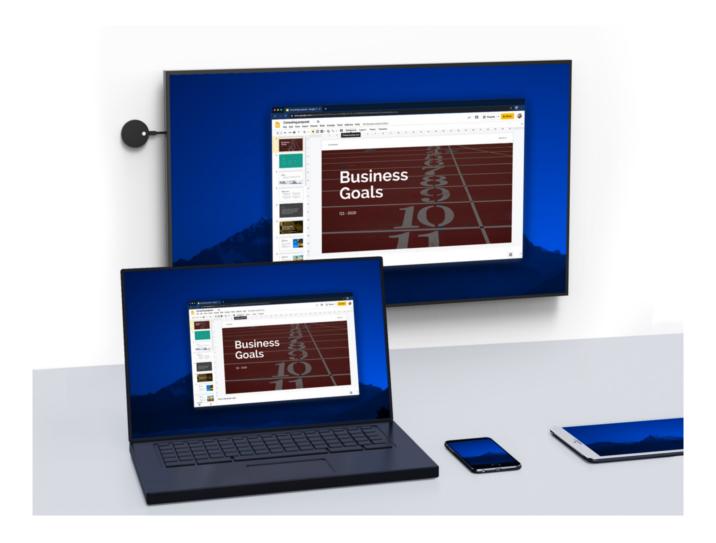≈ AIRTAME | Making screens smarter

Why Do Workplaces Choose Airtame?

Find out how Airtame's screen sharing and digital signage solution compares to: Zoom/ Teams rooms, Miracast-enabled displays and adapters, BenQ InstaShow, Barco ClickShare, Actiontec ScreenBeam, Mersive Solstice, and Crestron AirMedia.

This document focuses on the most popular screen sharing options used throughout workplaces around the world. These options have been selected according to industry reports as well as customer feedback.

Video conferencing software with Zoom/Teams will be considered separately from the remaining products, as will Miracast-enabled smart displays and adapters. While these products do offer screen sharing, they have not been measured against the same criteria as the other solutions which are categorically more similar. Airtame, BenQ, ClickShare, ScreenBeam, Solstice and AirMedia all produce a physical device that serves as a screen sharing receiver connected to a TV or projector. All provide wireless screen sharing, with varying support for remote device management and digital signage. They are compared within two tables. The first table compares "core functionality", which is everything you get when you buy the physical device. The second table compares "the extras", which are optional device management and digital signage tools that you can access with an additional subscription. Individual features and related terms are explained within the Index.

Airtame vs. Zoom/Teams

	Airtame 2	**Zoom/Teams rooms**
Cons	• You need to purchase the hardware, whereas Zoom and Teams are free to an extent.	• Requires everyone to sign in to the call, while Airtame can eliminate that need in some scenarios. • You will need to invest in a paid license if your meetings run for longer than 40 minutes and/or if you need to record any meetings, trainings, etc. over Zoom. Microsoft Teams has similar limitations for their free plan.
Pros	• Airtame can be used together with some conferencing setups so that anyone physically present can share to Airtame during a conference call. • Once you have the hardware, a limitless number of people can present with Airtame. The Airtame desktop app is completely free, as is screen sharing via Miracast, Google Cast, and AirPlay.	• Helps accommodate scenarios where many people are working remotely. • Their free plans can solve the needs of some organizations.

Airtame vs.
Miracast-enabled displays and adapters

	Airtame 2	**Miracast-enabled displays and adapters**
Cons	• Is more expensive than a standard adapter, such as the Microsoft Wireless Display Adapter.	• Are limited to Windows and Android for wireless screen sharing, meaning internal staff and guests can't use other types of devices. • Displays with built-in Miracast are more expensive than Airtame. • Adapters such as the Microsoft Wireless Display Adapter can't be secured with a Kensington lock, and it's easier for them to go missing.
Pros	• Brings wireless screen sharing to the TVs and projectors you already have. • Offers device-agnostic screen sharing with the Airtame app, Miracast, Google Cast, and AirPlay. • Supports touchback via Miracast from Windows and Android devices when hooked up to an Interactive Flat Panel.	• Some displays offer interactivity with touch, annotation, and drawing tools. • Adapters offer an affordable solution for Windows-only environments.

