

Claim Verification

Jabra Panacast

1. Summary

Strategy Analytics' verified the following claim made by Jabra for their new huddle room camera, the Jabra Panacast, through independent research:

PRODUCT	CLAIM
Jabra Panacast	Engineered to be the world's first smart 180° panoramic Plug-and-Play video solution*

This claim is considered to be accurate as of the 17th May 2019. The associated disclaimer is given in Section 4.

2. Method

Strategy Analytics has undertaken extensive independent research into Jabra's claim for the Jabra Panacast huddle room camera. The claim (with the associated disclaimer) has been checked against a custom device database compiled by Strategy Analytics. The marketing claim based on device specification was verified by comparing Jabra's product against the competitor product database. Jabra provided Strategy Analytics with a list of its main competitors. This list was used to compile the product portfolios of Jabra's competitors. Additional manufacturer products were included where Strategy Analytics determined the devices were relevant to the claim verification process. A standardised dataset was prepared using public domain materials from manufacturers (i.e. product manuals) and trusted third parties sources (such as online retailers) to allow direct specification/hardware comparisons of Jabra's product against the competitive set (huddle room cameras, definition given in Section 3). A total of 25 huddle room cameras were profiled from 11 vendors which included all identified huddle room cameras available in the retail market (the "Market") at the time of verification.

To verify the claim Strategy Analytics considered devices marketed specifically towards or recommended for use in huddle rooms. This involved searching historic press releases of Jabra's competitors and visiting audio-visual online retailer stores. Form factor (all in one solution), field of view (>160° for panoramic), smart features (automatic zoom, speaker identification, framing and analytics) and Plug-and-Play compatibility were considered in order to validate the claim. The claim was considered accurate as the Jabra Panacast fulfilled the criteria for an out-of-the-box smart 180° panoramic Plug-And-Play video solution for huddle rooms.

The claim detailed in Section 1 was substantiated against specifications from all identified announced or available huddle room cameras. According to the definitions given in Section 3 the claim was found to be accurate.

3. Definitions:

Huddle room camera	Video camera specifically designed/marstered for use in small rooms seating up to 8 people and includes support for video conferencing and collaboration.
Panoramic	Camera horizontal field of view (FoV) greater than 160°.
Smart video camera	Camera which uses smart technology/algorithms for intelligent features including participant/speaker identification for analytics, zooming & framing, and video and audio enhancements to improve the overall collaboration experience.
Plug-And-Play	Devices intended to work seamlessly at first connection without the need for additional driver/software downloads. Out-of-the-box compatibility with connected devices.
Video Solution	Combining audio and video features in a single integrated unit therefore minimising the need for peripheral devices.

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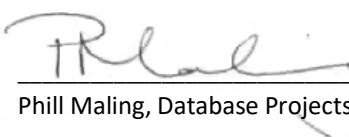
4. Disclaimer:

**Jabra Panacast is a 180° 4K UHD huddle room camera featuring Intelligent Vision (zoom, participant framing & counting) and Plug-and-Play compatibility with integrated dual microphones. Verified by Strategy Analytics against the published specifications of 25 huddle room cameras from 11 brands. Correct as of the 17th May 2019.*

5. Document Authorisation

Strategy Analytics confirm that on the 17th May 2019 the claim within this document for the Jabra Panacast is correct.

Authorised by Strategy Analytics:



Phill Maling, Database Projects Director

Date: 17/05/2019

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