




## Jabra PanaCast cameras help Black Hills Energy improve virtual meetings

### Enhancing video communications

Utility company Black Hills Energy relies heavily on video conferencing for employee collaboration and communication, especially in winter when some offices located in the Rocky Mountains can be cut off by snowfall for several days. Over a recent six-month period, the company logged a total of 8.8 million meeting minutes across more than 29,000 meetings.

In order to maximize meeting efficiency and ensure a consistently superior collaboration experience, the company decided to standardize their meeting rooms with Jabra PanaCast cameras for 180-degree video coverage and true plug-and-play simplicity.

### Installed at over 50 locations

Black Hills Energy has integrated more than 50 PanaCast cameras into meeting rooms at its South Dakota headquarters, and another 50 throughout various satellite offices. The company plans to convert every video conferencing room at every location to PanaCast cameras, with a further 100 rooms set to be upgraded in the future.

### More cost-effective

Brandon Olsen, Manager of Unified Communications at Black Hills Energy comments “Meeting rooms developed around the PanaCast camera are more cost effective than our previous solution, which relied on expensive components from a traditional enterprise solutions manufacturer.”

### Integration with Zoom for instant meetings

Olsen continues “In addition to cutting purchase and maintenance costs, the marriage of PanaCast cameras and the Zoom platform enables instant meetings with no setup or technical knowledge required.”

#### PROJECT DETAILS:

##### Customer: Black Hills Energy

Black Hills Energy is a growth-oriented utility company with a vision to be the energy partner of choice. Based in Rapid City, South Dakota, Black Hills Energy has roughly 200 local offices serving more than 27 million mostly rural customers.

##### Solution: Jabra PanaCast cameras

- 180-degree field of view
- Intelligent Zoom
- Integration with Zoom video conferencing

##### Solution benefits

- Increased cost-effectiveness
- Improved collaboration
- Easier to deploy and use





“Our goal is to deliver a high-quality user video conferencing experience across the enterprise; Jabra PanaCast helps us deliver that experience with their Intelligent Zoom technology and a 180-degree field of view.”

**Brandon Olsen –**  
**Manager, Unified Communications, Black Hills Energy**

## Maximizing meeting space efficiency and simplicity

Like many other companies today, most Black Hills Energy employees join video conferences from small meeting rooms or huddle rooms that seat six to eight participants around a table and include a wall-mounted display, video camera and microphone.

“We developed the PanaCast camera in order to improve every aspect of video conferencing, from setup speed to video quality,” said Aurangzeb Khan, Jabra Senior Vice President of Intelligent Vision Systems. “PanaCast cameras help companies like Black Hills Energy utilize smaller spaces for video conferencing, save significant time and money on setup and operation, and improve engagement through advanced features such as Intelligent Zoom that require no input from meeting participants.”

## Including all meeting participants

The 180-degree field of view is what first caught Olsen’s eye when he began looking for a better small-room camera solution. Jabra’s unique PanaCast cameras utilize three camera lenses and integrated artificial intelligence to create an ultra-wide 180-degree view while the Intelligent Zoom feature automatically adjusts the field of view to include all participants in the conversation.

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## FEATURES



### Inclusive meetings

Panoramic-4K video using three 13-megapixel cameras and patented real-time video stitching for 180° coverage.



### Instant collaboration

Plug-and-play technology lets you collaborate with others quickly and easily.



### Intelligent video technology

Intuitive camera technology detects individual meeting participants and optimizes the field of view.