Comparing Core Functionality

Device	Airtame 2	ScreenBeam 1100 Plus	InstaShow WDC20	Solstice Pod Gen 3	ClickShare CSE-200	AirMedia AM-200
Wireless Screen Sharing						
Miracast	**Yes**	Yes	No, button needed	Yes	No, button or app needed	No, app needed
Google Cast	**Yes**	Yes	No, button needed	No	Yes	No, app needed
AirPlay	**Yes**	Yes	No, button needed	Yes	Yes	No, app needed
One-to-many screen sharing	**Yes, with the desktop app**	No	No	Yes	No	No
Extended desktop	**Yes, with AirPlay and Miracast**	Yes, with AirPlay and Miracast	Yes	Yes, with AirPlay and Miracast	No	No
Moderator mode	**Yes**	Yes	Yes	Yes	No	Yes
Pin code protection	**Yes**	Yes	No	Yes	Yes	No
Touchback support	**Yes, with Miracast**	Yes, with Miracast	Yes	No	Yes, for Mac and Windows	No
IT Management						
Free firmware updates	**Yes**	Yes	Yes	No*	Yes, but bulk updates require XMS plan	Yes
Free software updates	**Yes**	Yes	N/A	No*	Yes	Yes
Free, unlimited device management	**Yes**	Up to 5,000	Yes	No*	No, depends on XMS plan	No, depends on Fusion plan
Free customer support	**Yes**	Yes	Yes	Yes	Yes	Yes
Included Digital Signage						
Image	**Yes**	No	No	Yes	Yes	No
Website	**Yes**	Yes	No	Yes	No	No
List Price Excl. VAT						
Cost per device	**$399**	$999	$1299	$1199 - 1399	$1750	$1800

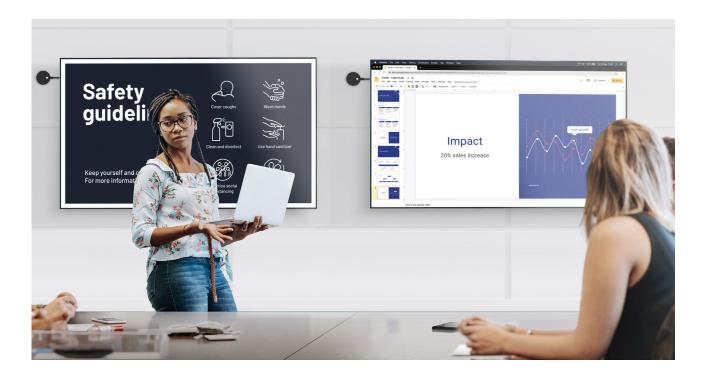*Perpetual license charged for updates after the first year of use.

Comparing the Extras

Device	Airtame 2	ScreenBeam 1100 Plus	InstaShow WDC20	Solstice Pod Gen 3	ClickShare CSE-200	AirMedia AM-200
Subscription	**Airtame Cloud Plus**	ScreenBeam CMS + 3rd party provider	Not available	Appspace or Carousel	Not available	Fusion plan + 3rd party provider
Power Saving						
Sleep Schedule	**Yes**	No	No	Yes	No	Yes
When not in use	**Yes**	Yes*	Yes*	Yes*	Yes*	Yes*
Digital Signage Apps						
Website	**Yes**	Yes	No	Yes	No	Yes
Homescreen	**Yes**	Yes	No	No	No	No
Room Overview	**Yes**	Yes	No	Yes	No	Yes
Youtube	**Yes**	Yes	No	Yes	No	Yes
Google Slides	**Yes**	Yes	No	Yes	No	Yes
OneDrive Gallery + Video	**Yes**	No	No	No	No	No
Dropbox Gallery + Video	**Yes**	No	No	No	No	No
Unsplash	**Yes**	No	No	No	No	No
Trello	**Yes**	No	No	No	No	No
World Clock	**Yes**	Yes	No	Yes	No	Yes
Digital Signage Planning						
Looped Content	**Yes**	Yes	No	Yes	No	Yes
Scheduled Content	**Yes**	Yes	No	Yes	No	Yes
Cost Per Device						
Annual subscription	**$120**	Up to $270	N/A	Up to $300	N/A	Up to $288

*Included in cost of hardware

So, why do workplaces choose airtame?

