

# Business & Conference Projection

Professional projection for meetings and conferences — stable performance with simple operation.

## Quick Positioning

**Recommended series:** MEET Series (primary) + NOTE Series (optional for training rooms)

**Best-fit channels:** Office equipment distributors • AV integrators • Corporate procurement • IT/AV service providers

**Ideal selling message:** Professional presentation performance for meeting rooms and conferences.

Key brand facts: 10+ years industry experience • 100+ countries distributor network

# Market Demand & Opportunity

Businesses need reliable visual communication for meetings, training, and conferences. Procurement and integrator channels value stable performance, easy deployment, and standardization across multiple rooms/sites. MEET Series is positioned for business and conference environments.

## Key demand drivers

- Daily meeting room usage with non-technical users
- Standardization across offices and sites
- Professional presentation requirements
- Clear B2B positioning vs consumer entertainment products

# Use Scenarios & Buyers / Channels

## Typical Use Scenarios

- Corporate meeting rooms
- Conference and training rooms
- Shared workspaces and business centers
- On-site presentations and demos
- Temporary conference setups

## Typical Buyers / Channels

- Office equipment distributors
- AV integrators
- Corporate procurement suppliers
- IT/AV service providers
- Distributors supporting multi-location rollouts

# Challenges & BYINTEK Solution Logic

## Key Challenges

- Need consistent clarity and stability
- Simple setup for non-technical users
- Standardization across locations
- Maintenance simplicity and support routing

## Solution Logic (How to Sell)

Sell operational stability: “plug in, present, repeat.” Lead with MEET Series for meeting rooms and conferences. When the use case is primarily training-room continuity (education-like environment), NOTE can be offered as an optional fit.

### Positioning tip

Keep business positioning clean: MEET for meetings/conferences. NOTE only when the environment is training-first.

## Recommended Positioning & Series Fit

### Series system (reference)

Series	Positioning	Best-fit scenarios
BOOK	Mobile Education + Portable/Outdoor	Mobile training, teacher mobility, outdoor portable
NOTE	Professional Education & Training	Institutional classrooms, structured training
MEET	Business & Conference	Meetings, conference rooms, presentations
LOVE	Mainstream Home Cinema	Retail home cinema, volume segment
MAGIC	Enhanced Home Entertainment (Some is Portable/Outdoor)	Gaming/sports upgrade, premium retail ladder, outdoor portable

For this solution, lead with: MEET Series (primary) + NOTE Series (optional for training rooms)

# Business Value & Next Steps

## Business Value for Distributors

- Fits procurement and integrator workflows with clear B2B positioning
- Stable supply for room standardization and rollouts
- Shorter sales cycles by selling solution logic first
- Partner support for documentation and consistent messaging

**Next step: Share your target channel + scenario. We will recommend the right lineup and cooperation model.**