

SHURE

REMOTE WORKING & SOCIAL DISTANCING FOR LOCAL GOVERNMENT

A SOLUTION GUIDE FOR SHURE CHANNEL PARTNERS





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HELPING PEOPLE WORK IN NEW WAYS

Remote working has been a major consequence of the COVID-19 pandemic. This has been especially important to local government organizations as they have sought to maintain essential public services during the crisis. The broad acceptance of voice and video collaboration solutions during the pandemic offers an added opportunity for Shure Channel Partners to help local government clients as they explore how best to support their staff working in new ways.

In this guide, we demonstrate how remote working solutions can be incorporated in your proposals for government clients. We also look at ways to adapt Shure solutions for socially distanced working once government employees return to local offices.

ENABLING THE DEMOCRATIC PROCESS

While working-from-home arrangements and physical distancing regulations are changing by the day, one thing is clear – organizations will need to resume “normal” operations eventually. Government and public sector organizations are now putting plans in place to make this happen as safely as possible.

Legislative requirements and organizational practices demanding that government employees should be in the office had to quickly change at the outbreak of COVID-19. Council and committee meetings are vital to the democratic process of local government, so guidelines, policies and new procedures were quickly issued for the running of remote meetings. For example, from 4 April 2020, local authorities in England were handed new powers to hold public meetings virtually by using video or telephone conferencing technology.



REMOTE COLLABORATION CHALLENGES

Local government employees and civil servants have quickly embraced new ways of working, collaborating, and meeting virtually. Government bodies have seen the many benefits of business continuity, including flexibility and savings on costs, time and logistics.

Having kept all levels of government going during the lockdown, remote working looks set to remain a feature of the modern workplace for the foreseeable future. At Shure, we believe that future tenders for government and council audio, camera tracking, conferencing systems, etc. will also have clauses for remote working, meeting and assembly.

Whether holding virtual conferences or socially distanced council meetings, there are three key challenges that local government needs to address to effectively continue its work in the long run:

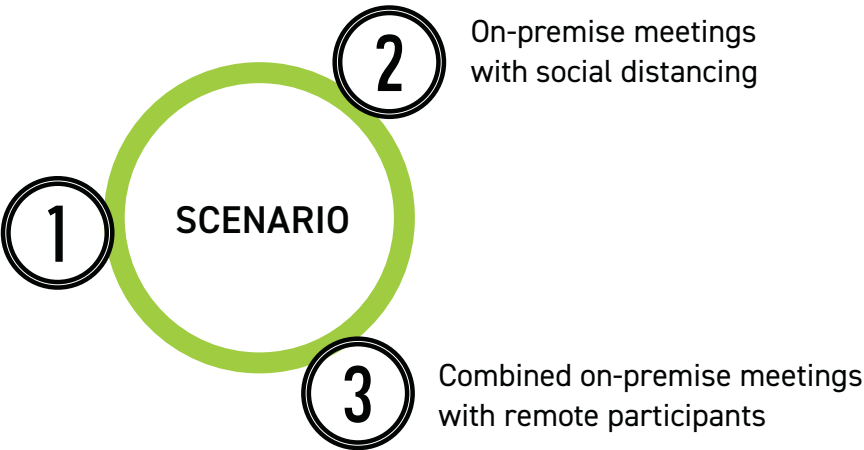
- Legislative requirements: Participants and administrators working remotely across numerous locations need to be confident that their meetings conform with constitutional and legislative frameworks, such as those covering agendas and speech time limits, equal party participation, and recording of voting results.
- Security of connections is crucial. Government organizations need to make sure their network has the right security controls in place and use encrypted audio solutions.
- Audio quality: The rapid adoption of software previously used largely for informal (family, friends, etc) digital chat, has proven of huge value during the lockdown. Nonetheless, in future the inherent audio limitations of such solutions need to be addressed, such as the inconsistent sound quality from the wide range of microphones and listening devices (from cheap earbuds to built-in laptop mics and speakers) found in home offices.

THREE GOVERNMENT SCENARIOS

Below, we explore three scenarios showing how local government might resume its work in future and how you can enable this with Shure products and solutions.