Workplaces choose Airtame because it offers premium screen sharing and digital signage tools at an accessible price point.

Whether or not Airtame is the solution for your workplace comes down to your specific needs. If you are a Windows-only organization, then a Microsoft-enabled display or adapter might be the best option. But if you have a bring-your-own-device setup where a mix of computers and mobile devices are used by colleagues as well as guests, then you are more likely to choose Airtame.

No extra hardware is needed for presenters to use the Airtame solution. Airtame lets you download or run a free desktop application, or utilize the free wireless screen sharing options already available on your favorite computers and mobile devices. Presenters don't need to pass around any extra buttons or dongles, as in

the case of using ClickShare and InstaShow. And your organization doesn't have to invest in extra pieces of hardware to help accommodate additional presenters.

Airtame offers one-to-many screen sharing, which is particularly useful when speaking in front of large audiences or in expansive conference rooms. A few competing solutions instead offer multiple connections from sender devices, letting two or more colleagues compare their work side-by-side. Preference for one such feature above another can sometimes be the deciding factor.

More often though it comes down to budgets. It has been observed that higher prices can be reassuring. We (humbly) suggest that organizations can do more with the resources left over after investing in a solution that's both just as good (if not better) and more affordable. For example,

Crestron's AirMedia AM-200 is one of the more affordable products within its screen sharing arsenal. And yet at more than four times the price of an Airtame 2, this solution doesn't offer Miracast, Google Cast, or AirPlay. The most affordable solutions (Airtame and ScreenBeam) offer all three.

That leads us to the question of Airtame versus ScreenBeam. Another factor to consider is that some ScreenBeam models require a perpetual license fee for access to their central management system. Another solution with a perpetual license fee is Solstice, with an annual license costing roughly 20% of the original price of hardware. With Airtame, you get lifetime updates at no additional cost, including free access to Airtame Cloud Lite for remote, limitless management.

Instead of passing on the baton of customer service to our partner AV integrators, Airtame takes an active role in customer satisfaction. Airtame offers free, direct technical support. Anyone using Airtame can get step-by-step guidance via our help center and video tutorials, live chat, or a phone call. Our network specialists are readily available to help with a preemptive deployment plan that meets your infrastructure and security needs. Once the setup is ready, a customer success manager will follow up and help to ensure that people are actively using Airtame.

Interested in Airtame?

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Screen Sharing

Miracast is an app-free screen sharing protocol used by Microsoft Windows devices and some Android devices, notably Samsung and LG. In addition to screen sharing, Miracast also lets you use wireless touchback when screen sharing to an interactive display.

Google Cast is an app-free screen sharing protocol available on the Chrome browser, ChromeOS, and most Android devices. It's what lets you share wirelessly from any computer running the Chrome browser and from your Android device.

AirPlay is an app-free screen sharing protocol used by macOS and iOS devices. It's what lets you share wirelessly from your MacBook, iPhone, or iPad.

The Airtame desktop app is a screen sharing app available for macOS, Windows, Linux, and Chromebook. You can choose to share a single "window" (document, app, browser tab), or your full screen. You can also use video playback with audio support. Additionally, the app supports one-to-many screen sharing.

One-to-many screen sharing lets you share the same material from a single computer to multiple displays at the same time. This is practical when presenting within large spaces or across different rooms. One-to-many screen sharing is exclusively available with the Airtame desktop app. Miracast, Google Cast, and AirPlay connect you to one display at a time.

Extended desktop lets you use an Airtame-equipped TV or projector as an extension of your desktop, just like when using an extra monitor. As with sharing a single window with the desktop app, extended desktop lets you keep your speaker notes private during a presentation. You can use extended desktop from your MacBook (with AirPlay) or Windows computer (with Miracast).

