



Cambridge Innovation Center Boosts Screen Sharing with Ditto

Cambridge Innovation Center (CIC) began searching for a comprehensive screen mirroring solution when new device types started to gain momentum in its coworking spaces.

The majority of user devices were traditionally Apple devices. The spaces were equipped with Apple TVs that enabled wireless screen sharing via native AirPlay. This was no longer a suitable solution as CIC entered new markets and Android and Windows devices became more prominent.

CIC Senior System Administrator Nate Okun said his team began searching for alternative screen sharing options.

"We experimented with deploying Chromecasts alongside Apple TVs but found that they are not designed for enterprise environments, and we were not satisfied with the results," Okun said. "AirParrot was an interesting solution to offer to clients who wanted to use Apple TVs but had Windows computers, but it wasn't something we could provide as a service."

CIC then tested Ditto, a wireless screen mirroring and digital signage solution. Its pay-per-display pricing model and the ability to make CIC's existing Apple TVs compatible with a wide range of devices gave it an immediate advantage over AirParrot, which required a license for each connected device.

"We experimented with wireless HDMI options, but we landed with Ditto because it was one of the only solutions available that fit our particular needs," Okun said. "People who don't have Mac computers or iPhone can display their screens on Apple TV. It just happened to be a good match."

Included digital signage was an additional Ditto benefit.

"We did use Ditto to deploy COVID-19 signage," Okun said. "There are a few locations using it for other types of announcements. Having digital signage where you already had Ditto devices — that's a good feature to have added. I've been quite happy with the product."

CIC has deployed Ditto screen mirroring and digital signage to 250 displays to date and plans to add more in the future.

About Cambridge Innovation Center

Cambridge Innovation Center is a real estate services company that provides flexible office and coworking spaces to teams of all sizes across the world.



"Having digital signage where you already had Ditto devices — that's a good feature to have added. I've been quite happy with the product."

NATE OKUN
Senior System Administrator



Try Ditto today

goditto.com | 1-888-881-2503