

Project **Ghost**

logitech + **Steelcase**

Merging digital technology with
the physical environment



We believe the world of work has shifted from an attendance era to an attention era

Hybrid workers have gained more mastery over their time & work place.

They are intentional about situations that require on-site or in person interactions.

They also have a heightened scrutiny of work environments designed to enhance their performance.



What now?

Our ability to engage face-to-face in a hybrid world has been restricted forcing us to find new ways to connect regularly through digital tools.

This accelerates the need to integrate digital technology within the physical environment to form a hyper-realistic experience to simulate more natural human interaction.



A space that enhances reality

Creating a more immersive experience to connect in a new way that minimizes distractions & focuses on engagement.

Digital Integration

Blending digital with the physical space removes the obvious presence of technology, while still keeping it accessible

Video Quality

AI-enabled technology automatically optimizes audio, video & lighting to provide a best-in-class space for video calls



A space where you feel closer together

Approximating natural real-life interaction, it's as if you were sitting across from each other.

Compatibility

Compatible with leading video-conferencing platforms like Microsoft Teams, Zoom and Google Meet

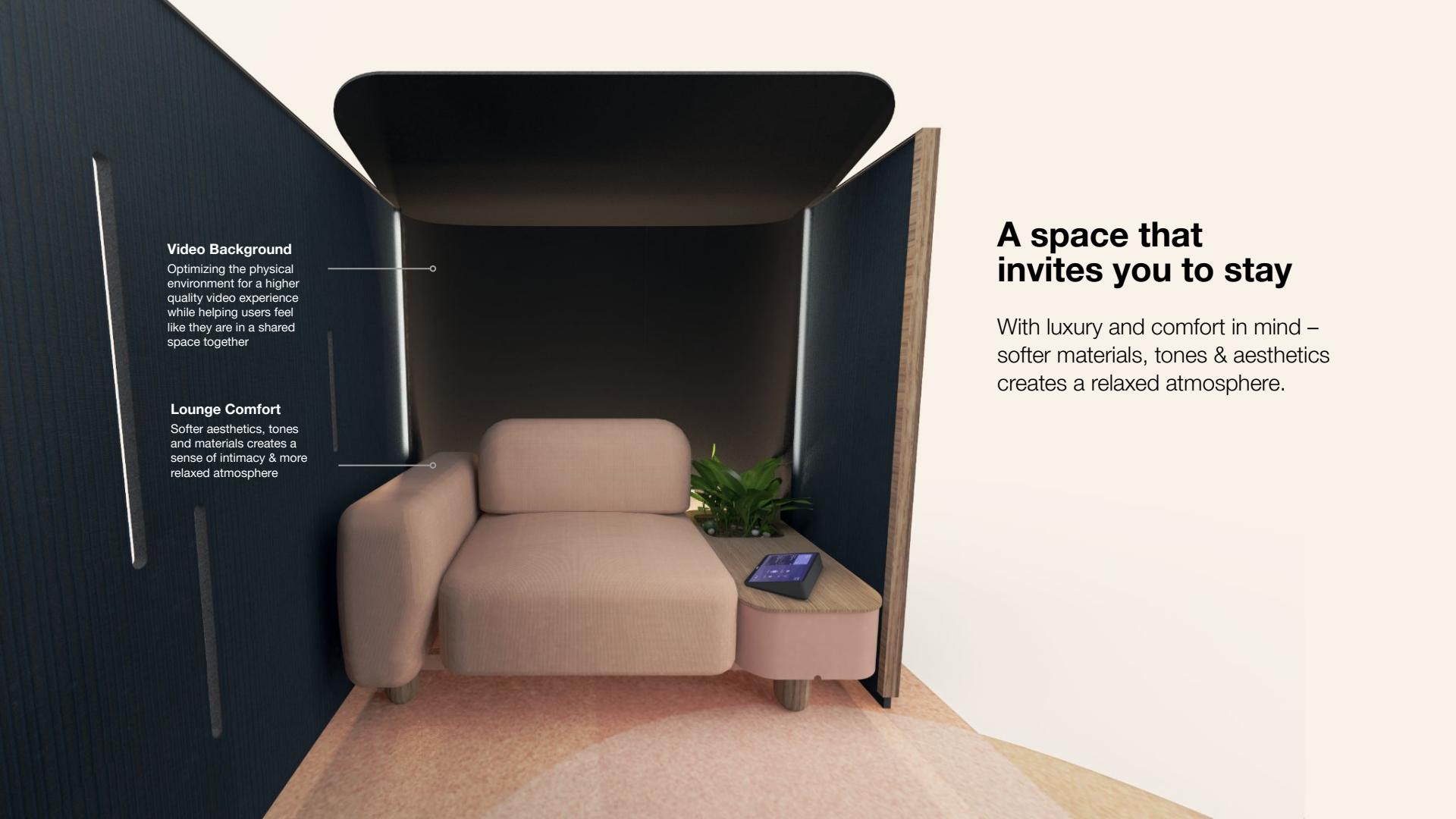
Eye Contact

Establishing an intuitive focal point & sightlines enables natural interaction when connecting 1:1

Human Scale

Equalizing presence by approximating life-size video renders through the placement of technology & geometry of the built environment





Video Background

Optimizing the physical environment for a higher quality video experience while helping users feel like they are in a shared space together

Lounge Comfort

Softer aesthetics, tones and materials creates a sense of intimacy & more relaxed atmosphere

A space that invites you to stay

With luxury and comfort in mind – softer materials, tones & aesthetics creates a relaxed atmosphere.

Between in-person & online meetings

Making the distance disappear
when you're in distributed locations,
helping you feel closer together.



San Jose
User 1



Munich
User 2

Market potential



Workplace



Virtual Care



Education

Press Coverage

- **CNET** - [Logitech's Telepresence Video Booth, Project Ghost, Is Aiming for Your Next Office](#)
- **Fast Company** – [Logitech unveils booths for more immersive video calls](#)
- **The Verge** – [Logitech is working on a Project Starline-like video chat booth called Project Ghost](#)



Contact us at projectghost@logitech.com