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## For immediate release

**Fortune** report: survey shows that online meetings waste time and kill productivity; how Beam 4K can fix that.

Beam 4K, Inc. (Chagrin Falls, OH) supports a polarizing statement in a research study by Atlassian, as reported by **Fortune** (March 21, 2024):

**Meetings are a productivity killer—and 3 in every 4 are totally ineffective, according to a new wide-ranging study** – “Five thousand knowledge workers across four continents took part in a [recent survey](#) by Australian software giant Atlassian. The vast consensus among those respondents: *Nothing wastes more of their time than meetings.*”

Atlassian also reports these (quoted) findings (<https://www.atlassian.com/blog/workplace-woes-meetings>):

- We surveyed 5,000 knowledge workers across 4 continents. The main reason they struggle to get their work done? Meetings.
- **Meetings are ineffective 72% of the time.** They aren’t evil, just poorly done. Our research revealed that the meeting culture at most organizations actually makes it harder for teams to reach their goals.
- **Conversational chaos.** Without a clearly stated purpose (and dare we suggest: *an agenda?*), meetings lack focus. Picture a pinball machine. The discussion *is* the ball.

“Findings like the Atlassian survey that **Fortune** reported are what first inspired us to put engineering and energy into developing Beam4K™ Pro products,” CEO Martin Winston responds. “When you fold in even broader and newer research findings from all over the world, the scope of the challenge that emerges is enormous. We took a close look at many layers of harmful consequences and committed ourselves to creating countermeasures. And we found ways to fix most if not all of it.”

Beam4K™ Pro software addresses wasted time with features that discourage interruptions, encourage creating meetings that are 1/3 shorter than the norm, providing tools to reduce the time needed to present information as well as the time needed to prepare it and placing elapsed-time status on the Beam4K Pro screen. Productivity increases result from features that make its presentations easy to reuse and repurpose, that can automatically generate recap emails with a list of subjects presented and links to shared presentations, that can provide presenters with an on-screen teleprompter and more.

Beam 4K, Inc. develops proprietary hardware and software (46 Patent-Pending claims) to make it easier for online meetings to communicate more, communicate better and end sooner.

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MEETINGS!

Beam4K