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# INTRODUCING
# POLY STUDIO X FAMILY

**Customer Presentation**

# MEETING ROOM VIDEO CONFERENCING IS MORE IMPORTANT THAN EVER

## 01

### HUDDLE ROOMS ARE GROWING FASTER THAN EVER

There are now **33.2** million huddle rooms worldwide

By 2023, **73%** of all room video meetings will be from huddle rooms

Frost & Sullivan, 2019

## 02

### CLOUD VIDEO SERVICES ARE EVERYWHERE

Video as a Service (VaaS) growth from 2018-2022: **132%**

Synergy Research, 2019

## 03

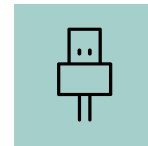### FLEXIBILITY IS KEY

**84%** of enterprises are using 2 or more cloud video applications

Forrester Research, October 2018

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# WHAT "FLEXIBLE VIDEO" HAS MEANT UNTIL NOW

**A PC or Mac driving the video experience**

## HOW?

BYOD

Dedicated room device

## WHY?

Low cost

Cloud video requirements

*Perception* of less complexity

# THE IMPACT

**Costs are higher than you think**

## THE IMPACT ON IT



**BYOD**

- Hands-on help as users struggle to connect
- Subpar experiences and user complaints

**Dedicated devices**

- Cabling and setup nightmares
- More work for patching and updates

## THE IMPACT ON USERS



**BYOD**

- Users don't like to "give up" their device when on video
- Inconsistent experiences, slow to get meetings started

**Dedicated devices**

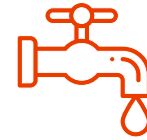- It can be **_harder_** to deliver a great experience in huddle rooms

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# THE RESULTS

**IT grows more frustrated**

**Users start avoiding video calls from meeting rooms**

**Lower room utilization = lower UC ROI**

**Departments start buying their own solutions**

# BUT WHAT IF YOU COULD HAVE...

**Excellent audio/video experiences that users love**

**That works with your video platforms**

**And doesn't require a PC or Mac in the room**

**But costs you the same or less?**

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# INTRODUCING POLY STUDIO X FAMILY

**RADICALLY SIMPLE VIDEO BAR POWERING YOUR FAVORITE MEETING SERVICE**

# RADICALLY SIMPLE TO CONNECT

## POLY VIDEO APP

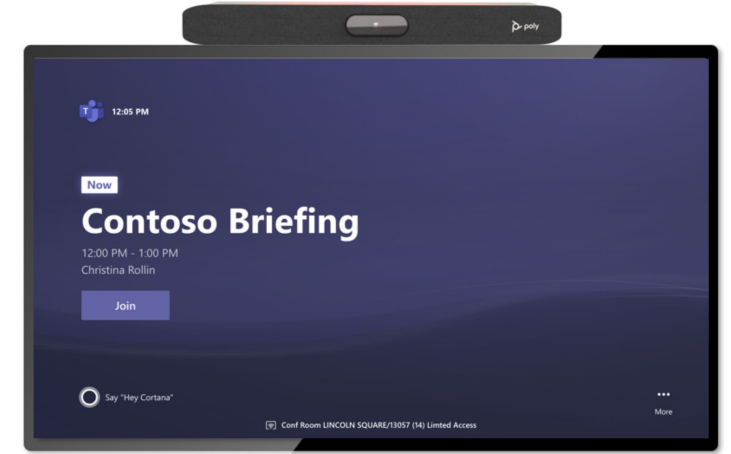**For flexibility with nearly any cloud video service**

Easily connect into cloud video service through H.323 and SIP support

## ZOOM APP

**For a rich, native full-featured Zoom Rooms experience**

Poly Studio X family becomes a Zoom Room with no PC or Mac

## TEAMS APP

**For an all-in-one Microsoft Teams experience in smaller rooms**

Poly Studio X Series becomes a Teams Collaboration Bar with no PC or Mac

# WHY NATIVE APPS?

**Full experience built right in, no PC or Mac required**

- Easier for users, with a consistent and familiar interface everywhere

- Full cloud video feature support – a true Zoom Rooms, Microsoft Teams (or other partner) experience

- Poly MeetingAI delivers outstanding audio and video experiences across all apps

# RADICALLY SIMPLE TO CONNECT

**USB Device Mode lets you connect to any platform**

- Connect a PC or Mac to use the video system's camera, mics and speakers – Similar to Studio USB

