

mago

Across thousands of customer conversations, two pain points show up every time.

Mago solves both



Joining the meeting platform they need, such as Teams, Zoom, or Webex, without friction



Sharing content quickly and reliably

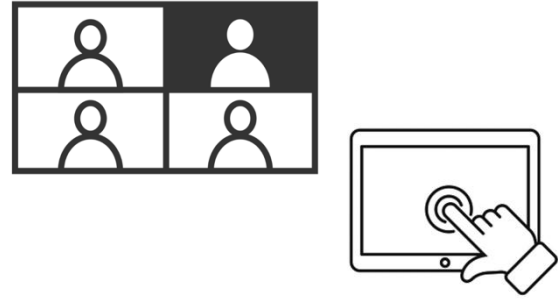
1

“The truth is, around 80 percent of our meetings happen on our preferred internal platform, but the remaining 20 percent take place across many others. People are used to joining meetings from their laptops, regardless of the platform. When they return to the office and realize they can’t do the same, frustration is inevitable.”

— *Director of Collaboration and Communication*
Leading global luxury brand



Top 5 Meeting Room Trends (2026)



1. Simplicity Wins

Users expect frictionless experiences: plug-and-play, intuitive interfaces, and platform-agnostic setups. Simplicity is now the benchmark for adoption.



2. BYOM Dominates

Bring-Your-Own-Meeting models outpace in-room systems **5:1**, driven by lower TCO and greater flexibility. Hybrid hubs now let organizations blend BYOM with existing in-room gear—upgrading without ripping and replacing.



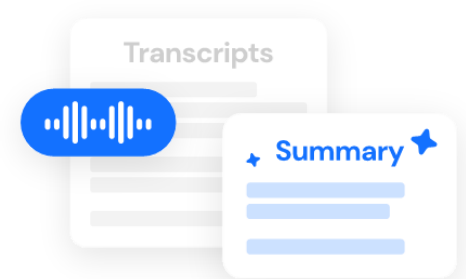
3. Interoperability Is Mandatory

The era of single-platform allegiance is over. Teams, Zoom, Meet, and others must coexist. Users demand: **any device, any platform, any room.**



4. Certification ≠ Real-World Workflow

Certified components rarely form fully certified ecosystems. Modern rooms mix displays, switching, ceiling mics, laptops, mobile devices, and BYOM workflows—none end-to-end certified. In 2026, organizations prioritize **compatibility, performance, and flexibility** over strict certification lists.



5. AI Needs Balance

AI-powered devices and software are accelerating, but over-engineering drives cost, complexity, and support overhead. Organizations will prioritize **practical AI**—smart automation without excessive investment or operational burden.

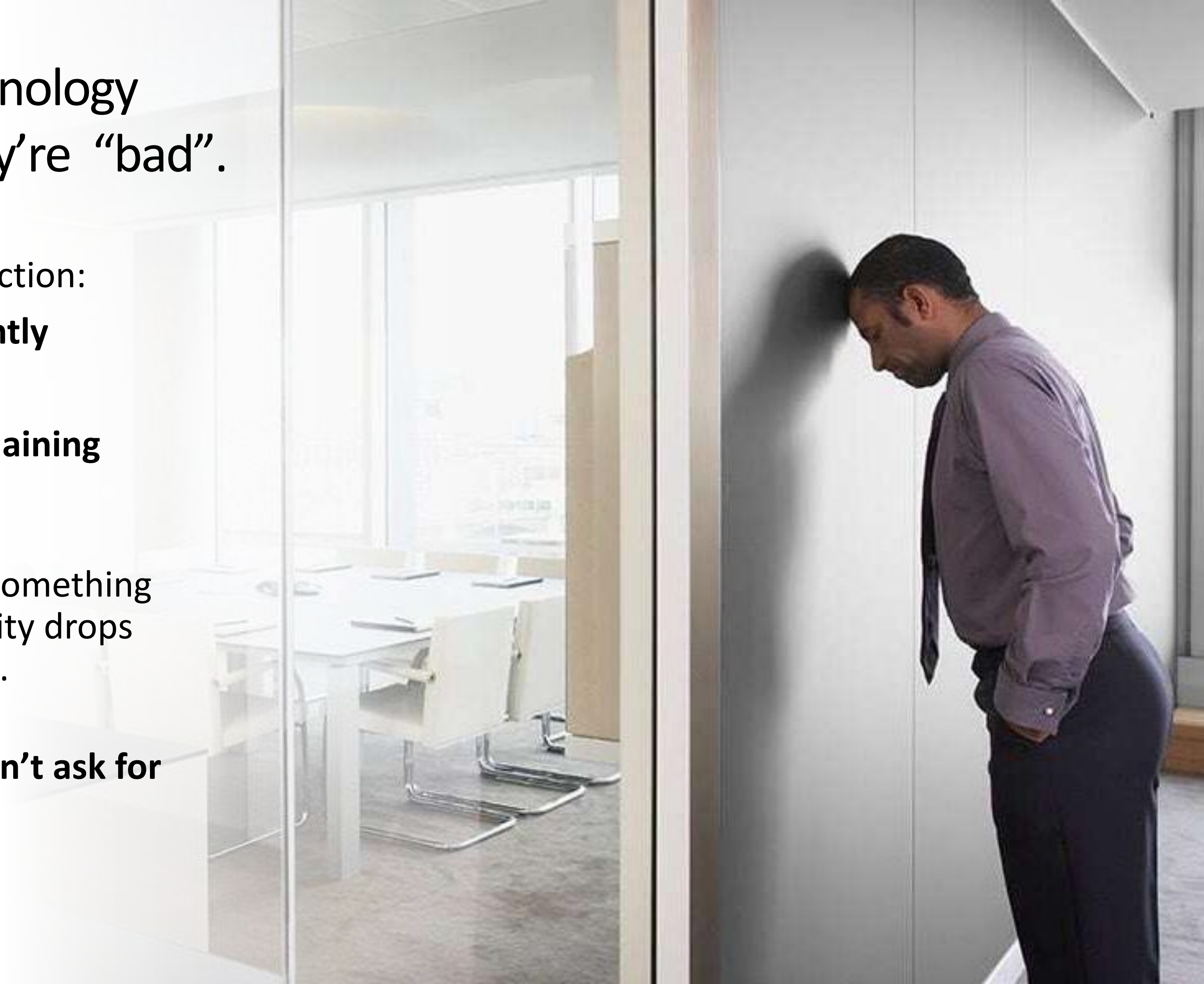
Most collaboration technology doesn't fail because they're "bad".

It fails because it introduces friction:

- **rooms that behave differently**
- **tools people don't trust**
- **technology that needs explaining before it works**

When collaboration becomes something people worry about, productivity drops before the meeting even starts.

The most effective systems don't ask for attention. They just work.



The forgotten truth of BYOD meeting

The first device connected to the room system is kidnapped for the entire duration!



Laptop's performance varies from different OS version and updates, CPU and RAM specs, port types and compatibilities, drivers, resource usages etc. It's difficult to guarantee the video conference's smoothness and stability.



Cannot disconnect for the entire meeting or the in-room video and audio will be interrupted

Connect the way you prefer

Mago is working closely with Microsoft, Zoom, Cisco, Google, and Yealink to deliver an open and agnostic device experience.

