

Jabra GN

team  
yellow

SOLUTION OVERVIEW

WORK PROCESS

STAGE ONE

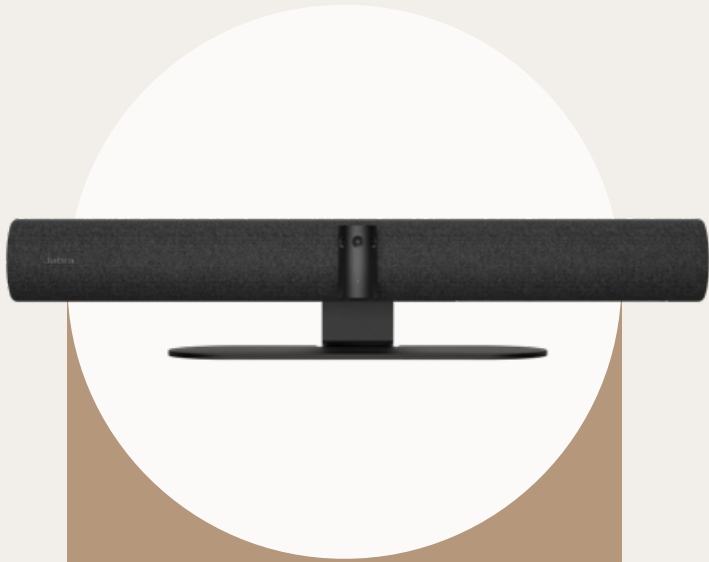
# Tap into the growing Android market opportunities

PANACAST 50 VIDEO BAR SYSTEM

Solution Overview

# The full PanaCast 50 Portfolio. More options. More ways to serve your customers.

Complete your PanaCast 50 solutions portfolio and tap into a bigger share of the small and medium meeting room market.



## PANACAST 50 BYOD (Bring-Your-Own-Device)

Our original award-winning BYOD video bar for easy plug-and-play meeting equality



## PANACAST 50 ROOM SYSTEM

Windows-based, no-PC-needed, complete room system for ultra-inclusive collaboration and outstanding Microsoft Teams Rooms or Zoom Rooms experiences



## PANACAST 50 VIDEO BAR SYSTEM

Android-based all-in-one room system for incredible Microsoft Teams Rooms or Zoom Rooms meeting experiences, with a premium PanaCast Control touchscreen tablet



# PanaCast50 Video Bar System

Deliver ultimate meeting simplicity with multi-award-winning PanaCast50 performance.

## Access growing Android market opportunities with our revolutionary all-in-one PanaCast 50 Video Bar System

You already know about our multi-award-winning PanaCast 50 collaboration experience. Well, we've gone one better. All-in-one in fact.

Our super-inclusive, no-PC-needed PanaCast 50 Video Bar System for Android OS gives you great opportunities to build new business with Android customers, and tap into a bigger share of the small and medium meeting room market. Now you can create new signature and dynamic room archetypes where everyone is included. Improve their system return on investment, and minimize cable clutter, vendors, and deployment time. And with premium service add-ons to offer, you can take their meeting experience and your sales to a whole new level.

It's the all-inclusive solution that's all-good for everyone.



## PANACAST 50

Open Android customers' eyes to a whole new world of meeting room possibilities with exclusive access to new signature room archetypes - including Microsoft Front Row room design.

### INCLUSIVE 180° TECHNOLOGY

ALLLLLLLLLL in



Three 13-megapixel cameras give a unique 180° field of view in high-definition Panoramic-4K to deliver an inclusive and in-the-room field of view of all participants.



### WORLD-LEADING AUDIO

Blow them away with our world-leading professional sound packed with 150 years of audio expertise, for distraction-free, crystal-clear conversations that flow naturally.



### EASE OF USE

Stress-free solution with simple tap-activated PanaCast Control touchscreen tablet and a motion sensor for instant system wake-up, all with our incredible AI-enabled inclusive experiences.



### SIMPLE INSTALLATION

Super-simple deployment for you and IT with quick integration, setup, multiple mounting options\*, and more secure remote management. Welcome to the simple life.

\*Including wall mount, table, stand, and VESA display mount options. Table, stand, and VESA display mount are sold separately.

FUTURE READY

# Choose the innovative video experience right for the meeting<sup>1</sup>



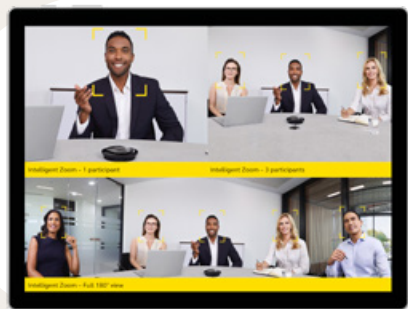
## DYNAMIC COMPOSITION

Enables a close-up view of up to 4 participants in a meeting room



## VIRTUAL DIRECTOR

Advanced speaker tracking to focus the view on current speaker



## INTELLIGENT ZOOM

Optimizes framing for all participants in real-time

## Give customers something to look forward to

PanaCast 50 Video Bar System has incredible 7 Edge and 3 Edge AI-enabled capabilities to support its immersive collaboration experiences that improve meeting equity so customers can create an inclusive, high-performing hybrid work environment. But it doesn't stop there - with feature updates and improvements, users and IT teams have the potential to explore even more.

And thanks to Microsoft Teams and Zoom Rooms certification, your customers are guaranteed their incredible platform experience will keep getting better too. Futureproofing your customers' investment and keeping you a step ahead of the competition.