- Users can dynamically switch from running native apps on Studio X to using the camera, mics, and speaker for apps on their laptop

- Gives much greater flexibility – ideal for customers with Zoom as a primary use case, but sometimes needs to connect to other services

# RADICALLY SIMPLE TO SET UP

- All-in-one design makes setup a breeze

- Get up and running in no time

- Minimize cables and clutter

- Versatile mounting options

# RADICALLY SIMPLE TO USE

## POLY TC8

- Familiar Zoom Room, Microsoft Teams interfaces or multi-platform experience with Poly Video App

- Bundled with Poly Studio X family or purchased separately

**Flexible Alternatives**

- Zoom Room Controller app on customer-supplied device

- Poly App can also use:
  - Touch display
  - Full set of APIs
  - Optional remote control

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# RADICALLY SIMPLE TO MANAGE

**Management is easier than ever with Poly Lens**

- QR code device onboarding of Studio X devices speeds deployment

- Device software upgrades ensure all systems are running only approved versions

- Inventory views of device type and location

- Flexible, on-demand device setting controls for customization when needed
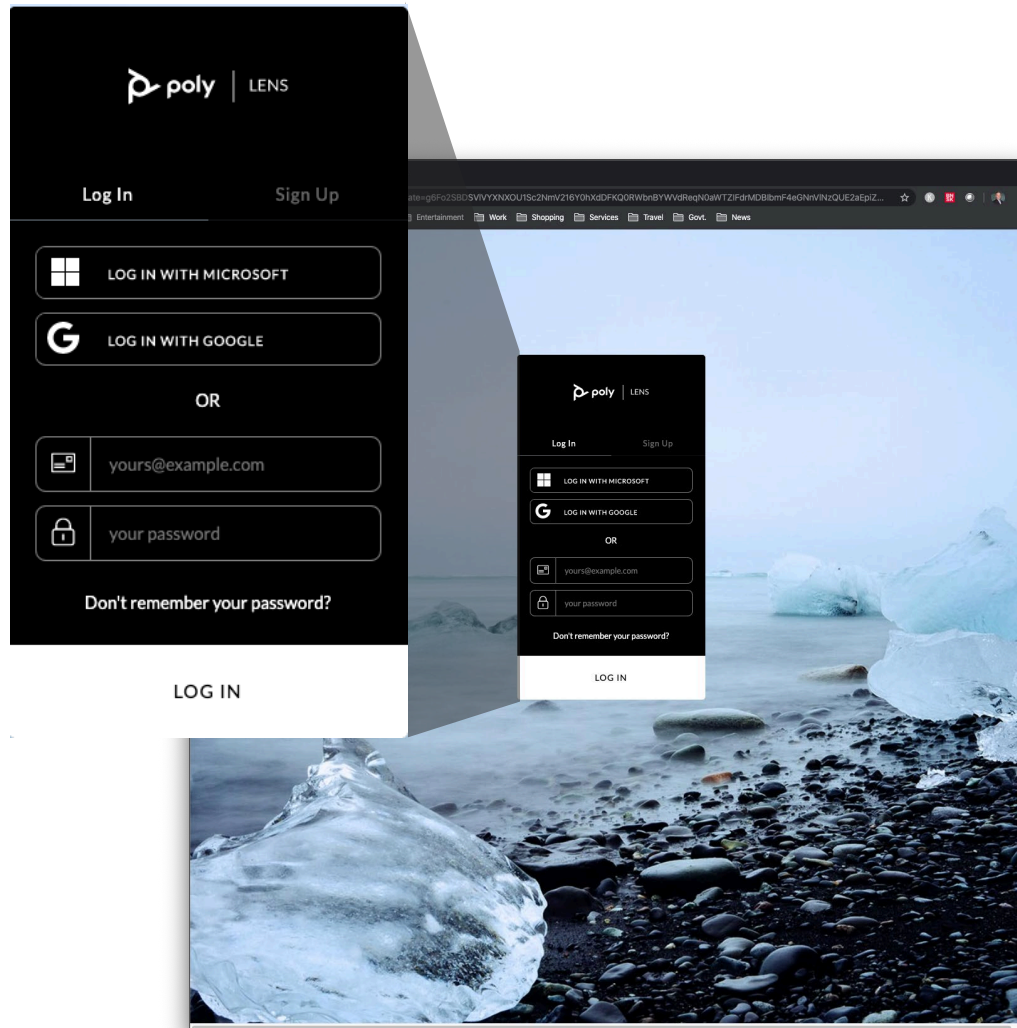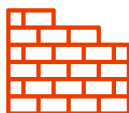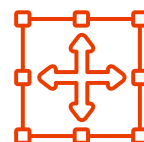
# AWESOME AUDIO EXPERIENCES