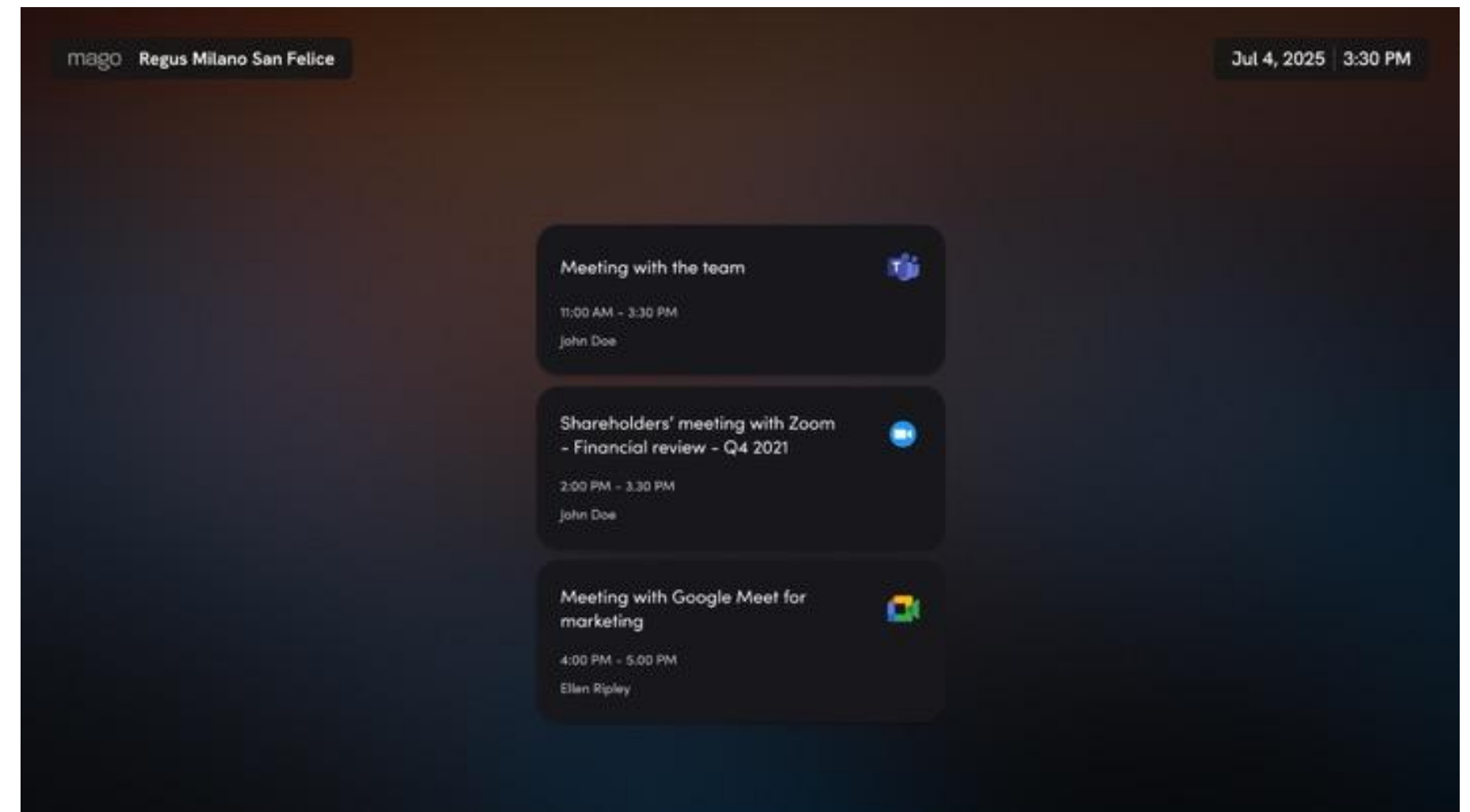


One Touch to Join for any meeting

People collaborate across many different meeting platforms. Mago makes it easy to join Microsoft Teams, Zoom, Google Meet, and Webex meetings directly from a Yealink device using One Touch to Join. When the meeting starts, simply tap Join in the Mago UI.

Scheduling meetings across platforms is just as simple. With the Mago Hybrid Calendar Service, you can connect your Microsoft Exchange, Microsoft 365, or Google Workspace calendar to Mago Pro.

Schedule and join meetings across platforms with just a few clicks.



Mago features available across all meeting platforms.



One tap to join

Available across all platforms when Hybrid Calendar is enabled



Lobby bypass

Bypass the meeting lobby according to policy. Devices can join as the first participant.



Content sharing

MagoLink technology provides a universal way to share content or screens to the display, from any network, with no dongles and no hassle.



Collaborative whiteboarding

Mago whiteboarding on Yealink Boards delivers an engaging, premium collaboration experience, with connected whiteboards and digital content synchronized in real time from any location.



Microphone sync

Microphone mute status is synchronized across devices.



Yealink AI Camera mode

Yealink's unique auto framing technology shows each person in the room in their own dynamic video frame.



Video layout selection

Choose your preferred local video layout (speaker focus, gallery, side, ...)



Touch control

Control Mago and Yealink features from a tabletop controller. Wired and wireless options are available for an ergonomic experience.

2

“It’s not ‘just five minutes’ of tech trouble. Every cable that won’t connect, every wireless casting dongle that needs a security permission and fails to load, every meeting that starts five minutes late may seem small in the moment. But across every room, every day, those lost minutes add up to lost hours, lost focus, and lost money.”

— *Director of Collaboration and Communication*
Leading automotive company



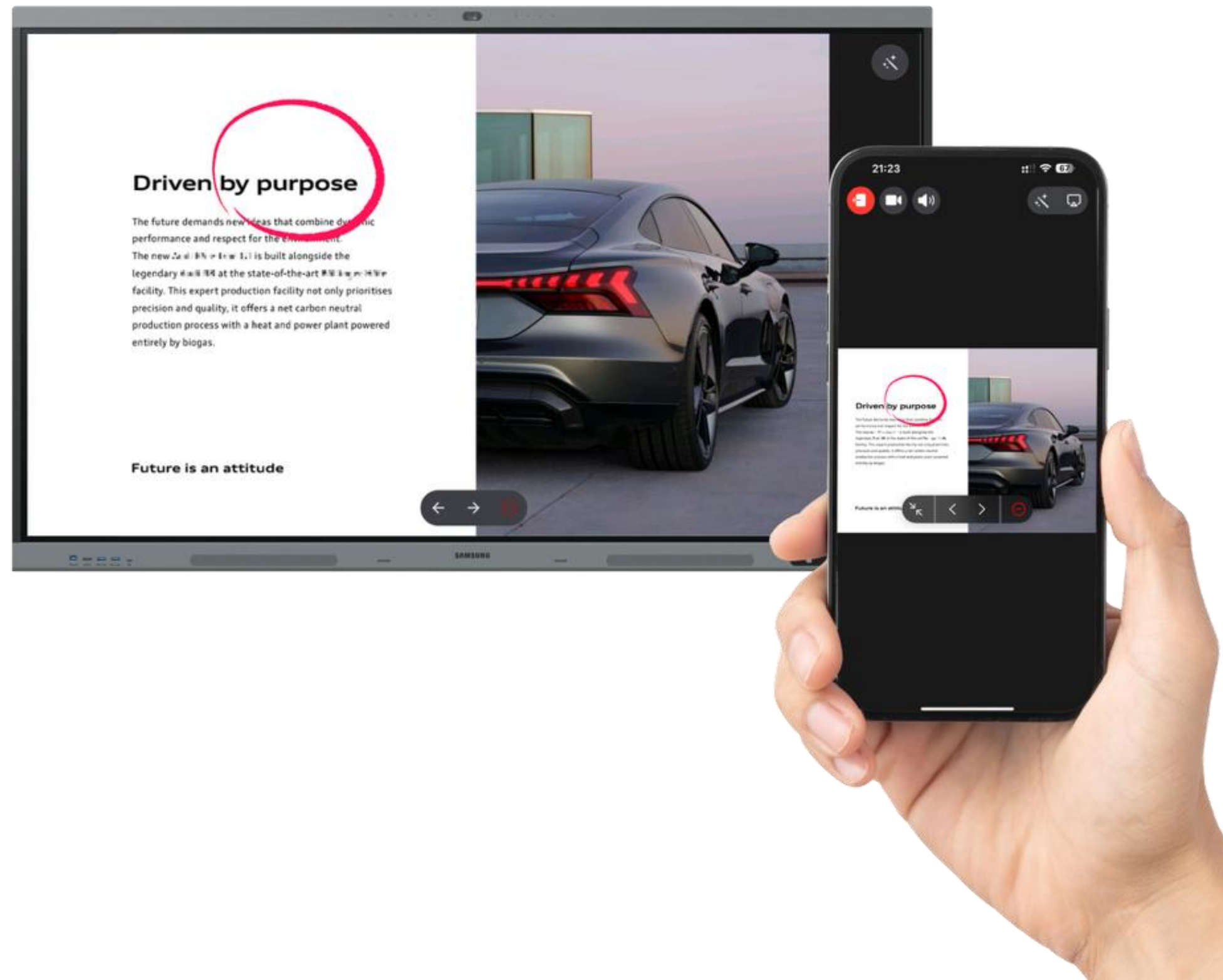
Wishlist

- Meetings happen everywhere
- On any device
- From any network
- No apps to install
- Same room or remote participants
- Privacy protection