THE SCENARIOS ARE

Continued remote collaboration





SCENARIO **1** CONTINUED REMOTE COLLABORATION

THIS SETUP REPRESENTS THE MOST IMMEDIATE NEED AS GOVERNMENT NAVIGATES LOCKDOWN AND SOCIAL DISTANCING, BUT IT CAN ALSO CREATE THE BASIS FOR NEW WORKSTYLES IN THE MEDIUM-TO LONG-TERM.

→ **WHAT'S NEEDED**

- Remote audio solutions that support the unique workflows and requirements of local government.
- Meeting controls to ensure people don't talk over each other and interrupt the meeting.
- Agendas, delegate management and voting rights.
- Crystal clear audio for interpreters and multi-cultural remote meetings to capture every nuance.
- Integrated audio with recording and live streaming technology.

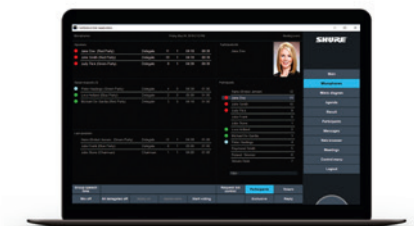
👍 **HOW TO ACHIEVE IT**

Home Office Products for Individual Participants:

- SE215 Sound Isolating Earphones
- AONIC 50 Wireless Noise Cancelling Headphones
- MOTIV MV5 Microphone with USB connectivity
- MOTIV MV51 Digital USB Microphone

MEETING MANAGEMENT FOR MODERATORS

Our SW6000 Software provides comprehensive meeting management solutions that work alongside existing audio and video conferencing tools, such as MS Teams, Zoom, Google Hangouts and others. With remote desktop access, moderators can control the agenda and the outcome of meetings, even with participants working many miles apart.



MV51
DIGITAL CONDENSER MICROPHONE



AONIC 50
WIRELESS NOISE CANCELLING HEADPHONES



SE 215
SOUND ISOLATING EARPHONES



SE 215
SOUND ISOLATING EARPHONES

SCENARIO

2

ON-PREMISE MEETINGS WITH SOCIAL DISTANCING

THIS SCENARIO MAY SEEM TEMPORARY (UNTIL SOCIAL DISTANCING REQUIREMENTS ARE RELAXED), BUT CATERING TO THIS CAN TURN INTO A FUTURE-PROOF INVESTMENT IF GENERAL ATTITUDES TOWARDS KEEPING A SAFE DISTANCE CHANGE FOR GOOD.

→ WHAT'S NEEDED

- High-quality audio capture and reinforcement to convey everyone's point of view, no matter how far apart they are sitting.
- Inherent security and confidentiality, with wireless encryption to safeguard meeting content – see Dante-enabled technology, below.
- Flexibility to conduct meetings outside of cramped, local council offices to maintain safe distance between participants, such as in local schools, hotels, gyms and other larger venues.
- Easily installed (and removable) conference microphone systems to support off-site meetings.
- Meeting management tools to maintain the democratic process and procedures, regardless of the location.
- Ease of use, with a consumer-like user experience enabling people unfamiliar with the technology to quickly get up and running.



👉 **HOW TO ACHIEVE IT**

On-Premise Audio Products

MICROFLEX COMPLETE WIRELESS

- An “instant sound system” with quick and easy to set up, enabling meetings to be rapidly convened in unconventional environments instead of the council chamber, such as gyms and school halls.
- Wireless technology that enables conference units to be placed in any seating layout or spacing to increase the distance between meeting participants, without the need for cluttered and unsightly cabling.
- Supports other social distancing measures with each delegate having their own unit with microphone, loudspeaker, and controls to avoid shared surfaces and mics.



