# Crestron Electronics enhances Intelligent Video portfolio with Automate VX launch



Crestron Electronics, a prominent player in the workplace technology sector, has unveiled significant updates to its Intelligent Video portfolio, notably through the launch of the Automate VX multi-camera speaker tracking solution. This advanced system aims to enhance virtual collaboration by directing cameras to follow speakers from various angles based on their gaze, thus ensuring that key moments in meetings are effectively captured.

The Automate VX system is particularly relevant as industry forecasts from Frost and Sullivan predict a notable increase in the adoption of multi-camera solutions in corporate environments. By 2029, it is anticipated that one in six medium and large-sized meeting rooms will be equipped with such technology.

One of the standout features of the latest update is the Visual AI Direction capability, which has been developed to facilitate smoother interactions during meetings. This innovative technology allows cameras to transition seamlessly to capture the most optimal views of an active speaker’s face. By employing edge AI, the system discerns the angle at which a speaker is facing, ensuring they remain centred and well-framed on-screen, while avoiding views that capture the side or back of their head.

Brad Hintze, Executive Vice President of Global Marketing at Crestron, commented on the advancements, stating, “We continue to invest in leveraging Visual AI auto-framing and presenter tracking to deliver the most compelling meeting room experience on the market so that participants can contribute and engage with their peers without interruptions." He further elaborated on the functionality of the Visual AI Direction technology, describing how it creates a dynamic experience by allowing for real-time adjustments in camera angles to enhance the experience for virtual attendees.

In addition to Visual AI Direction, Automate VX includes new software tools that streamline room configurations, enabling users to make layouts using simple drag-and-drop features. The latest enhancements allow users to add furniture, including tables and chairs, directly into the Intelligent Video Room Designer software, thereby improving space planning accuracy and efficiency before finalising designs.

To accommodate the dynamic nature of meetings, the Automate VX system has also introduced a feature called Breadcrumbs. This functionality facilitates quicker deployments and adjustments by collecting data from the past 100 audio pickups from microphones within the room. This positional data helps to adapt to the varying acoustic characteristics in real-time, ensuring that as chairs are moved and speakers shift around, the system accurately captures the dialogue.

Overall, these upgrades to the Automate VX solution reflect Crestron’s dedication to providing advanced tools for enhancing collaboration in modern workplace environments, solidifying their position in the smart technology sector.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://avispl.com/wp-content/uploads/2025/02/Crestron-Automate-VX-Sell-Sheet.pdf> - This document provides detailed information about Crestron's Automate VX solution, highlighting its multi-camera speaker tracking capabilities and how it enhances virtual collaboration by automatically focusing on active speakers.
* <https://www.appliedelectronics.com/updates/crestron-automate-vx-multi-camera-speaker-tracking-solution-2024-03> - This article discusses the flexibility and features of Crestron's Automate VX, including its support for various conferencing platforms and its ability to provide a broadcast-quality experience through dynamic camera switching.
* <https://www.crestron.com/News/Company-News/2022/Bring-the-full-multi-camera-switching-experience> - This news piece from Crestron highlights how the Automate VX solution enhances hybrid meetings by allowing remote participants to engage more naturally through multi-camera switching and speaker tracking.
* <https://www.crestron.com> - Crestron's official website provides comprehensive information about their products and solutions, including the Automate VX system, which is designed to improve collaboration in modern workplaces.
* <https://www.frost.com> - Frost & Sullivan is a well-known market research firm that provides forecasts and analyses on various technologies, including multi-camera solutions in corporate environments.