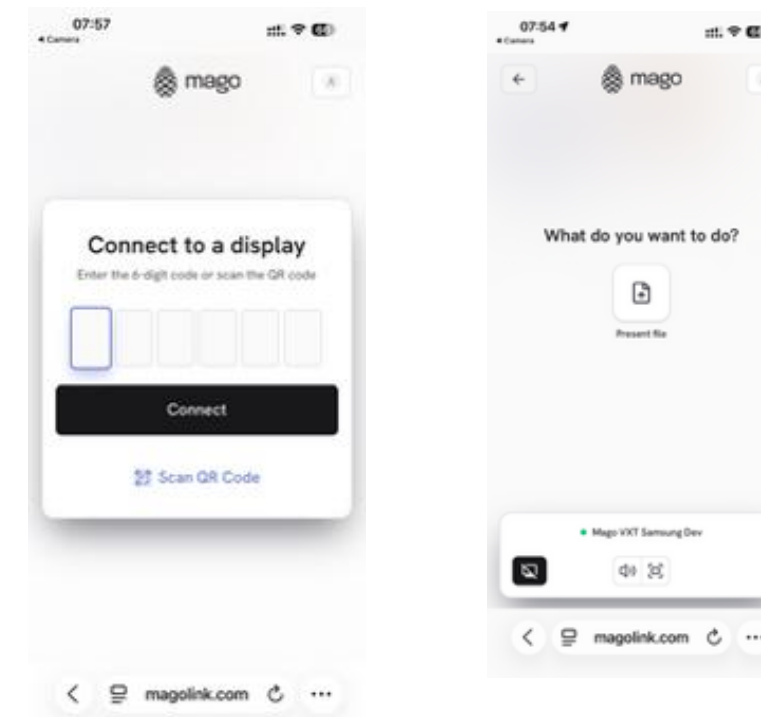
Challenges with legacy wireless displays technologies

- Requires a specific Wi-Fi connection
- Each device uses a different method for screen casting
- Privacy concerns due to on-screen notifications
- Each TV or screen has a different way to activate cast options

Elevate the wireless presenting experience

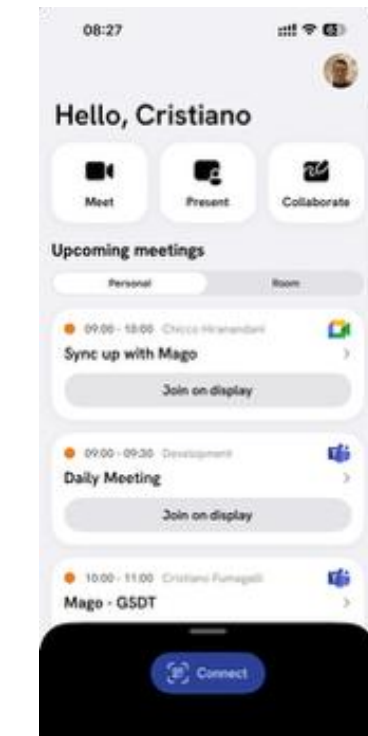


No app (Browser)



- Single file experience
- Magic annotation

With Mago App



- Multi-file experience
- Magic annotation
- Instant Videocall and remote contents sharing
- Access cloud drives
- Co-edit Office 365 files and Google Workspace files

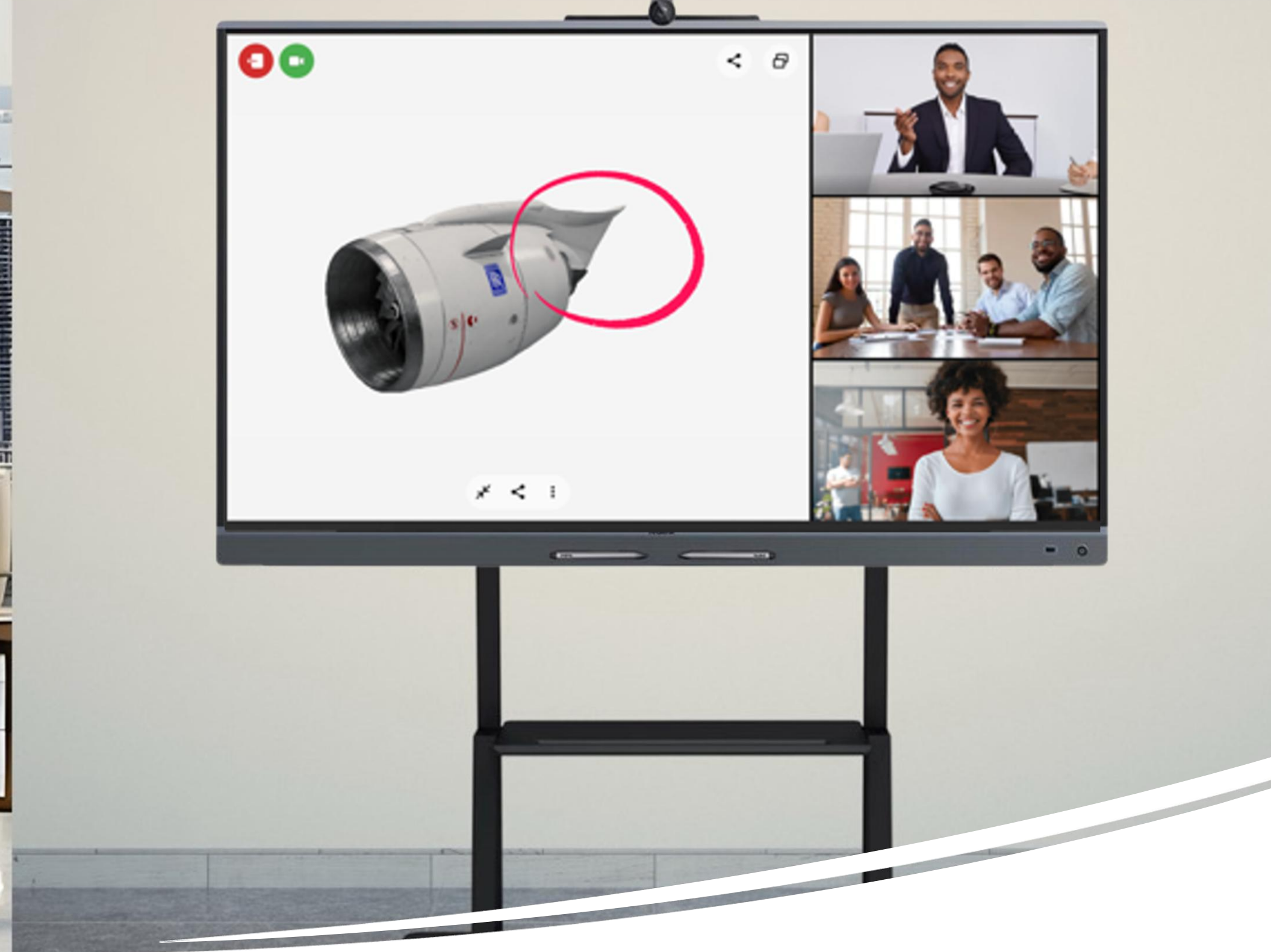


Introducing Magolink technology

- Present files or share your screen
- Access your cloud drive or phone storage securely
- Works on 4G, 5G, and Wi-Fi
- No apps, no dongle
- Secure and private, available on-prem or in a private cloud
- End-to-end encryption
- Stateless technology

The Whiteboard Experience





Customers seeking an engaging, premium **collaboration experience** between connected **whiteboards** and digital content synchronized in real time from any location.