MXCW640
WIRELESS TOUCHSCREEN
CONFERENCE UNIT

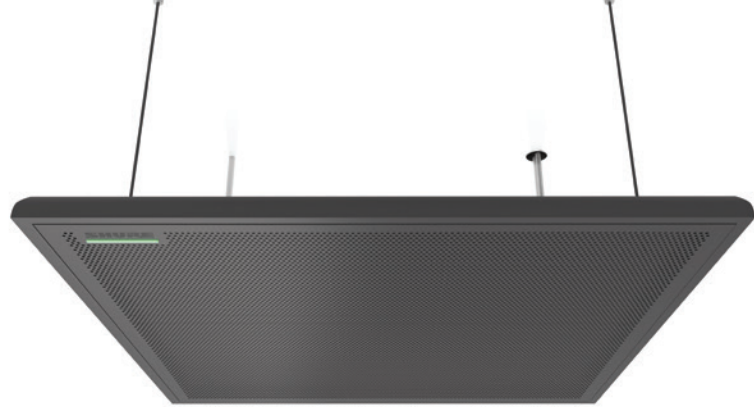


MXCWAPT
WIRELESS ACCESS
POINT TRANSCIVER



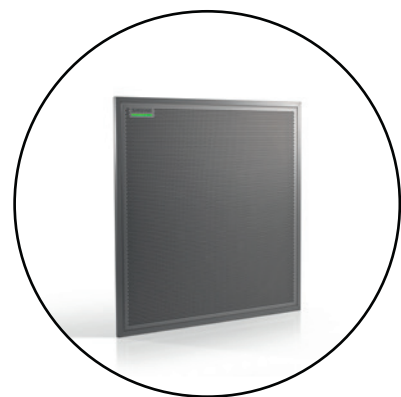
MXCWNCS
NETWORKED
CHARGING STATION





MICROFLEX® ADVANCE™ MXA910 AND MXA710 ARRAY MICROPHONES

Steerable Coverage™ and Autofocus™ technology enable touchless meetings (recommended for permanent installations only)



MXA910
CEILING ARRAY
MICROPHONE



MXA710
LINEAR ARRAY
MICROPHONE



MXA-MUTE
NETWORK MUTE
BUTTON



DANTE-ENABLED TECHNOLOGY

- Selected solutions utilize Dante digital audio networking for connection between components.
- With Shure Audio Network Interfaces, analog and Dante-enabled products can be interconnected for a variety of applications, including sound reinforcement, recording and conferencing.
- With Shure Audio Encryption, Dante audio is encrypted prior to being sent over the network to another Shure Dante device.



SCENARIO 3 COMBINED ON-PREMISE MEETINGS WITH REMOTE PARTICIPANTS

THIS CONFIGURATION MAY POTENTIALLY BECOME THE “NEW NORMAL” IN POST-LOCKDOWN WORK LIFE AS PEOPLE CONTINUE TO WANT TO WORK FROM HOME/WORK FROM ANYWHERE.

→ WHAT'S NEEDED

- Employees, delegates, or other participants can join the meeting while working remotely.
- Meetings conducted from multiple locations, in both local government buildings and from employees' homes, must appear as if they are a single event.
- Remote simultaneous interpretation must deliver multiple translations clearly and reliably – whether participants are in transit, at home, or at their workplace.

👉 HOW TO ACHIEVE IT

HOME OFFICE PRODUCTS PAIRED WITH ON-PREMISE AUDIO SOLUTIONS

As a mix of Scenario 1 and Scenario 2, this setup combines the best of home office solutions as well as temporary or permanently installed on-premise solutions. The key here is to successfully integrate the different platforms and systems to work as one. [See Home Office recommended products in Scenario 1]

TECHNOLOGY INTEGRATION

Regardless of the scenario or setup needed by your government clients now and in the near future, collaborative working requires technology that enables seamless communication for everyone involved. And this ultimately demands integration capabilities with a range of partner solutions, because no one provider can do it all. At Shure, as the renowned audio specialist, we work with an ecosystem of technology partners to complement your customers' existing and new AV/IT investments.

As you continue to support your clients in the government sector, our team will be available to assist you with new solution designs and provide a portfolio of software and hardware tools to safeguard business continuity. Together, we can support the democratic process in the post-COVID work environment.

LEARN MORE

For more information on our products or on how to pitch the relevant audio solutions to your local government clients, get in touch with lovell_antony@shure.com

