Quick Take

Poly Launches Google Meet on Studio X Android Video Bars

The Power of Google Meet

There are two types of information workers: Googlers and non-Googlers.

At home, being a "Googler" could mean you use Gmail, use the Google Chrome web browser, use Google as your primary search engine, and maybe even store your pictures in Google Photos.

But in the business world, being a Googler (or for the company, being a "Google Shop") likely means that you live and work within the Google ecosystem of products, including Google Calendar, Drive, Docs, Sheets, Slides, Forms, Jamboard, and more.

Googlers conduct virtual meetings using the company's cloud-based visual collaboration platform, Google Meet. Millions of people use Google Meet for business meetings every single day.

Figure 1: Google Meet Video Call with Desktop and Meeting Room Participants

Google Meet is a robust, feature-rich platform offering many coveted features, including: [1]

- Audio/video calls with up to 250 participants [2]
- Browser, mobile, and meeting room participants [3]
- Audio dial-in and dial-out
- Password protection and call encryption
- Anonymous (guest) joins
- Noise cancellation
- Video filters, effects, backgrounds, etc.
- Screen sharing
- Doc sharing

- Integrated text chat
- Shared whiteboard (Google Jamboard)
- Reactions, polls, voting, Q&A, etc.
- Meeting recording
- Breakout rooms
- Attendance tracking
- Translated captions
- Streaming to YouTube and other platforms
- and more.

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[1] The exact features available depends on the Google Workspace Edition or Google One subscription.

[2] The maximum number of participants ranges from 100 (Google Workspace) to 250 (Google Workspace Enterprise).

[3] Google Meet supports Android and iOS participants.

Existing Google Meet Device Options

Those wanting to join Google Meet sessions from a meeting room previously had the options below.

Bring Your Own Device (BYOD)

The BYOD approach involves using a meeting room participant's laptop to join the meeting. BYOD's main advantage is users can attend meetings hosted on different calling platforms. However, BYOD uses a participant's laptop for the entire meeting and offers a personal (not group) calling experience.

External Compute Options

This approach involves connecting a ChromeOS compute device (typically a Chromebox) running the Google Meet room app to meeting room AV peripherals (mics, speakers, cameras, etc.). On the positive side, this method provides a Google-powered group video conferencing experience.

However, this option often requires the installation of multiple separate components (a compute device, microphone(s), speaker(s), camera, etc.).

For smaller spaces, bundles with USB video bars are available. But for larger spaces, the bundles use Android video bars connected over USB, which means the customer is purchasing Android compute that they cannot use.

All-In-One (Display-Based) Solutions

Customers can also purchase touch displays with built-in mics, speakers, a camera, and onboard ChromeOS compute running the Google Meet app. These devices are available in sizes for 1 or 2 people and larger meeting spaces.

These solutions offer an all-in-one form factor, and a touch user interface ideal for e-whiteboarding and visual collaboration sessions.

However, a touch-ready display is likely an unnecessary expense for customers who don't need touch support. And those with existing meeting room displays may not want to purchase a system that includes (and is based on) a display.

Video Interop

Finally, customers using other calling platforms (e.g., Webex, Zoom, SIP / H.323) can join Google Meet sessions using a gateway service or WebRTC. These interop offerings work reasonably well, but they also introduce compromises. Specifically:

- A Google Meet gateway service is currently available from one provider only. This service adds additional cost (a monthly service fee) and supports dial-in only to Google Meet sessions.

- WebRTC calling is supported by only some current-generation video systems, works between only specific platforms, and treats non-Google video systems as guests during meetings.

Finally, interop calls offer fewer features than native Google Meet devices calling into Meet sessions.

The takeaway is that customers wishing to use Google Meet in a meeting room have a range of options, but an Android video bar running the Google Meet app was nowhere to be found --- until now.

