

# Jabra PanaCast

## How to demo in person or online

**These instructions will cover what you need to keep in mind before, during and after a demo.**

### First things first

- **Research** the customer so you can personalize the demo to them. (Business, attendees, users of the solution.) Use the pre-demo checklist document so that you have all the technical background information from the customer.
- Conversation should be around the **what, who, how** and **why**.
- Relate to the customer and solution. We have a lot of cool features, but **they need to see how it fits and benefits their business**.
- Call a colleague ahead of time to test that everything is working correctly, including audio.
- Try to close the deal after the demo. **Ask for next steps**.



### Setup Environment

Surroundings should be professional and replicate a high-quality working environment. Remember that you are trying to close a deal, which means:

- Important to be in a setting that is applicable to a meeting room.
- Tidy and professional home office.
- Organized huddle-room space.
- If a living space, it should be tidy and professional.
- Make sure there is appropriate lighting to ensure high quality.
- Mobility is key. Try walking across the full 180° field of view.
- A strong internet connection is important, especially your upload speed. Check that you have a minimum of 5 MB/s in order to have full video quality.
- Wired connection is preferred over wireless, if possible.
- Try to use a Speak product if the conditions are correct, but if you have any doubt over the audio quality, use a headset instead.
- Be camera ready.
- Pay attention to room size; spaces that are wider than they are deep would improve the experience. Ensure that you set the camera so it is at your eye level when sitting down.
- Don't be afraid to look into the camera while speaking, it gives the participants the effect of you talking to them and makes the conversation more personal.

### Please do **NOT** set-up in:

- Kitchen
- Bedroom
- Messy environment
- Pay attention to the noise in your environment. Try to avoid disturbances from children or pets creating noise in the background.
- Office inappropriate imagery or highly distracting imagery in the background
- If you think something may be offensive, take the safe road
- Do not make up answers, it is okay to come back to a customer.

It is a great reason to re-engage with customer.

## Platform Considerations

When looking to do a demo, it is always important to try demo Jabra PanaCast on the customer's current or intended platform.

Outside of that, most demos can be run on Microsoft Teams (as our launch-certified platform).

For Zoom demos please reach out to the Video BDM team, as they are Zoom enabled.

Make sure you are comfortable with the UC platform you are going to demo with. If you have never used it before, make sure to have a test call with somebody beforehand.

If using Skype for Business, ensure you disable the 'Crop My Video' feature as this conflicts with Intelligent Zoom.



## Creating a vision for the Jabra PanaCast

It is important that we relay a vision to our partners around the key fundamentals that the Jabra PanaCast delivers towards before we head into features. Built off the need to improve our collaboration meetings, the Jabra PanaCast is unique in that it is the only camera on the market that is set to deliver 180° field of view, where all meeting participants are included and more importantly represented without any visual distortion.

This is important because it creates a solution that solves the problems of here and now, as outlined below, but also helps set us and customers up for the future where we can build up

intelligent solutions that rely on data to help improve collaboration meeting experiences.

As collaboration experiences move into the next stage of their evolution, it is here that the Jabra PanaCast is perfect placed. By capturing the entire room, we can ensure no data is lost. By having all participants represented naturally, we can ensure that the AI that will power these future experiences can use a reliable and accurate data source.

With multiple patents filed and awarded, the Jabra PanaCast solution is helping to define the next collaboration experience.

## Customer Pains

Jabra PanaCast has been engineered to help solve the following pains

- Challenges in building trust among remote teams
- Collaboration issues due to distance and complex technology
- Complicated video set-up
- Capturing the entirety of a meeting space, including all participants
- Limited field of views forcing the table placement to be far away from the screen
- Limited real estate
- Poor data-analytics capabilities due to poor image quality
- High levels of IT support for complex solutions

## Value Proposition

Jabra PanaCast is engineered to be the world's first intelligent 180° Panoramic-4K plug-and-play video solution to:

- Build trust among remote teams
- Improve collaboration among remote teams
- Maximize real estate space
- Reduce video set-up time with plug and play
- Increase engagement of all users on-site or remote
- Cost saving in real estate and reduction in travel cost
- Enhance reach with a new UC solution
- Minimize IT support with simple deployment
- Provide valuable analytics to your IT department

## Jabra PanaCast ROI Calculator

Enabling better collaboration is just the beginning. There is significant financial savings due to the 180 degree camera, as your real estate is utilized much better with a panoramic view.