<sup>1</sup>Choose between Virtual Director, Dynamic Composition and Intelligent Zoom via Jabra Direct and Jabra Xpress

# Top 4 FAQs Answered

1

## Which is better-PanaCast 50 Video Bar System or modular PanaCast 50 Room System?

- It's not an either/or - there are pros and cons for both, however Video Bars are the simpler, more scalable option
- Video Bars are better for smaller spaces. Due to A/V limitations, they're only suitable for huddle to medium-sized rooms. There is no large room certification standard -instead competitors use standalone peripherals to solve this challenge.
- Video Bars are as low-hassle and scalable as it gets: singular, purpose-built to meet the requirements of leading unified communication platforms.
- Ultimate simplicity – 2 devices (versus 3+ or more), 1 manufacturer (vs. potentially multiple). Fewest points of intrusion or failure – fewer vendors, fewer cables, easier deployment
- Lower total cost of ownership vs. modular room system

2

## What is the difference between Android compute (MTR-A) vs. Windows compute (MTR-W)?

- Video Bars are Android-compute, Modular Room Systems are Windows-compute. That means the right solution for your customer will depend on the operating system they use
- UC platforms want to deliver equal, standardized user experience with minimal differentiation across MTR-A & MTR-W
- Historically, MTR-A has been lagging behind MTR-W in feature availability, but the gap is narrowing
- Both have different, but equally strict, security standards

3

## Why are companies choosing UC licenses and related/compatible Room Systems over BYOD?

- Room Systems deliver more inclusive, easier-to-use, and harder-to-break experiences. They enable company-wide standardization for higher adoption rates and return on investment
- Support new IT and decision maker Hybrid Ways of Working strategy needs to drive end user productivity
- Room System solutions are easier to scale and deliver reduced IT Admin complexity through better deployment, management, and security
- Easier-to-access analytics, support optimization, and real estate decision-making
- UC platforms are also investing enormous resources into commercial programs to drive adoption

4

## Why should a customer pay \$3000 more for PanaCast 50 Video Bar System vs. PanaCast 50 as BYOD?

- This goes back to «Why are companies choosing to invest in UC licenses in the first place?» (see FAQ 3)
- If a customer invests in a UC license, they need to buy system solutions to support it
- All system solutions are more expensive than BYOD solutions, ranging anywhere from \$2000 - \$23000 and in some cases even higher. This category of device will always be significantly more expensive - something customers are aware of before committing to a UC license.
- This additional hardware cost includes the cost of a compute unit and system interface to replace laptop functions, as well as in-built custom-designed features that enable easy deployment, monitoring, and management.
- We do not recommend that you persuade a customer to pay the extra money for a System solution over a BYOD. When a customer makes the decision to invest in a UC license, they will already be fully aware of the extra cost of devices – it is part of the price to pay for the benefits covered in the previous FAQs.

### Simple setup. Instant meetings.

Once PanaCast 50 is up and running, your customers' teams can just walk into the room, plug the cable into their own laptop, and be sure that it will work with whatever platform they're using. They can also choose to control the device using the optional remote control or the Sound+ app, allowing them to operate the device without leaving their seat.



# Why Jabra Video?

## **We're at the cutting edge of collaboration**

Our ultra-advanced PanaCast 50 solutions work with Microsoft Teams' futuristic workspace laboratory "The Hive" to help you invent the perfect setup for your customers' future collaboration needs.

## **We offer experiences unlike any other**

We have our own intellectual property, unique AI platform, and evolving software experiences, so your customers get multi-award-winning collaboration experiences that get better over time.

## **We're the face of future meeting spaces**

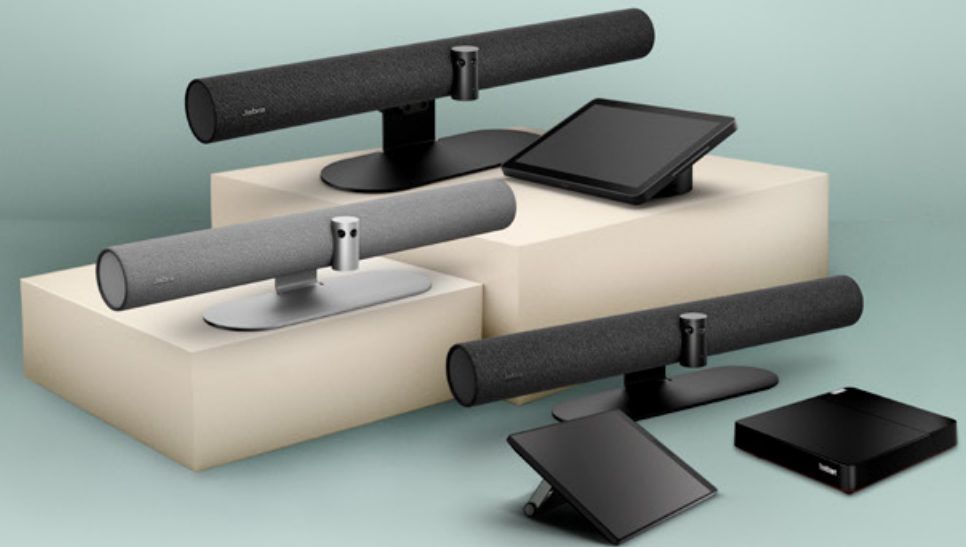
With multiple simplified meeting solution options to choose from, our future-ready PanaCast 50 portfolio sets the scene for what collaboration will look like in the small-mid size meeting rooms.

## **We're the world leader in professional sound**

Our meeting solutions deliver unparalleled audio quality and clarity, powered by over 150 years of expertise. Trusted by over 44 million professionals and recognized with 50+ industry awards for Evolve headsets only.

## **We've got powerful alliances**

Strong unified communication partnerships ensure our PanaCast portfolio works seamlessly with your customers' preferred platform, for premium access to even more incredible experiences and services.



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