



# POLY STUDIO E60



The Poly Studio E60 is a smart mechanical pan/tilt/zoom (PTZ) camera with 12x optical zoom and presenter tracking. With an ultra-HD imaging system and 4K sensors, the Poly Studio E60 delivers stunningly detailed and sharp images, even if you zoom in to the back of the room. Powered by Poly DirectorAI smart camera technology, users can choose between presenter tracking or group framing for an engaging virtual experience that keeps presentations in focus and hybrid teams engaged.

The Poly Studio E60 is positioned to win across the competitive landscape with features that set the camera apart from key competitors.

## Powerful optics

A key competitive advantage of the Poly Studio E60 is that it has a 12x optical zoom and 4K sensors that together enable the camera to zoom in to the far end of a room, without any compromise in image quality. This means that a presenter or meeting participant seated at the end of the table is always captured with razor-sharp clarity. This is unlike the Logitech Rally which only offers 5x optical zoom or the Crestron i12, which has 12x optical zoom but resolution only up to 1080p.

## Poly DirectorAI smart camera technology

In addition to powerful optics, the Poly Studio E60 comes with built-in intelligence, including Poly DirectorAI presenter tracking and group framing. Smart tracking and framing modes create a more inclusive collaboration environment in hybrid meetings. In particular, the presenter tracking on the Poly Studio E60 brings life to virtual presentations. It ensures the presenter is always centre stage and followed in real time, and that remote participants are always engaged and can clearly see the presentation down to small gestures or notes on the whiteboard. More framing modes mean more options to satisfy the needs of all meeting types. This is what sets the Poly Studio E60 apart from a Logitech Rally camera, which only offers group framing.

## Affordability

The Poly Studio E60 is competitively priced and is one of the few smart MPTZ cameras with presenter tracking on the market with a MSRP lower than \$2,000. At only \$1,699 (MSRP), the Poly Studio E60 delivers rich features and a superb video performance at an affordable price point. This is unlike competitive cameras with similar or lesser features such as the Yealink UVC86 or the Crestron i12 priced at \$2,099 (MSRP) and \$3,125 (MSRP), respectively.

## TARGET USERS

Organisations looking for a best-in-class smart MPTZ camera for large conference rooms, training rooms or classrooms that can:

- Expand the coverage and reach in large spaces without losing image quality.
- Keep the focus on the all-important action, which keeps the presenter in frame and hybrid teams engaged.

## TARGET BUYER

IT managers, facility managers, AV integrators or business leaders who purchase or influence buying decisions for video conferencing and collaboration solutions. These buyers value delivering a high-performance solution that is cost-effective and easy to manage.

**Positioning** The Poly Studio E60 is ideal for long or large conference rooms or educational settings like training rooms or classrooms. Similar to the Poly Studio E70, it can satisfy the needs of most large spaces. While the Poly Studio E60 will not replace the Poly Studio E70, it is important to understand which camera to position for the right experience.

The Poly Studio E70 is ideal for customers who need a...

**Dual 4K camera:** Designed to capture people seated at the edges or at the back of the room, the Poly Studio E70 has both a wide-angle and narrow lens that work simultaneously to provide an optimised view of every part of a large conference room. That means everyone is seen, regardless of where they are sitting.

**People or speaker framing:** Ideal for hybrid meetings that require a more dynamic framing experience and close-up views of in-room participants and active speakers.

The Poly Studio E60 is ideal for customers who need a...

**Powerful optical zoom:** Designed for deeper spaces that need the reach of a powerful optical zoom to capture participants at the far end without compromising video quality.

**Presenter tracking:** Ideal for virtual presentations with smart tracking that gives presenters confidence that they are always seen, and their audience always engaged.

## FAQ

We have anticipated some of the questions you may have about this product launch. Please visit Highspot or Cohesion to access a recorded interview with insights on product and launch details.