Touchback support makes an interactive display an extension of your personal device; whatever you do on the display will be reflected on your Windows computer, Android smartphone, or tablet—and vice versa. Presenters can easily switch between controlling any slide show, video, graphic design program, etc. from their personal device and the interactive display.

Device Management

Device management is free with Airtame Cloud, available for all Airtame devices whether they are on Lite or Plus plans. You can log in from anywhere to update an unlimited number of devices in bulk. Airtame Cloud also lets you invite an unlimited number of colleagues to your organization's Cloud account. You can even assign different user roles according to access levels. For example, certain roles grant access to firmware updates while others may limit access to updating digital signage content.

Free software updates refer to new versions of the desktop app. The app is publicly available on Airtame's website. Administrators can also mass deploy the app for Windows, macOS, and ChromeOS.

Free firmware updates refer to updates on an Airtame device. For example, a firmware update might bring support for a new screen sharing or digital signage tool. Bulk firmware updates can be easily and quickly carried out from Airtame Cloud.

Moderator mode is a free, cloud-based tool that lets staff members disconnect any presenter from an Airtame. This helps to nip any distraction in the bud in the rare case that someone has forgotten to disconnect.

Digital Signage

Digital signage is any visual content (digital images, video, web pages, etc.) shown on TV screens, projectors, and similar types of displays. Digital signage is increasingly displayed within meeting rooms, hallways, cafeterias, and similar shared spaces. Digital signage can help people find their way around, get live announcements, and learn about after-work activities.

The Website app lets you display a public URL and select a refresh interval to ensure that any recent changes are reflected. Although it's possible to display a website with Cloud Lite, the refresh interval is exclusive to Airtame Cloud Plus.

The Homescreen app syncs with meeting room calendars to show the agenda and duration of an upcoming session. The Homescreen app also shows the time, your organization's logo, a custom image, and instructions for wireless screen sharing.

The Room Overview app also syncs with meeting room calendars. While Homescreen shows the agenda for a single room, Room Overview shows a list of upcoming events so that colleagues and guests can get to the right room at the right time.

The YouTube app lets you share informative and inspiring videos that are pre-recorded. The app also supports YouTube Live, letting you broadcast announcements and other news at set times.

The Google Slides app offers a dynamic way to share information while keeping confidential information safe. Some solutions rely on all digital signage content being publicly available, whereas Google Slides with Airtame can display content that's locked and not possible to find online.

The OneDrive Gallery app lets you select and showcase images submitted by employees from every department. Organizations can use image drives to foster a sense of community by celebrating key milestones, new hires, and more. They also offer a way to include everyone, even those who work remotely.

The OneDrive Video app lets you select and showcase videos connected to your OneDrive account.

The Dropbox Gallery app offers the same benefits as the OneDrive gallery app as it syncs with your organization's file sharing system.

The Dropbox Video app lets you select and showcase videos connected to your Dropbox account.

The Unsplash app lets you display publicly available images according to a theme, such as "zen", "fall", etc.

The Trello app keeps track of projects shared by internal teams and/or consultants. For example, a team lead can set up a Trello board to visualize which team member is responsible for what part of a project. They can also see what's been

done, what's currently being worked on, and what's left to do.

The World Clock app can tell the time for up to three time zones per display. Digital clocks can help nudge people towards increased punctuality while also reminding us of different places around the world.

Looped Content lets you display digital signage apps according to switch intervals (one minute, five minutes, etc.).

Scheduled Content lets you display digital signage apps according to specific times of day and days of the week. You can use a combination of Looped and Scheduled Content. If there's no Scheduled Content planned for a specific time of day, your display will default back to Looped Content.

Sleep Schedule lets you automatically power displays on and off according to set hours and days of the week. This lets you save on power, extend the lifetime of displays, and decrease your organization's environmental footprint. Airtame also supports standby mode, which powers displays off and on depending on how long they've been left idle. Sleep Schedule is the smart choice for displays that are used for screen sharing and digital signage.

Pricing

The listed pricing reflects the prices available online. Volume pricing is available for Airtame devices as well as Airtame Cloud Plus seats. Direct orders are possible, but Airtame also works with many local AV partners and integrators.