

Logitech ConferenceCams

Choosing the Right Solution for Your Business

ConferenceCams for Group Videoconferencing

Designed for the ANYWHERE WORKPLACE

The conference room is in a state of evolution and change. The forces driving this evolution include the emergence of an increasingly mobile workforce, rapid technological innovation, and the desire to expand collaboration and boost productivity while minimizing costs.

The pace of change has accelerated rapidly since Logitech introduced the first ConferenceCam in 2012. As IT organizations respond to the inherent challenges, Wainhouse Research recommends, "Providing users with a standard tool set that accommodates the majority of their collaboration needs, regardless of their device or location, (to) improve productivity, reduce IT support needs, and ultimately increase user adoption."¹

But which tools and technologies are best for group collaboration in today's conference room? To help sort through the options, here are some factors to consider when deciding which videoconferencing solution is the optimal choice for your business:

Business-Grade Technology

According to Frost & Sullivan, "Growing demand for small group collaboration events on the fly (anywhere, anytime the business need arises) requires affordable and flexible business-grade desktop video conferencing applications and peripherals that deliver a professional experience and boost productivity."²

Logitech delivers flexibility, affordability, and more with its lineup of business-grade ConferenceCams.



Every Logitech ConferenceCam features HD 1080p video quality at 30 frames per second that delivers life-like full HD video to conference calls, enabling expressions, non-verbal cues and movements to be seen clearly. Video quality is enhanced with high-precision optics that autofocus on people and objects to deliver razor-sharp resolution wherever the lens is pointed.

One of the key attributes that distinguish a ConferenceCam from most laptop cameras and webcams involves Field of View (FOV): how many people can be seen through the camera lens at the same time?

Logitech ConferenceCams feature a **wide-angle FOV** suitable for seeing and interacting with multiple people seated at a conference table simultaneously, whereas many webcams and

onboard cameras are typically tuned to "see" single individuals sitting in front of a computer screen. Unlike the "fish-eye" effect produced by some wide-angle optics, Logitech ConferenceCams are also engineered to minimize distortion and render a natural appearance to everything in the camera's field of view.

Logitech ConferenceCam cameras also **pan, tilt, and zoom** (up to 10x lossless HD zoom on the ConferenceCam CC3000e). Greater visual versatility increases the quality of face-to-face interaction, which makes for better, more productive meetings.

All Logitech ConferenceCams include a **full-duplex speakerphone**, which provides an audio experience on par with the ConferenceCam's outstanding video qualities.

Business-grade audio enhancements include **acoustic echo cancelation** and **noise cancelation** to help users hear and be heard even in noisy workspaces. **Digital Signal Processing (DSP)** enables precise tuning for both the mic and speaker so conversations sound more lifelike and **wideband audio** allows those on both sides of the call to enjoy a rich, full-bodied listening experience.

The combination of high-quality 1080p HD video and business-grade audio help contribute to increasing user satisfaction, comfort, and productivity in any videoconference.

Professional Features

Logitech ConferenceCams are designed for a business-class experience from the ground up with professional features³ like **multi-device connectivity** with PC, Mac, and mobile devices and **H.264 UVC 1.5 with Scalable Video Coding (SVC)** for state-of-the-art video compression, device flexibility, and plug-and-play compatibility with most web-conferencing applications.

Other business-friendly features include **far-end camera control**⁴ that enables users in one videoconference location to operate the camera pan, tilt and zoom functions of a Logitech ConferenceCam (or Webcam C930e) in the other location.

Wireless **screen mirror projection** enables meeting participants to display whatever they see on their own Android phone, Windows Phone 8.1, or other compatible mobile device⁵ onto the main videoconference screen for everyone else to see—super useful when giving a presentation, reviewing a spreadsheet, or sharing Internet content.

USB video/audio connectivity makes set-up a snap with PC and Mac, plus **Bluetooth**[®] and **Near Field Communication (NFC)** technology make it easy to wirelessly connect mobile devices for audio calls⁶.

Extra touches like sleek design, durable manufacturing, and intuitive controls

make Logitech ConferenceCams ideal for business use, plus integrated **Kensington security slots**⁶ help ensure the security of these valuable business assets.

Business Certifications

All Logitech ConferenceCams have earned business certifications indicating that our ConferenceCams have passed stringent testing processes that ensure enterprise-quality performance and seamless integration with leading UC providers.

For enterprise-level deployments, business certifications (i.e., Cisco Jabber[®] and WebEx[®] compatible⁷, Optimized for Microsoft[®] Lync[®], Certified for Skype for Business, Skype Certified™, ZEISS[®] lens certification) provide confidence that all of our ConferenceCams are business-ready right out of the box.

IT Support

Logitech ConferenceCams offer a liberating bonus for IT Support teams: simplicity. By nature, Logitech develops products that are so intuitive people love to use them. Since all Logitech ConferenceCams are plug-and-play, deployment is a breeze and using them is easy—which translates into high adoption and low support requests.

Product Warranty

Logitech provides a 2-year limited hardware warranty on all Logitech ConferenceCams. The warranty provides peace of mind and assurance that each product shall be free from defects in material and workmanship for a period of two years from the date of purchase. Please see the product warranty for additional details.

Total ROI

Beyond the breakthrough affordability that makes Logitech ConferenceCams budget friendly and suitable for large-scale deployment, any complete ROI calculation takes into account factors beyond the original purchase cost. Some considerations are obvious (i.e., product life expectancy, ease of deployment, and support costs) while others are more difficult to quantify but

no less important (i.e., customer experience and net contribution to employee productivity).

With outstanding HD 1080p optical performance, enterprise-quality audio, and professional features designed to elevate group meetings in the conference room and beyond, Logitech ConferenceCams are the right choice for business.

Logitech ConferenceCams

- ConferenceCam BCC950
- ConferenceCam Connect
- ConferenceCam CC3000e



¹ Wainhouse Research: "The Evolution of the Conference Room and the Technology Behind It"

² Frost & Sullivan: "Enable Ubiquitous Visual Collaboration without Breaking the Bank"

³ Check technical specifications as feature sets vary by device

⁴ ConferenceCam Connect and ConferenceCam CC3000e with Microsoft[®] Lync[®] deployments; requires plug-in

⁵ ConferenceCam Connect only. Check screen-mirror compatibility with mobile device manufacturer

⁶ ConferenceCam Connect and ConferenceCam CC3000e

⁷ See www.logitech.com/ciscocompatibility for the latest version

© 2015 Logitech. Logitech, the Logitech logo and other Logitech marks are owned by Logitech and may be registered. All other trademarks are the properties of their respective owners. Logitech assumes no responsibility for any errors that may appear in this publication. Product, pricing and feature information contained herein is subject to change without notice.