



# Hybrid 2.0: The 21:9 Ultrawide View

The new hybrid workplace display goes beyond 16:9 to provide more natural and productive experiences. Video-processing company Jupiter has pioneered a full-5K 21:9 LCD-based display line, and Microsoft has teamed up to broaden productivity in the conference room.

**T**he next generation of hybrid meetings is here, and it takes the ultrawide view—both in business productivity and size. Welcome to Hybrid 2.0, where we interact and collaborate with people online as if they are present, and those who are remote participate as if they are in the room.

Not only are hybrid meetings not going away, they are a mainstay that lends to convenience, work-from-anywhere efficiencies and potentially huge business savings. More and better hybrid is a must-have for commercial and corporate conference rooms.

Initial hybrid setups must be updated and upgraded to keep up with our meeting and collaboration needs, from boardrooms to former huddle spaces.

Before you do that, though, you should think:

- How can the stacked-tile videoconference be made to feel more natural?
- How can remote teams collaborate together?
- How can they be more productive?
- How can you make it easy for everyone in a meeting, whether they're in a conference room or online?

## A WIDE IDEA

A big part of the answer has been with us for decades. It beholds wonders for us to gaze upon, like endless landscapes that draw us into cinematic stories, adventures and quests. We have long paid to enjoy CinemaScope-wide theater images that envelop our attention and senses. Yet, at home, we stuff our favorite big-screen pictures onto cropped or letterboxed 16:9 screens.

We cramp our views in the office as well, hanging 16:9 video monitors in conference rooms to conjure up more inferior experiences.

Why not stretch that 16:9 to 21:9 for a more natural viewing experience, and provide more screen area for other windows, interactive whiteboard collaborations, and group tasks and presentations?

Bringing the ultrawide 21:9 aspect ratio to businesses has been a lifelong quest for Sidney Rittenberg, CEO of video-processing company Jupiter Systems. Rittenberg recalls seeing the immersive Mugar Omni IMAX Theater in Boston's Museum of Science as a college student majoring in film production. "It's covering 180 degrees when you sit in the theater. The screen is the shape of an



eye, so when you open your eyes, it captures your full visual. And that was the coolest thing to me.”

Humans have a more natural horizontal field of view of up to about 210 degrees of peripheral vision. So, if you want a more natural hybrid meeting experience, why not have a wider field of view in your video monitor? Do you and your employees really want to keep looking at one another in stacked tiles on that 16:9 monitor? Seriously, when was the last time you heard a Brady Bunch quip? We are far beyond that.

## **BROADEN YOUR VIEW**

“Going into displays is a natural progression for Jupiter because our processors manage the displays,” Rittenberg says. “But we wanted to do something different.” So the concept for a 21:9 screen was born—or reborn.

Efforts to market a 21:9 screen size for the home market have failed partly due to content availability. But the corporate market doesn’t need cinema content. And guess what? 21:9 means more pixels, to the tune of 5120 by 2160, or 5K. That equates to 33 percent more screen space than 4K, and it requires a video processor capable of producing 5K. Video processing is what Jupiter does.

So now conference rooms can provide a 5K super-high-resolution and realistic experience. Why compromise on business systems as we so often do? Jupiter’s Pana line of 21:9 displays include HDR (high-dynamic range for crisp and clear video) capability, interactive touch and a collaboration gateway called SimpleShare, designed to take advantage of the longer 21:9 format.

“We should not assume that people using equipment in the office should get less quality

than what their home TV will present to them,” Rittenberg says.

Toward that goal, Jupiter took a hard look at meeting ergonomics and systems complexity. More and better hybrid also needed to mean easy. Some companies have already invested in multiple monitors to widen their viewpoints or they have built video walls.

“We looked at information on sitting long hours in front of a screen,” says Iddo Hadany, senior product manager. “We said, ‘Let’s replace the multi-monitor thing and give them one surface.’”

As Jupiter was working on developing 21:9 video monitors, Microsoft was also exploring 21:9 as a better way to display videoconferencing Teams members in a row, as they normally would be seen in a conference room. In February, Microsoft’s Front Row feature for Microsoft Teams Rooms launched using the 21:9 format. “The nature of meetings is that there are four, five people sitting along the table. They’re not sitting like a two-by-two and two heads above the other ones,” Hadany says.

“With a launch like Front Row, it should be natural for enterprises to consider 21:9 displays as a best format,” Rittenberg adds.

The 21:9 form factor provides other benefits, including positioning a camera lower on the wall, if you prefer it above the display. The wider but shorter display also makes it easier for presenters or facilitators to use touch-control on the screen. The long format encourages social distancing if two people are presenting. And the longer screen can also fit better in some freight elevators than large 16:9 displays. When ordering big displays, make sure you can get them to your targeted conference rooms. “If you want a big LCD display in an office, you better think 21:9, unless you have big doors,” Rittenberg says.





## MORE, BETTER COLLABORATION

Have you heard this one: “Can you see my screen?”  
Bet you have.

Perhaps the greatest advantage of Jupiter’s 21:9 viewing screen is the extra “real estate” on the screen that can be available to show presentations, charts and graphs, and collaboration tools like whiteboards—all without having to cut off views of participants, screen-share or swap sources.

“If I want to share the screen with you right now, I will share my screen and my image will disappear. I will not see you. I will see the document that I’m sharing. Why not put it side by side? We have the space in a 21:9 format,” Hadany says.

Enabling that kind of seamless collaboration in an easy-to-use control is Jupiter’s SimpleShare software. “It’s designed for a 5K canvas,” Rittenberg points out. It’s simply a gateway. You turn on the power, there is SimpleShare, and there are one-touch buttons that allow you to get into whatever workflow you need: web browsing or whiteboarding or other platforms.”