Competitive landscape: digital whiteboarding and visual collaboration tools

Dry-Erase board streaming



LOGITECH SCRIBE Huddly® Canvas™

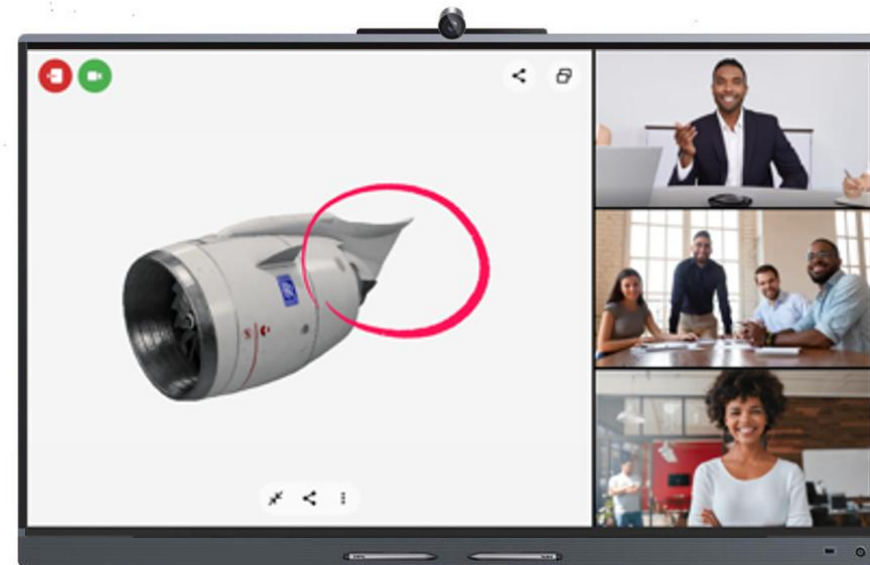
PROs

- Easy to use for everyday meetings
- No new skills or training required
- (Basic) Hybrid brainstorming

CONs

- Higher TCO due to new hardware, management and updates
- One-way collaboration only
- No undo / redo feature

Digital Whiteboards



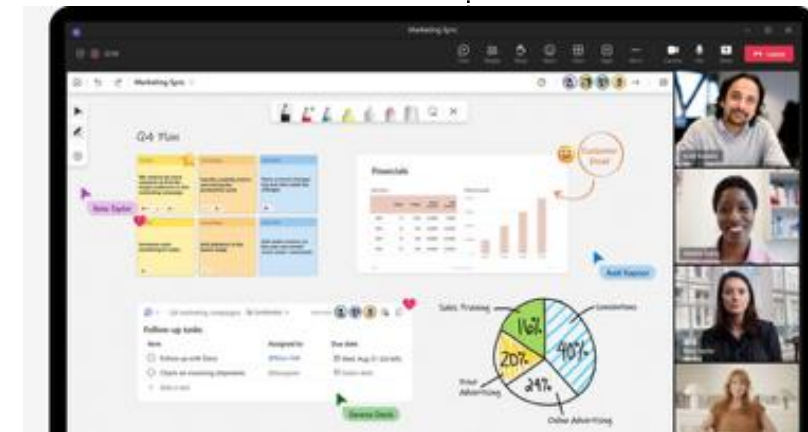
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PROs

- Easy to use for everyday meetings
- Cloud or On-Prem private hosting
- Integrated UCC
- No file-system access for security
- Available for IFP, passive screens with videobar and mobile devices / browser
- Ergonomic experience with pen and touch
- Support for media files and 3D objects

CONs

- No undo / redo feature (coming soon)



Microsoft Whiteboard

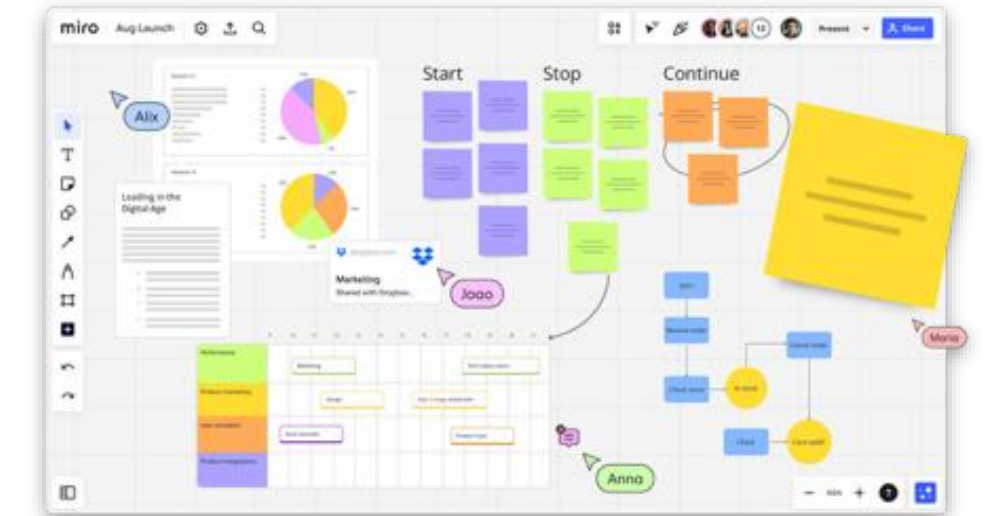
PROs

- Easy to use
- Seamlessly integrated with Microsoft Teams

CONs

- Cloud-based only
- Interactive screens only
- Authentication required
- Requires Teams rooms software to join via room device

Design Thinking tools



MURAL miro FigJam Lucidspark

PROs

- Advanced features for design thinking and persistent collaboration
- Hybrid collaboration
- Integrated video conferencing

CONs

- Requires high skills
- High TCO (e.g. for Enterprise Subscription and user training)
- Cloud-based only

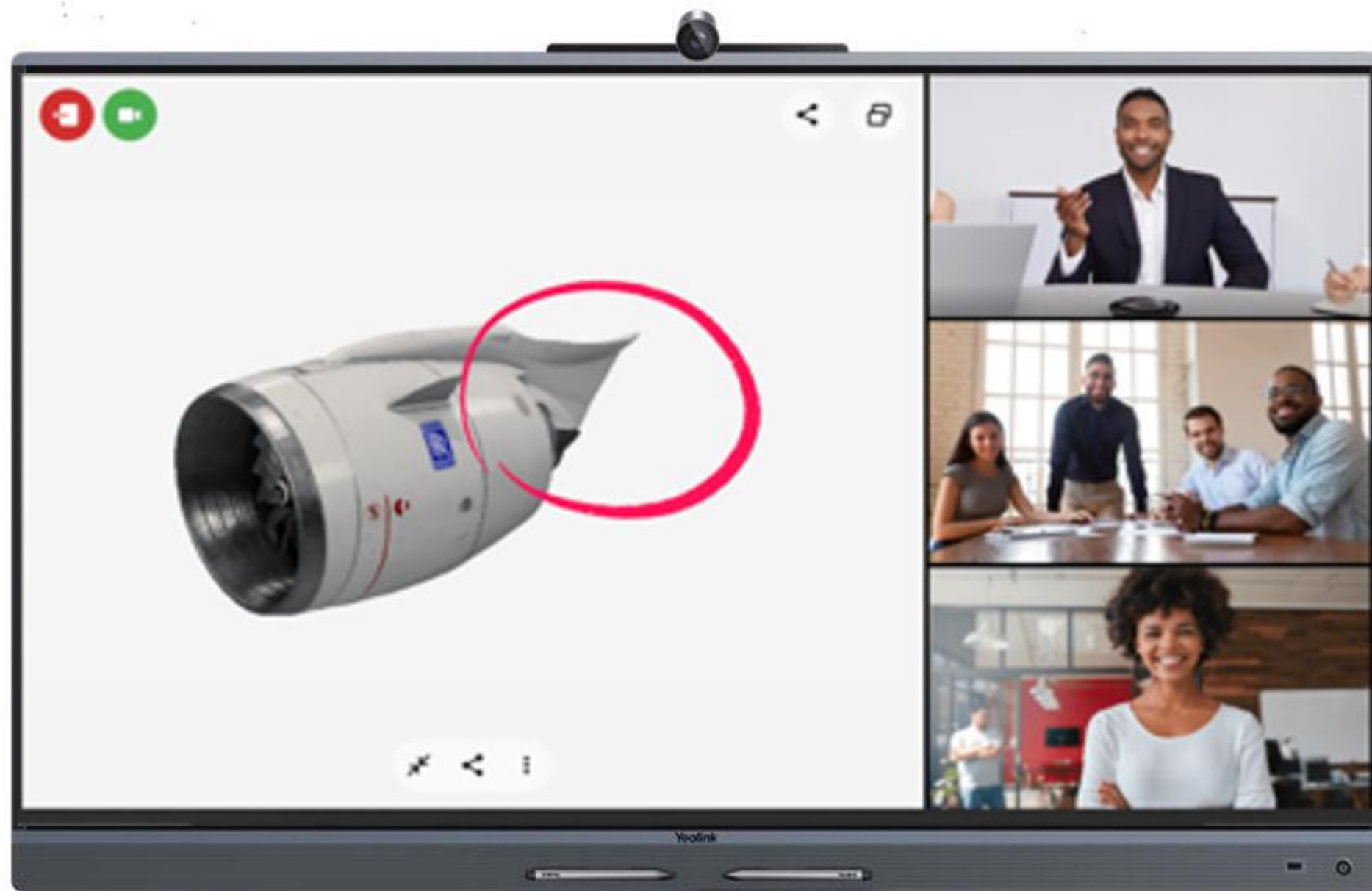
Learning curve – initial effort required for basic users

