



Wall mount - optional accessory

Jabra GN

Jabra PanaCast and Speak selling tips

Engineered to be the world's first intelligent 180° Panoramic-4K plug-and-play video solution*

*See facts at jabra.com/commercial-claims

GN Making Life Sound Better
FOR 150 YEARS



Bring your huddle room to life with Jabra PanaCast and Jabra Speak

Users' pain

Workspaces are becoming more collaborative, and remote working and virtual meetings are becoming the norm.

Standard video conferencing is failing to deliver a natural, real-life experience. This can lead to meeting participants feeling disengaged.

Existing solutions attempting to solve this problem are not suitable for small rooms, or suffer from other issues such as distortion or a limited field of view. Because of this, companies attempting to improve their collaboration experience often end up creating new problems for themselves.

Our vision

To bring people together and encourage collaboration, by engineering an intelligent video solution to compliment your Speak audio, offering an outstanding combination of crystal-clear sound and a natural, human perspective.

Connecting people all around the world, by offering a complete video and audio conferencing solution. It delivers a full 180° view of the huddle room, at the same time as providing unrivalled sound quality, so everyone can be seen, heard, and involved. No blind spots, no wasted space, no missing participants.

The solution

Jabra PanaCast is designed to bring huddle rooms to life with Panoramic-4K video. It is the perfect partner for the Jabra Speak Series, with this combination of products offering unrivalled crystal-clear audio and Panoramic-4K video, bringing remote meeting participants and huddle room meeting attendees closer together.

The full 180° field of view of the Jabra PanaCast eliminates the issue of people not being included in the picture, fully utilizing the meeting room space to its maximum potential.

Key Features



Prospecting questions

Collaboration

- 1 Do you want to improve engagement on calls?**
Jabra PanaCast offers a full 180° field of view, including all participants and increasing engagement in meetings.
- 2 Do you have a lot of colleagues who work remotely and/or travel frequently for business?**
Using video-conferencing (VC) could significantly lower spend on business travel. It could also improve meeting quality with shorter meetings, improve flexible work culture and make collaboration easier for teams with remote workers.
- 3 Would you like to enhance your UC investment and boost productivity with a video conferencing camera?**
A natural view of the huddle room with no stretching or scale distortion can enhance meeting effectiveness and boost productivity.
- 4 Would you like to compliment your Speak solution by adding video?**
Jabra PanaCast offers 180° field of view, which let's you see all participants, increasing engagement in meetings.
- 5 Do you need to maximize real estate space?**
Our video technology offers a full 180° field of view, even in rooms where the table is next to the wall.

Video Solution

- 1 Does the camera capture everybody in the room?**
Jabra PanaCast provides a 180° field of view, bringing remote workers and huddle room meeting attendees closer together.
- 2 Is the solution easy to set-up and use?**
Jabra PanaCast is a plug-and-play solution.
- 3 How easy would mass deployment be?**
PanaCast requires minimum setup and supports Jabra Direct software.
- 4 Is the camera fully compatible with your UC solution?**
Jabra PanaCast is certified for Teams and compatible with all leading UC platforms.
- 5 Do you need a stationary solution, i.e. permanently fixed in the huddle room?**
With the optional Jabra PanaCast Wall Mount you can easily fix the camera under your TV screen or use the Jabra Table Stand accessory as an alternative.

Potential objections and how to handle them

Set up

1

How do I accommodate non-standard huddle room setups?

A: We provide the ideal setup scenario in the provided setup guide. As there is a large variety of potential small and huddle room setups, using the guide helps you to understand the optimal performance recommendations.

2

What if I need longer cables than those supplied in the box and with the hub?

A: We will supply a cable guide to show options available to companies looking to use different cable lengths. This will also include the potential issues you need to keep in mind when extending the recommended cable length.

3

Won't it get messy with all the wires?

A: No, not at all. Jabra PanaCast is a simple plug-and-play device that requires a single cable. And by using a hub, which would connect your TV, video camera and speakerphone, you further streamline your solutions and minimize your IT footprint.

Video Solution

1

Do we really need a 180° field of view?

A: When you cannot see everyone in the room, the meeting experience can be awkward. It forces you to place the table away from the camera, which is not ideal in a small huddle room.

B: The lenses in the PanaCast are planar. This means that the image is vertically and horizontally balanced, so no one looks warped or stretched. Ultrawide-angle lenses, by contrast, are usually fish-eye-lenses that distort how people look.

2

Why does the camera get very warm?

A: The camera has a lot of processing power and consumes ~ 4.5W. It is specifically designed to withstand very high temperatures, by using a silent cooling scheme which dissipates heat through the body of the device. This has been tested, and it is capable of 24/7 continuous video streaming, in spite of getting warm.

3

The video stream does not look like a 4K resolution.

A: The PanaCast produces a Panoramic-4K video stream, but the resolution depends on what your UC provider can support. Cameras are now supporting 1080p video stream and soon, they will be able to support higher resolutions, making PanaCast a future-proof solution.

4

How do I access the additional information provided by the Jabra PanaCast, such as People Detection and Counting?

A: The PanaCast API information will be made available on our developer portal, as with our other intelligent solutions. During the initial launch period, how this information is used is up to the partner. Jabra opens this information to allow companies to use these features to best accommodate their intended use.

Competition

1

Why is Jabra PanaCast not an integrated solution, like some other competitors on the market?

A: The setup has been designed to allow for a flexible approach to customers' meeting space. Not all customers are looking for a fully integrated solution and this approach allows us to upgrade the specific areas in need. There are a lot of meeting rooms already audio equipped with the Jabra Speak series.

When the PanaCast is paired with the Speak 710 using the Jabra Hub, the end experience for the office user will still be the same single cable plug in experience as an all-in-one solution.

2

But you are not officially certified with 'X'?

Jabra PanaCast is officially certified for Microsoft Teams.

Many VC solution providers do not actually have any official certification process in place. Jabra PanaCast is a plug-and-play device that is compatible with all leading platforms (Zoom, WebEx, BlueJeans, Slack, etc.) We can also carry out a proof of concept (POC) to show that it works with 'X'.

3

This is too expensive.

A: Other devices are around the same price range, but offer inferior capabilities. The Huddly IQ leaves out 60° out of the 180° (30% loss of real estate coverage) and is not 4K. The Logitech Meetup only covers 113° out of the 180° horizontal field of view. Let me show you our ROI calculator to see how much you can save with an 180° camera.

B: Your total UC investment is significantly higher, so why compromise on the choice of end points? The Jabra PanaCast delivers a differentiated user-experience, collects data for your organization, is future-proof and accounts only for a fraction of your total UC investment cost?