

Zoom Apps: How the video conferencing experience is changing

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Zoom has a plan for getting its users past "Zoom fatigue" as pandemic restrictions lift and we seek out more human interaction.

The video conferencing service, which doubled as a critical lifeline along with other video chat tools during the pandemic, announced Wednesday that it's rolling out new Apps and Events options.

A Zoom Apps Marketplace has been updated to support more than 50 Zoom apps that users can launch from within a chat.

Available apps including the productivity tool Asana, storage service Dropbox Spaces, and even games such as Heads Up. Zoom says more are in development or are coming soon.

Zoom Events offers the option to host hybrid events directly in Zoom. Hosts are able to manage everything from one-day events to multi-day conferences, issuing tickets and opening virtual lobbies for visitors to congregate before and after events.

"These innovations will enhance the ways in which

we connect and collaborate with our colleagues, clients, friends, [family members](#), and others, improving productivity and collaboration while maintaining elements of fun and well-being," said Eric Yuan, founder and CEO of Zoom in a statement.

Zoom, along with other [video chat](#) tools such as Microsoft Teams and Google Meet, played a key role in helping Americans adapt to life while working remotely. However, as governments lift COVID-19 pandemic restrictions, more employees will likely return to working at the office.

But the use of apps like Zoom likely won't go away. According to a Harris Poll survey conducted in May, 40% of Americans prefer to work from home full time, while another 35% want a hybrid schedule where they split up time between home and the office.

The apps could also help curb "Zoom fatigue." A study earlier this year from Stanford University attributed it to multiple causes including a lack of mobility and too much close-up eye contact.

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