Very easy

Easy

Medium

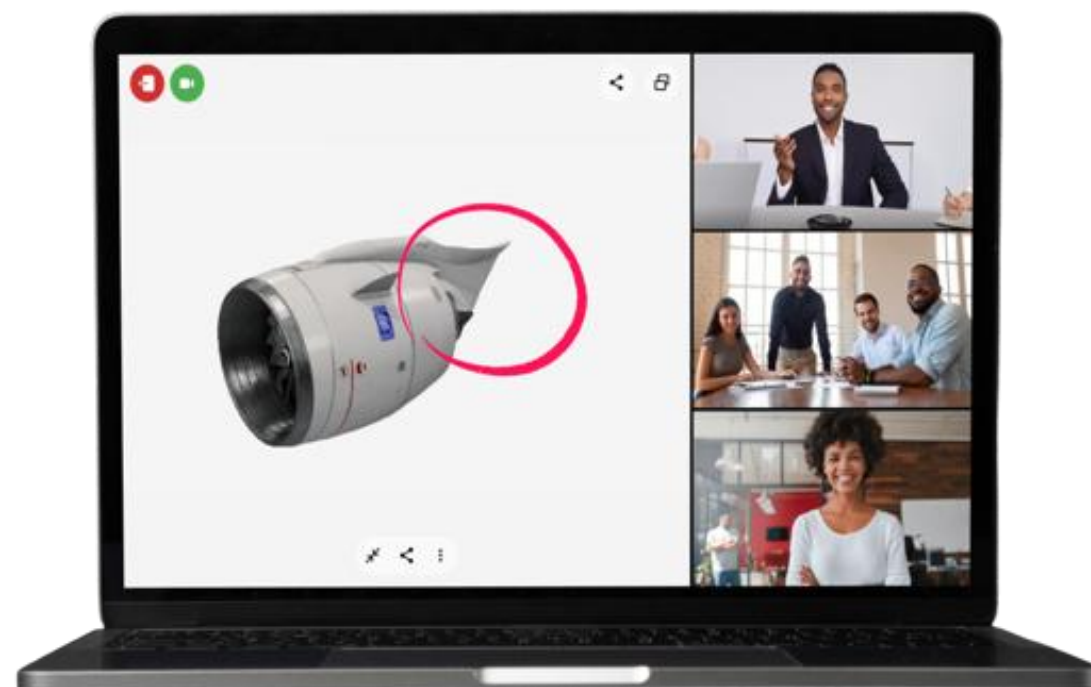
High



The Privacy-First AI real-time collaborative whiteboard

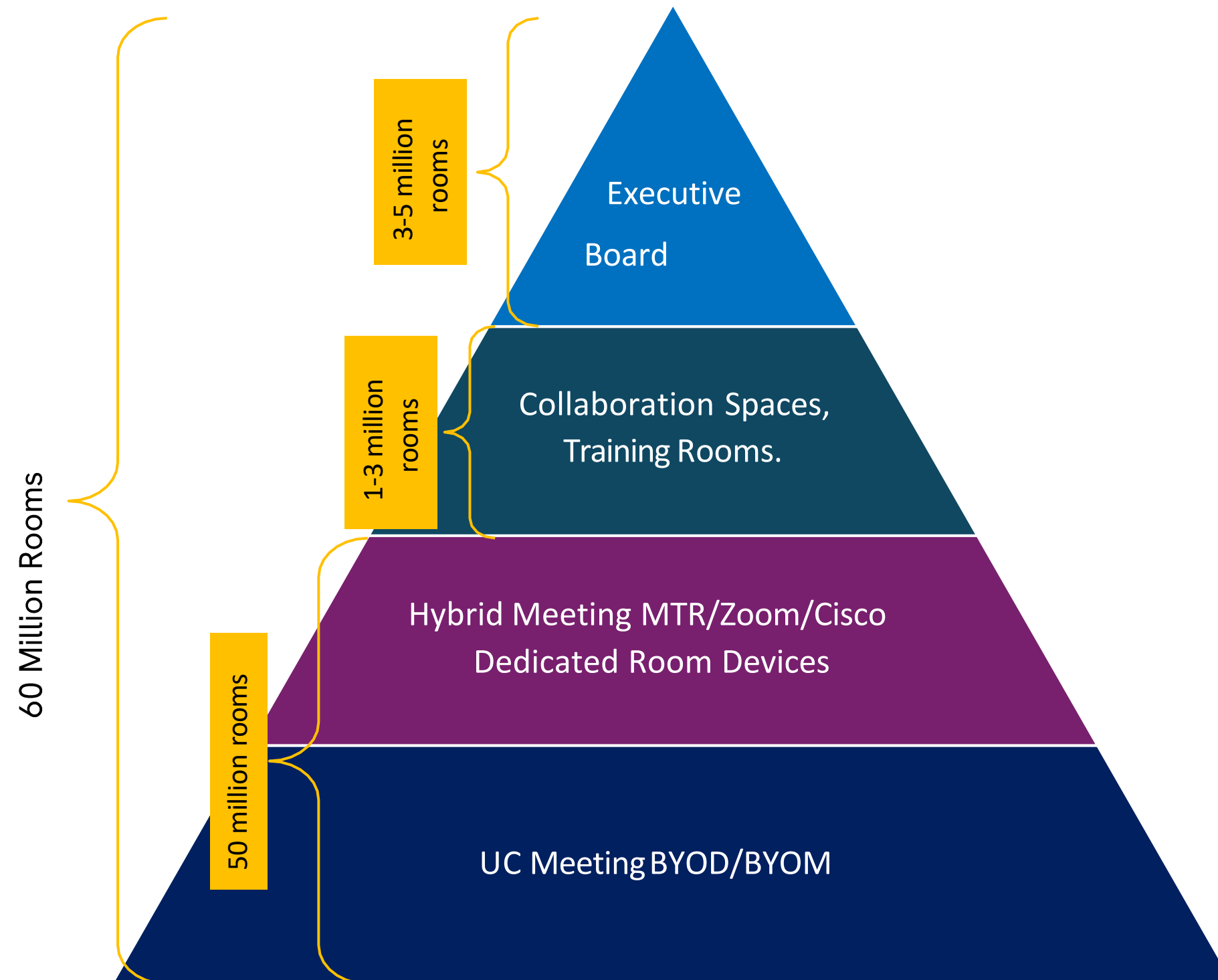
100% Private

- Integrated Mago Meet videocall
- Works with Zoom, Teams, GMeet, Webex
- All the processes happens on your private server instance
- No cloud connection required
- GDPR/HIPAA/SOC2 compliant by design
- Perfect for sensitive meetings and confidential discussions



* Available for Windows 11, Android OS, iOS, web browser

Global Market Scenario – Meeting Technologies



Unified Telephony and Collaboration UCC Market size was valued at USD 45.67 Billion in 2024 and is forecasted to grow at a CAGR of 10.5% from 2026 to 2033, reaching USD 108.12 Billion by 2033.