RECON RESEARCH

Google Meet on Poly Studio X Devices

In October 2022, the sponsor of this study ([Poly](#)) posted in its blog that "The Poly Studio X Family Will Be the First Android-Based Video Appliances for Google Meet."

On March 8, 2023, Poly made good on its promise with the release of Poly VideoOS 4.0, including Google Meet support on Poly Studio X30, X50, and X70 video bars and Poly TC8 and TC10 controllers.

This initial release includes the following features:

- Native Google Meet video conferencing from Poly Studio X-powered meeting rooms
- Support for one 1080p or one 4K display
- Support for 720p video resolution at 30 fps
- One-touch meeting join from Google Calendar on TC8 or TC10 controllers
- Ability to create ad-hoc meetings and join meetings using a meeting code
- Ability to make a standard phone call using the touch controller while in Google Meet mode

The on-screen and touch controller user interfaces share the same design as the Chromebox for Meet room kits described in the prior section, so existing users should feel right at home in these Poly-powered spaces.

Registering a Poly Studio X device to Google involves the following steps:

1) Choosing Google Meet from the providers list within the Studio device's web UI (see below).

2) Logging into the Google Admin console.

3) Going to the Devices → Google Meet hardware → Devices menu.

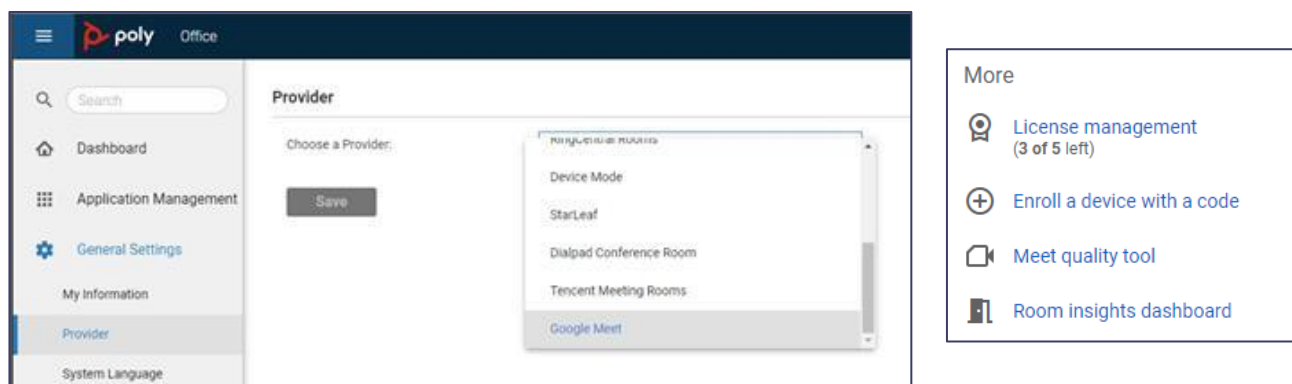4) Clicking on "Enroll a device with a code" in the More window (see screenshot at right below).

Figure 2: Choosing Google via the Web UI (L) and Enrolling a Device with a Code (R)

5) Entering a device name (e.g., "RR Arizona–Poly X30") as shown below.

6) Entering the 8-digit code displayed on TC8 / TC10 and main display as shown below.
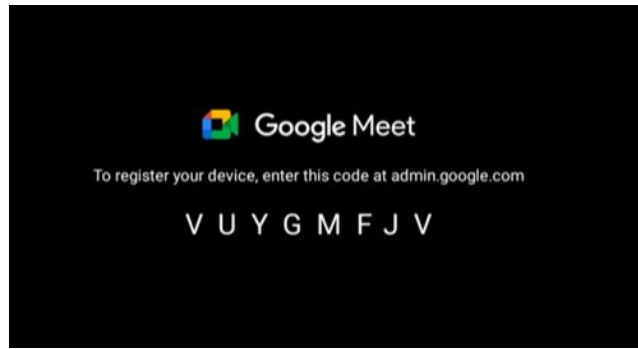
7) Clicking Enroll.

