

Shared_Studios Connects the World through Zoom

Customer: Shared_Studios, a global art, technology, and design collective that connects people through video meetings in public Portals around the world

Challenge: Needed a video service that would provide reliable connection in areas with extremely low bandwidth & where other video programs are often inaccessible

Solution: Zoom was able to provide a high quality and reliable connection to both urban and remote rural Portals

Result: Using Zoom, Shared_Studios has connected community members across thirty locations around the globe, and is able to run countless social programs

Customer

Shared_Studios is a global art, technology, and design collective that connects people around the world through Portals™. Portals are built inside gold shipping containers or other custom structures, and are equipped with audiovisual technology. They are located in thirty diverse sites around the world and are staffed by Portal curators who organize dialogues, events, performances, and classes. Portals allow people from the most remote areas of the globe to connect with each other, from tech hubs in Yangon and Gaza to rural Veracruz and the heart of Times Square.

Shared_Studios promotes the idea that although technology is mostly used to communicate with people we already know, it can also be used to connect and educate people across different communities and geographies to embrace the diversity of humankind.

Challenge

In addition to placing Portals in rural areas such as Veracruz, Mexico, Shared_Studios also works with the United Nations and UNICEF to place Portals in refugee and IDP sites in Iraq, Jordan, and Germany. Shared_Studios requires a reliable video communications platform that would perform well in rural and conflict areas that lack infrastructure and bandwidth. Shared_Studios field-tested numerous paid and free services and found that while the services worked fairly well in populated cities, most had latency and echo issues in rural and low-bandwidth areas, or were inaccessible due to telecommunications restrictions.



Solution

Unlike other services, Zoom provided high quality, reliable video in rural areas and locations with low bandwidth. Even in extremely rural areas with no internet, Zoom delivered reliable connection over satellite. **“Zoom is the meat and potatoes of the operation. Even in the most troublesome locations, Zoom works really well, and doesn’t create latency or echo problems inside the portals,”** says Amar Bakshi, founder of Shared_Studios.

Result

By using Zoom in their Portals, Shared_Studios has been able to connect everyone from internally displaced youth in Iraq to notable individuals and political figures such as Priyanka Chopra, Barack Obama, and Samantha Power. Shared_Studios has made appearances at global institutions such as The World Economic Forum, TED, UN General Assembly, and the Skoll World Forum. They also run a number of social programs using Zoom, including a youth collaboration between high school students and youth detention centers in New Mexico, a cultural collaboration called Shared_Meals that connects people through global cuisines, and a hackathon collaboration between Johns Hopkins University, University of Palestine, and American University of Beirut.

In addition to using Zoom to connect Portals and run programs, Shared_Studios uses Zoom for internal meetings between staff and Portal curators around the globe. **“Once a month we have a curation call with Portal curators all over the world using Zoom. Curators range from displaced individuals and translators to artists, students, professors. It’s incredibly important that such a diverse group works together for a common cause, and Zoom helps us make that happen,”** says Bakshi.



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 publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.