What are the emerging global trends in the Unified Telephony and Collaboration (UCC) market?

- Artificial Intelligence Integration
- Cloud-Based UCC Solutions
- Sustainability and Green Technologies

What are the key challenges faced by the Unified Telephony and Collaboration (UCC) market?

- Security and Privacy Concerns
- Integration Complexity
- Cost of Implementation
- User Adoption and Training



Mago has been an official member of the Microsoft Partner Network since 2020 and now uses the Microsoft Azure Communication Services SDK for offering the best “join/host experience of Teams meetings, on Mago products.

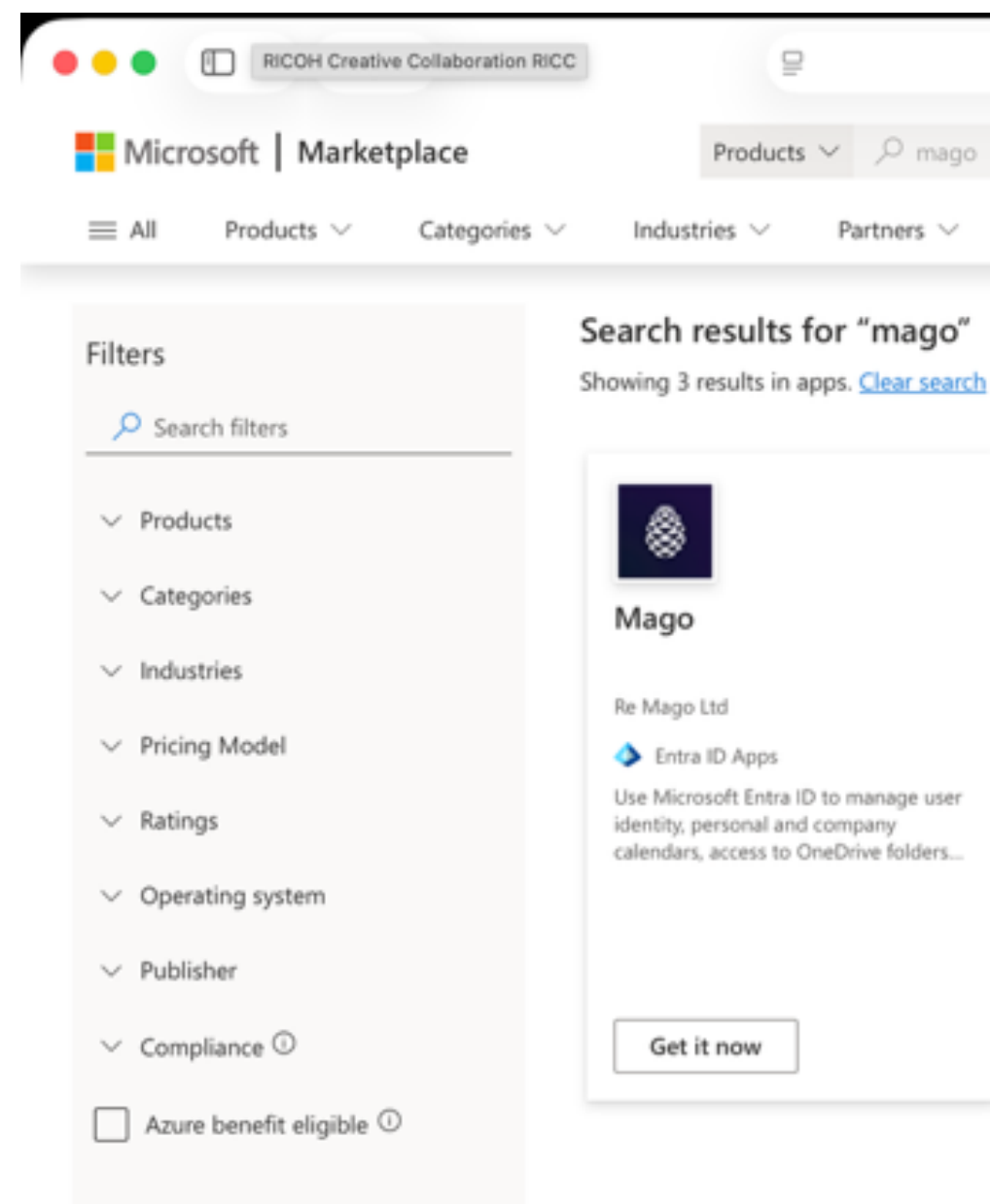


Microsoft Partner Network
Re Mago is accredited in the Microsoft Partner Network

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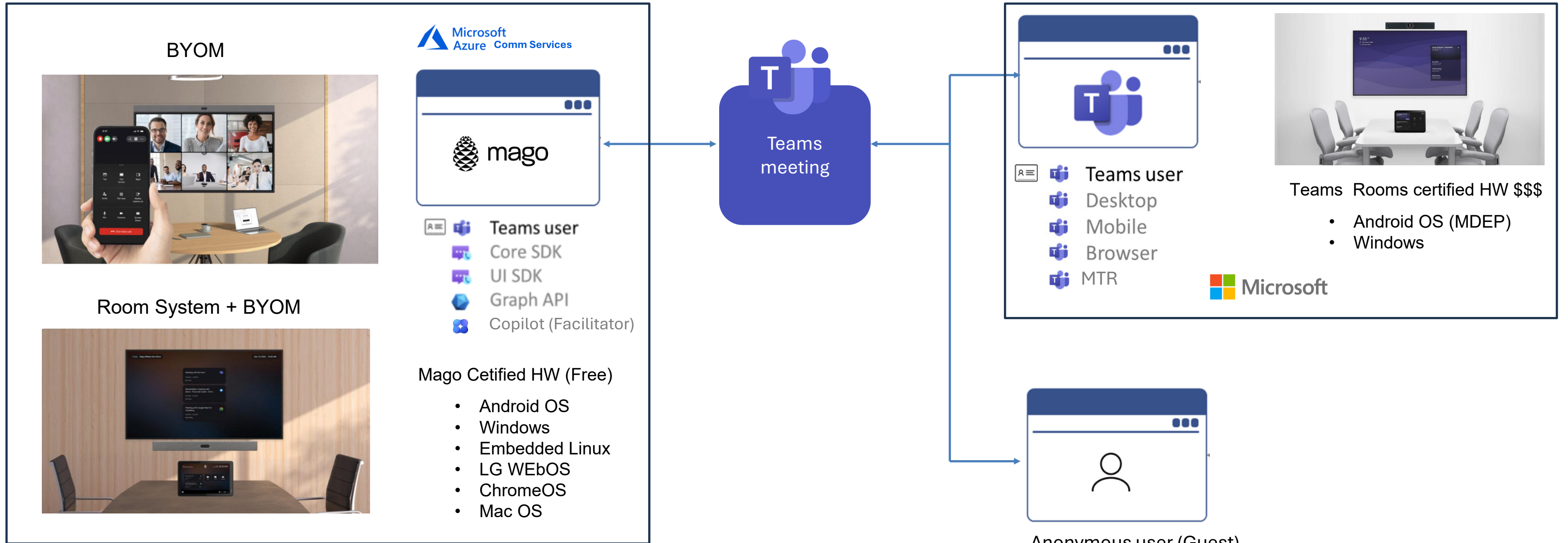
Publisher
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Seller ID: 70230940 (Re Mago Ltd)

Microsoft Partner Network
April 24, 2020, Microsoft Partner Network agreement



Mago - Universal Collaboration Operating System

A vendor-agnostic platform that unifies meetings, content, and control into a single, consistent experience, liberating users from platform silos.