**Poly's legendary audio**
with crisp, room-filling sound made possible by an innovative acoustic chamber design

**NoiseBlockAI**
blocks out unwanted noise and distractions, made possible by innovative machine learning algorithms

**Next-generation beamforming microphone array (X50)**
clearly picks up all voices in the room

**Acoustic Fence**
captures only the voices within a defined zone in open workspaces

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# <u>DYNAMIC VIDEO EXPERIENCES</u>

**Board room performance in a huddle room package**

- 4K UltraHD camera to see every detail

- 120-degree field of view so everyone can be seen

- Next-generation automatic framing and tracking for more productive conversations

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# CONVENIENT CONTENT EXPERIENCES

**No ideas get left behind**

- Easy to share wired (HDMI) or wirelessly from any device (even guests)

- Touch ready intuitive interface

- 4K content to see every detail (in Poly Video App)

- Infinite whiteboarding for seamless collaboration when used with touch screens in Poly Video App

- Zoom content sharing features available in Zoom App

# POLY STUDIO X30 AND STUDIO X50

**POLY STUDIO X30**

Ideal for huddle rooms of up to 6 participants

**POLY STUDIO X50**

Ideal for small to midsize room of up to 10 participants

| Feature | Poly Studio X30 | Poly Studio X50 |
|---|---|---|
| **Monitors supported** | 1 | 2 |
| **Speakers** | 1 (mono) | 2 (stereo) |
| **Microphone pickup** | 15 ft/4.5 m | 25 ft/7.6 m |
| **Camera Zoom** | 5x | 5x |
| **3.5mm audio out** | No | Yes |
| **External microphone support** | No | Yes |
| **External camera switching supported** | No | Yes |
| **Size** | 17.39 W x 2.46 H x 2.42 D (Inches)<br>441.8 W x 62.5 H x 61.6 D (MM) | 30 W x 4 H x 4 D (Inches)<br>762 W x 102 H x 102 D (MM) |

# PRICING



**POLY STUDIO X30 WITH
POLY TC8 CONTROLLER**

# $2,199 MSRP

available without controller for $1,699 MSRP

**POLY STUDIO X50 WITH
POLY TC8 CONTROLLER**

# $3,499 MSRP

available without controller for $2,999 MSRP

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# POLY VIDEO FAMILY

**All-in-one USB**
**POLY STUDIO**

**All-in-one video bars**
**POLY STUDIO X30**
**AND X50**

**Modular solution**
**for larger rooms**
**POLY G7500**

**Smart Systems**
**POLY MEDIALIGN**



Best low-cost alternative for BYOD workflows

**Poly Studio X30:** Best for huddle rooms and small offices

**Poly Studio X50:** Best for small to medium sized rooms

Best for large customized conference rooms
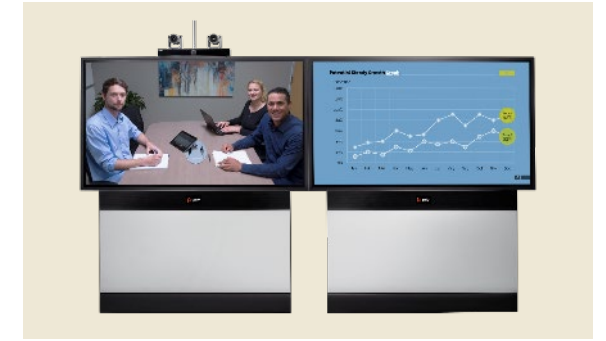
Best for global turnkey deployments with G7500

# EXAMPLE USE CASES



**Zoom Room spaces**

Native app delivers a rich Zoom experience that's easy to use



**Meeting rooms calling multiple cloud video services**

Poly Video App + One Touch Dial = Ultimate Flexibility



**Collaboration room heavy on content, brainstorming and whiteboarding**

Easy wireless sharing and annotating across multiple displays and different content sources

# THANK YOU

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