

## Unity Technologies Installed 166 Zoom Rooms Across 21 Locations in Roughly 6 Months

**Customer:** Unity Technologies, a real-time 3D (RT3D) gaming platform company

**Challenge:** Needed to build complete AV standards and connect a large, widespread team, but struggled with low attendee caps due to the unreliability and complexity of other solutions

**Solution:** Zoom Rooms was installed by their own team over a course of 6 months across 21 locations worldwide. Zoom meetings make it both reliable and easy for everyone to collaborate

**Result:** The team is enjoying an array of Zoom products, including Zoom Rooms and Zoom Webinars, and has also developed executive Zoom Rooms, training rooms, and Crestron-integrated all hands spaces



### Customer

Unity Technologies is a real-time 3D (RT3D) development platform, giving developers around the world the tools to create rich, interactive 2D, 3D, VR and AR experiences. It's most commonly used in the gaming industry. More than 60% of the world market share for all mobile games is built on the Unity's platform. When it comes to Augmented Reality (AR) and Virtual Reality (VR), more than 60% of all content, including the Pokemon Go game, is made with Unity.

Headquartered in San Francisco, Unity Technologies is a team of 2,000+ employees across 29 locations worldwide. Their engineering team keeps Unity at the bleeding-edge of technology by working alongside partners, such as Facebook, Google, Magic Leap, Microsoft, and Oculus to ensure optimized support for the latest releases and platforms. Unity Technologies also has the third-largest ad business (after Google and Facebook) that focuses building and hosting ads on gaming platforms.

### Challenge

The head of research and development at Unity had a seemingly simple request: he wanted to host a multi-site meeting with the entire team. This was burdensome both financially and logistically to execute since he has employees spread all over the world. For this reason, the management decided to have a digital meeting, and was looking for a video communications solution.

With its former solution Vidyo, Unity Technologies' team had issues with reliability and inflexible plans. Some people on the

team were using Google Hangouts, but it only worked for small meetings. The team was looking for a video communications solution that was suitable for large meetings, reliable even in low-bandwidth environments, and easy to install in multiple locations.

## Solution

Unity Technologies rolled out Zoom accounts across all their employees for use on their mobile and desktop devices. Additionally, every single conference room at Unity Technologies' new offices was built with Zoom Rooms from the very beginning. Brian Hoyt, CIO for Unity Technologies said, "I did a pizza party over that weekend with my IT team, and all of us went into the rooms and set up iPads, cameras, speakers, and other Zoom Rooms essentials. The installation process couldn't have been any more straightforward and simple. By the end of the weekend we had dozens of rooms up."

Later, Zoom Rooms were installed in all the offices across the world from China and Canada to the UK and Copenhagen averaging just a day for the de-installation of the old equipment and the installation/configuration of the new. Hoyt said, "The head of research and development was astonished by how smoothly and efficiently Zoom Rooms worked across the company. He even sent a company-wide email about it!"

## Result

Experiences made with Unity reach nearly 3 billion devices worldwide, and were installed 24 billion times in the last 12 months. Zoom has an impact on how Unity's team operates and is powering RT3D in architecture, automotive, construction, engineering, film, games, and more.

The automotive design team at Unity, for example, creates rich scenarios that immerse customers in the buying process. From online car configurators to virtual showrooms, they build unique 3D, interactive experiences and use Zoom Video Webinars to promote this product and gain more publicity. The education team is making a full use of Zoom Video Webinars and the recruiting team is using it to maximize outreach to potential candidates. Zoom has significantly improved the new-hire process as well.

Unity Technologies' team enjoys the ease of internal company-wide video meetings and Zoom Rooms. Currently, the team is working on multiple Zoom Rooms deployments in NA, APAC and EMEA, so its entire user-base, as well as customers, can enjoy their frequent meetings and conferences conveniently in high-end video collaboration spaces.



### About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is a private company headquartered in San Jose, CA.