Join MS Teams meeting with Mago and Azure Communication Services

Mago leverages Microsoft Azure Communication Services to deliver the most user-friendly BYOM (Bring Your Own Meeting) and room system experiences. This enables seamless interaction with Microsoft Teams users through voice, video, chat, screen sharing, and a Copilot (facilitator) experience on any device.

Using the Teams identity authentication model, a Communication Services application allows **Teams users** to join calls with other **Teams users** who are using the Teams clients.

Licensing Explained

When using Microsoft ACS with Mago, you can choose between two licensing options:

Mago Subscription Licence (including Microsoft ACS package)

This is a bundled option where the Microsoft ACS usage is included within your Mago subscription. You don't need to manage a separate Azure subscription or ACS key.

Using your Microsoft ACS key on your Azure subscription*

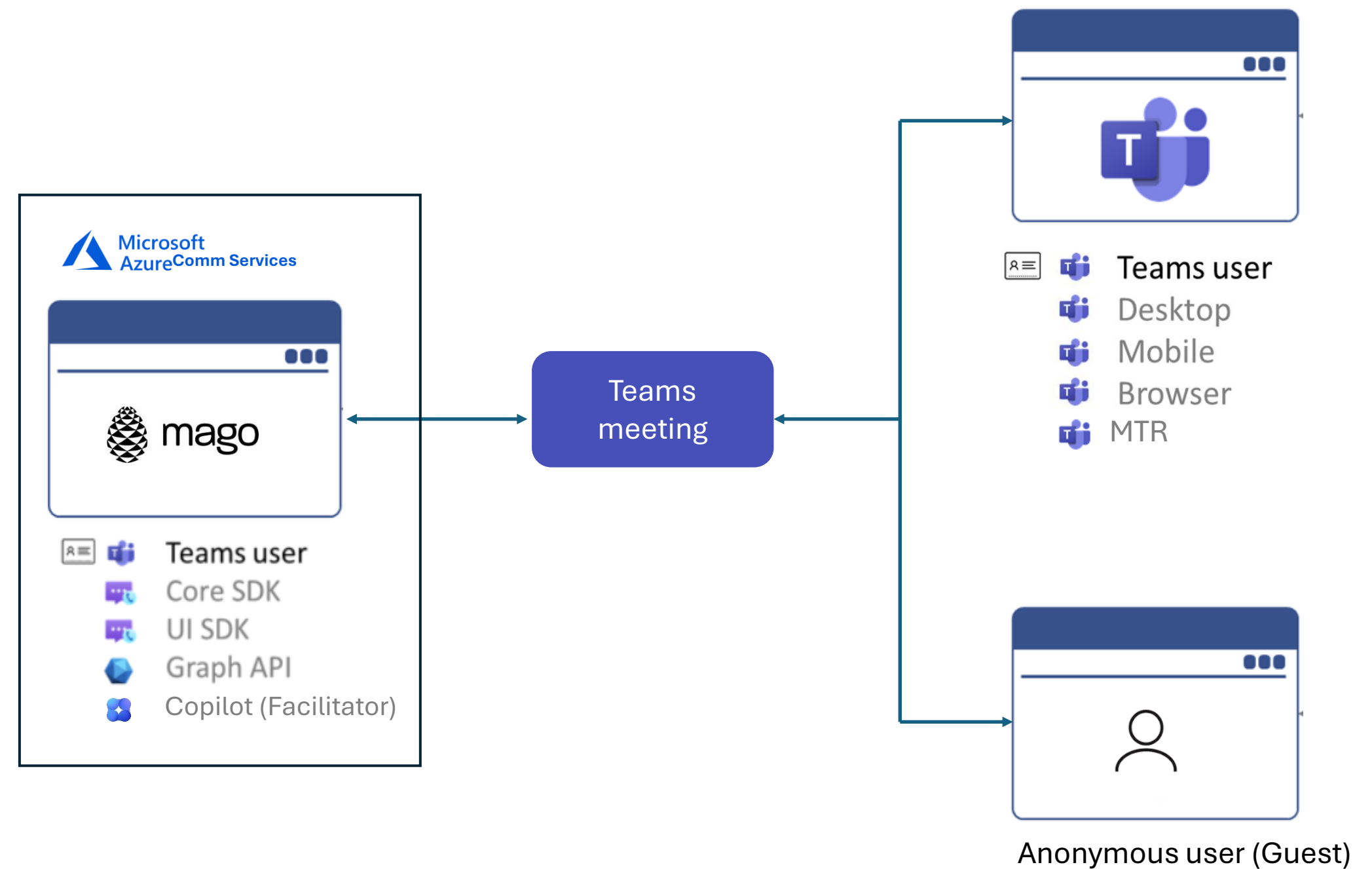
In this option, you provide your own Microsoft ACS key that is associated with your Azure subscription. This gives you more direct control over your Azure resources and billing.

Important Notes:

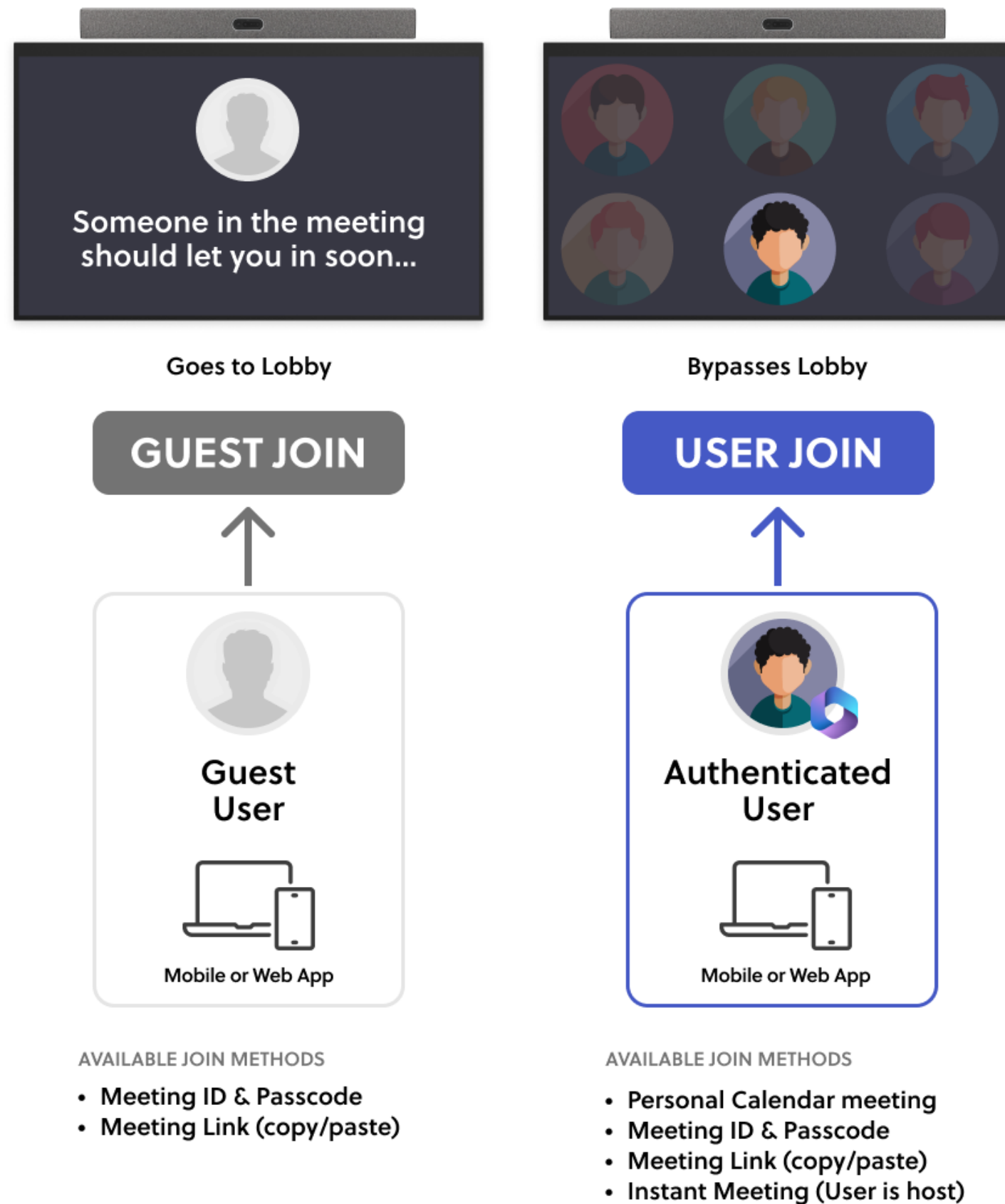
Teams Users Licensing: Your existing Microsoft Teams plan is what matters for hosting or joining meetings via the Mago platform. No additional Teams plan is required specifically for Mago integration.