Figure 3: Google Meet Device Enrollment Form (L) and Device Registration Code from Poly Touch Controller (R)

A few minutes later, the Poly Studio X device and TC touch controller will present the Google Meet UI, at which point the system is ready for its first Google Meet call.

Once registered to Google, the Poly Studio X / Google Meet video systems can be monitored and managed from within the Google Admin console (see screenshot below).

Figure 4: Google Admin Console Displaying Information about Poly Studio X30 Running Google Meet

Although we did not formally evaluate this new capability, we joined a few Google Meet meetings from several Poly Studio X video bars. Based on these test calls, we can confirm that Google Meet has officially arrived on the Poly Studio X devices! And yes – this is a big deal.
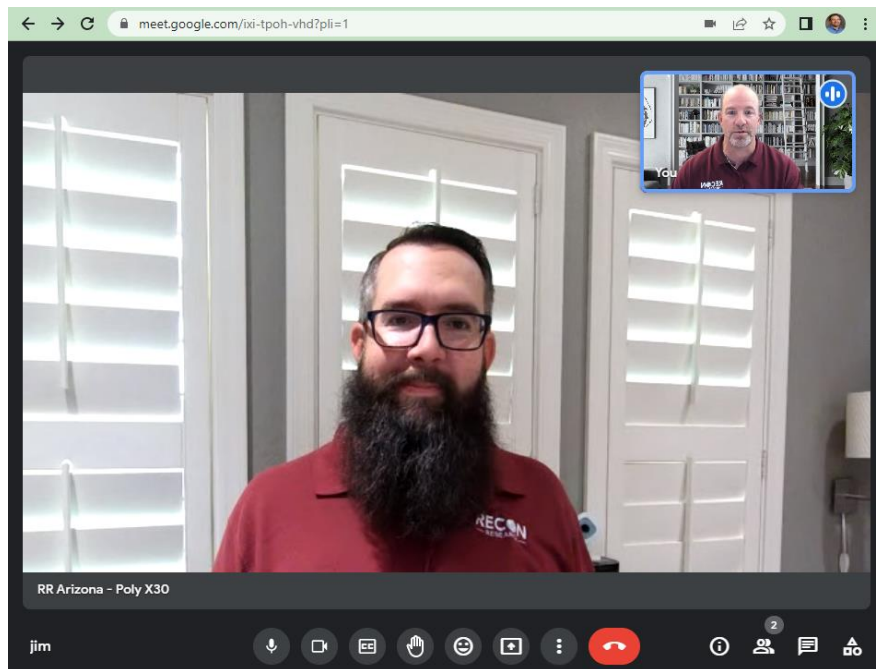

Figure 5: Google Meet Video Call on a Poly Studio X30 Video Conferencing System

For Googlers seeking a cost-effective, easy-to-install, all-in-one video system for their Google Meet meeting rooms, there's a new weapon in the arsenal --- the Poly Studio X-Series video bars.

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About Poly

Part of HP's portfolio of hybrid work solutions, **Poly** creates premium audio and video products so you can have your best meeting – anywhere, anytime, every time. With Poly, you'll do more than just show up, you'll stand out. For more information visit www.Poly.com.

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Recon Research (RR) is an analyst/market research firm focused on enterprise communications. Our coverage areas include unified communications (UCaaS), video conferencing (VCaaS), collaboration and ideation platforms, audiovisual (AV) solutions, wireless presentation systems, and more.

RR provides enterprise customers, vendors, channel partners, and investment professionals the information and insight they need to make informed, fact-based decisions.

What makes RR different is the depth of knowledge and experience we bring from our 20 years of company briefings, market analysis, and hands-on testing of products and services in these markets.

For more information, visit us at www.reconres.com.

Contact Information

Recon Research, Inc.
11910 Lake House Lane
Parkland, FL 33076 USA