“We give you a lot of real estate in pixels, so you can run the video conference and other windows for the group to look at, and you don’t switch the input. We put the window on the side,” Hadany says. “The windowing system allows you to put more than 1, 2, 3, 4, even 16 different windows on the same Jupiter Pana screen.”

With a bezel-less metal mesh capacitive touch display, Pana 81 supports 20 simultaneous touch points and is a gorgeous industrial design statement, a panoramic 5K beauty.

Pana 34 is the world’s most complete desktop display with tremendous features and functionality.

## THE BIG PICTURE OF ASPECT RATIOS

Just a refresher on video display aspect ratios, which we all see and ignore every day.

Aspect ratios are proportions of the screen shape in any size.

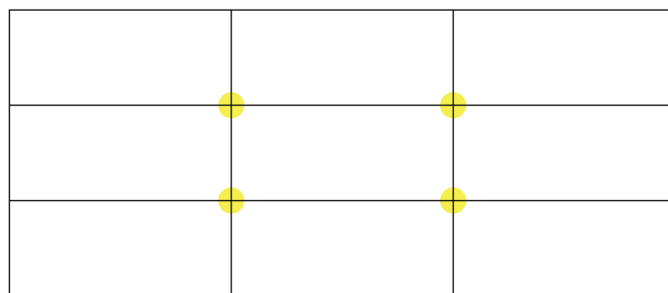
16:9 (16 units wide by 9 units tall) are the widescreen digital TVs we have at home and see everywhere.

21:9 is an ultrawide aspect ratio you would enjoy in a movie theater.

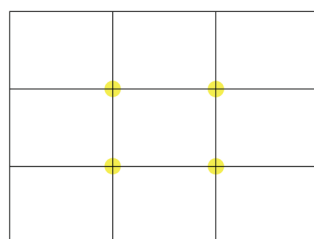
CinemaScope, also known as 2.35:1, is a cinema wide aspect ratio close to 21:9.

We don’t really need to go further on this. That’s a wide enough look at aspect ratios for now. Just know this: Wider is usually better.

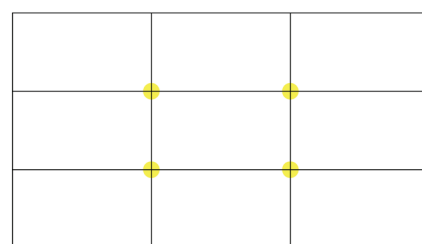
## DISPLAY SCREEN



21:9 Aspect Ratio with Rule of Thirds



4:3 Aspect Ratio with Rule of Thirds



16:9 Aspect Ratio with Rule of Thirds



## THE LONG VIEW IN BOARDROOMS

Jupiter's Pana screens are making a big impression in many boardrooms. "Partners that are very keen to come in with us to co-develop it, because it's not just 21 by 9, it's 5K, and there were no boards that could drive 5K," Rittenberg says.

"We're just scratching the surface regarding what we can do with this screen," Hadany says.

"Microsoft is good at working with manufacturers for systems like cameras and smart tracking so the cameras can follow voice. It adds to the immersion and the ease of use," adds Jupiter Product Marketing Manager Clement Plombin.

Jupiter plans a family of 21:9 Pana screens, including desktop models. The company also plans HDR certification on all its products and has plans to bring out more visual innovation to push the 21:9 landscape.

## THE FUTURE OF WORK

"In the design of EBCs (Executive Briefing Centers) that showcase companies' culture and innovations, we're seeing wellness rooms for folks. Talk about workflows that are changing: You go into a meeting, and then some folks can come out and go into their wellness room and do a yoga session for 20 minutes or so," says George Astacio, sales manager of client experiences for Jupiter.

Wait. Huh? Why?

"We talk to C-suite folks all the time, and what we talk about a lot of is employee retention," Astacio says. "One of the top concerns for C-suite is how to keep existing talent. Let's be honest: People like working from home. So how do you bring 'em back in? We see all different strategies, but it pays to take care of ergonomics and provide something memorable so that employees can go back to other people and say, 'Wow, you should see what we have back at the office.'"

That's a long business view that can be achieved with a wider, broader viewpoint—on screen in the form of 21:9 Pana displays and in the boardroom's visions for their business' culture.

For more information, visit [jupiter.com](https://www.jupiter.com).

## BETTER THAN YOUR AVERAGE LCD

Jupiter currently offers three models of its large Pana displays, 105-inch, 81-inch, and 34-inch diagonal screen sizes. 105" and 81" models come with interactive touch or display-only varieties, capable to support either landscape or portrait modes. The screens hold a whopping 5120 by 2160 (5K) pixels refreshed at 60Hz with local dimming. Pana 34 has a flex-stand that supports drafting mode, 4K camera with 124° ultra-wide field of view and Microsoft Hello Face Authentication, at the same time delivers  $\pm 160^\circ$  of swing and  $\pm 60^\circ$  of tilt. It has an 8-microphone array and a 24w speaker system. It also delivers gaming specs with 1ms response time and 165Hz refresh rate. With a bezel-less OGM touch all-glass display and a 4,096 Pen pressure sensitivity, Pana 34 is the world's most complete desktop display.

Connections include DisplayPort, HDMI, USB-C with 60w power delivery and USB-A, 3.5mm line out, S/PDIF optical, 100M Ethernet and RS232.

The displays are Energy Star certified and RoHS compliant.

Jupiter will be launching more Pana lines of 21:9 displays. It is the only brand in the world committed exclusively to the 21:9 format.