Office 365 Room Resources: These are free of charge. You do not need to pay extra for using Office 365 room resources (like meeting room devices) with Mago.

Copilot(Facilitator) : This feature for automatic recap require a copilot license for Teams



BYOM scenario



There are two ways that users can join a MS Teams meeting with Mago

As an Authenticated Teams User*

How to Join: Walk into the meeting room and, using your personal device (phone, tablet, PC, or Mac), scan the room's QR code or navigate to the Mago Link page and enter the 6-digit code displayed in the room. This will start your Teams meeting on the room's equipment (audio, video, display) as you and bypass the lobby automatically and provide you the host permissions if you are the meeting organizer.

Your Experience: You maintain control of the camera, microphone, and screen sharing directly from your personal device. Your official M Teams identity is used, so remote participants see you by name, and you bypass the virtual lobby to join the meeting directly.

As an Anonymous Guest User

How to Join: Use a Meeting ID and Passcode, or join from a calendar invite that does not permit automatic authentication.

Typical Scenario: This occurs if you are not signed into your calendar on the device, or if your organization's policy does not allow the system to authenticate and impersonate your identity for the room join process.

Your Experience: You will join the meeting as a "Guest." A meeting participant already in the call will need to admit you from the virtual lobby before you can enter the main session.

To reach this best experience for your users you need to configure your Azure Communication Services principal on your Microsoft tenant : <https://kb.mago.io/requirements/video-conferencing/authenticated-calls/authenticated-calls-with-microsoft-teams>

Mago configured as Room System

In this configuration, Mago operates as a dedicated room system, offering multiple ways to quickly join or host meetings across different platforms (MS Teams, Zoom, Webex, Google Meet, Mago Meet). There are two primary methods to initiate or join a meeting:

"In-Room" Meeting Mode

You can operate directly on the room device to one-touch join a scheduled calendar meeting or host a new meeting. In this mode, the meeting is joined using the "Room Resource Account" identity. Remote participants will see the room's name.

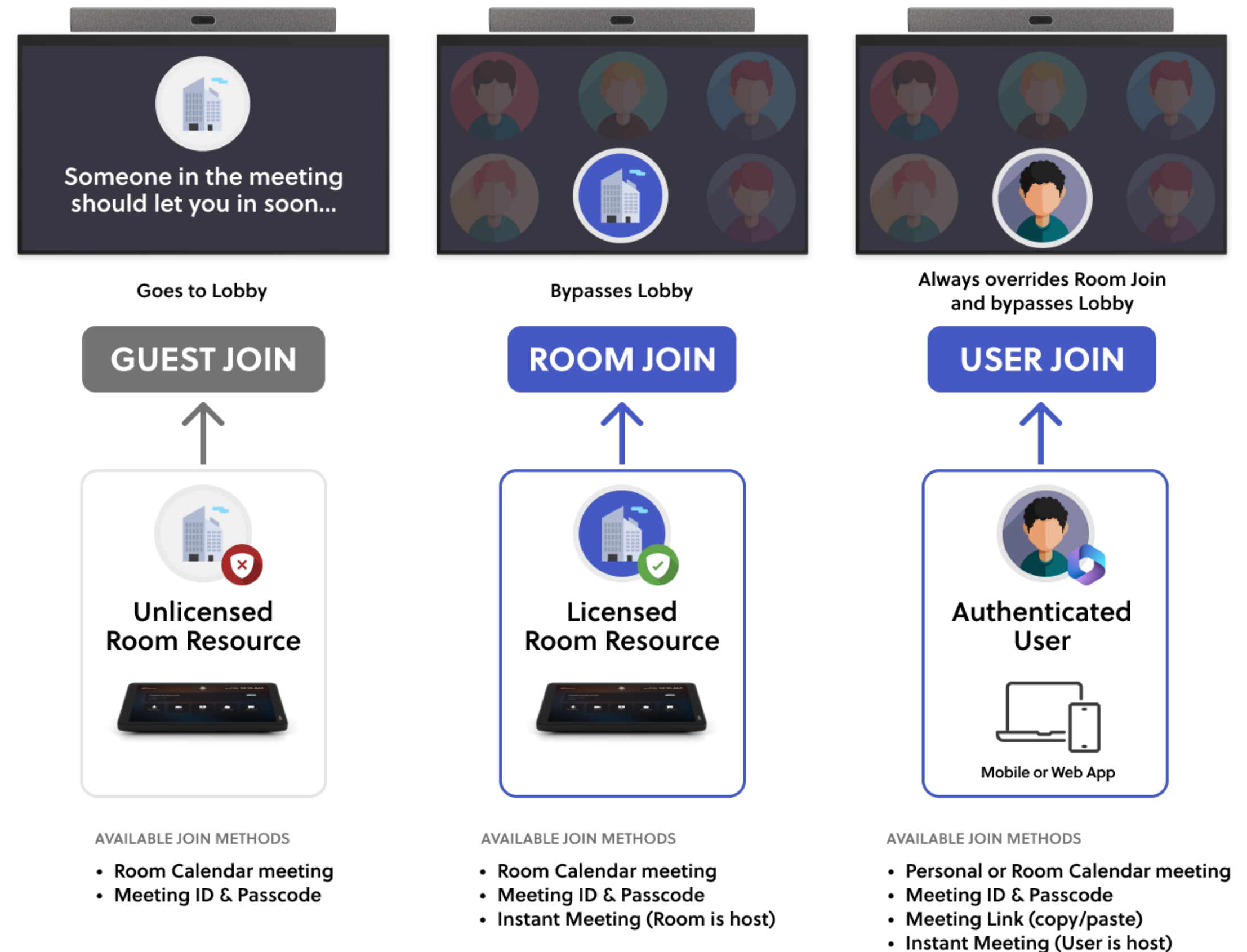
"BYOM Personal Join" Mode

You can use a personal device (phone, tablet, computer) to scan the QR code displayed on the room screen or visit the Mago Link webpage and enter the 6-digit code shown. This mode initiates a personal authentication process, enabling a "Bring Your Own Meeting" (BYOM) experience, which has two variations:

As an Authenticated Teams User: The system uses your personal Microsoft Teams identity to join the meeting. You automatically bypass the lobby and are granted organizer permissions if you are the meeting organizer. Remote participants see your name. You can control the room's camera, microphone, and screen sharing directly from your personal device.

As an Anonymous Guest User: If you cannot or do not authenticate with a personal identity (e.g., your device isn't signed into your calendar, or organizational policy prohibits identity impersonation), you join as a "Guest." You will wait in the virtual lobby until an existing participant in the meeting admits you.

Room System mode + BYOM scenario



To reach this best experience for your users you need to configure your Azure Communication Services principal on your Microsoft tenant : <https://kb.mago.io/requirements/video-conferencing/authenticated-calls/authenticated-calls-with-microsoft-teams>



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