[Click here](#) and try the Jabra PanaCast ROI Calculator to see just how much you can save!



**72° camera**



**180° camera**

# How to Demo:

**If physically with the client:** After talking about the customer pains and the solution, continue by demonstrating how each of these features work to solve those pains.

**If over the Internet:** Start the call with your normal computer camera, walk the user through the pains you are trying to solve, then let them know you are about to use Jabra PanaCast.

## Features

### The Plug-and-play functionality:

- Plug into your computer and show how easy it is to set-up.
- This is supposed to illustrate that the product is going to work right out of the box.
- This functionality makes for fast and easy collaboration.
- It will work seamlessly with the most popular collaboration services.

### 180° field of view (FOV):

- 180° field of view comes to life by combining the 3x 13-megapixel cameras.
- The 180° field of view gives wall-to-wall coverage.
- Illustrate the wall-to-wall coverage and explain where traditional cameras cut-off.
- Emphasize the benefit of how this feature optimizes for room set-up.
- Emphasize how wall-to-wall coverage encourages collaboration.
- Explain how everyone can feel comfortable knowing that they will be seen and focus on the subject of matter.
- Remember to emphasize that the customer won't be able to find this technology in any other huddle-room cameras.

### Real-time-stitching technology:

- Illustrate this feature by moving across the 180° field of view.
- Point their attention to how seamless the transition is.
- The real-time stitching technology happens by combining content from 3 camera frames and assigning a cost to them based on lighting, color and shape movement. It will then combine them together at the point that has the lowest cost.
- This gives a seamless output as the stitching technology is currently one of the fastest.
- This technology is patented and unique to the Jabra PanaCast. This is an industry first technology that is real time and makes the experience more natural and immediately responsive.

### Intelligent Zoom:

- Intelligent Zoom will automatically identify the number of people in the room.
- Intelligent Zoom will adjust the field of view to include everyone in the meeting.
- Illustrate this by creating a fixed point of view; sitting together at a table, arrange to have another person walk in and take a seat. You can then demonstrate how the camera automatically adjusts to include that person.
- Emphasize how the camera focuses on who's in the room, and will adjust if new participants join.
- Explain how this will lead to a seamless experience.

### Whiteboard feature:

- The camera can identify any whiteboard in the room and will create a second screen.
- This will ensure that all meeting participants and the whiteboard can be seen without making any mechanical adjustments.
- Illustrate this by having a whiteboard covered at the start of the meeting, then uncover it when it's time to demonstrate this feature.
- This will yet again emphasize the seamless collaboration experience that Jabra PanaCast provides.

### Compatibility:

- Jabra PanaCast provides great solutions, but this won't matter if it doesn't work with other platforms.
- Jabra PanaCast works with all leading UC platforms.
- Include and emphasize MS Teams certification.
- Show a quick video of how it works on other platforms, including MS Teams, S4B, Cisco and Zoom.

# Software

It is important to illustrate all the benefits of downloading the **Jabra Direct** firmware. Start by explaining how Jabra Direct will give the opportunity to get the most out of Jabra PanaCast and how this will among other things, include being able to manage and adjust the field of view to 90°, 120°, 140° and 180°. In addition to automatic field-of-view adjustments, Jabra Direct will enable users to optimize lighting conditions including brightness, contrast, saturation, sharpness and white balance.

Jabra Direct and these features will be available from FCS.

## Keep in mind

It is important to be clear and distinguish between Jabra PanaCast and other professional video solutions.

In explaining the benefits and features of Jabra PanaCast, use the correct terminology but bring it down to a level that everyone will be able to understand. You want to leave the customer feeling that they can relate to the features, and how Jabra PanaCast fits with their business.

In demonstrating Jabra PanaCast, a higher standard of professionalism is required. This includes a true and believable environment, which is especially important when demonstrating Jabra PanaCast over the internet.

## After the demo

Hopefully after the demo you were able to move to a close. Regardless of an immediate close or moving into a proof of concept phase, it is critical to schedule an unboxing call. While the camera is plug and play, a customer must first successfully bring the product into the environment by adjusting the camera settings and positioning the camera in the room. So immediately after the demo, please schedule the unboxing call to increase adoption.

