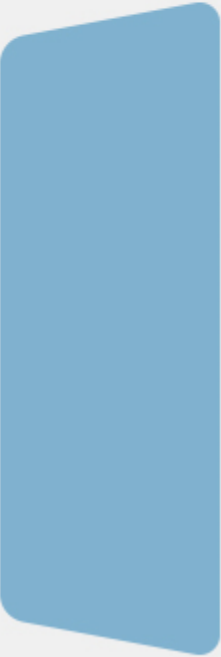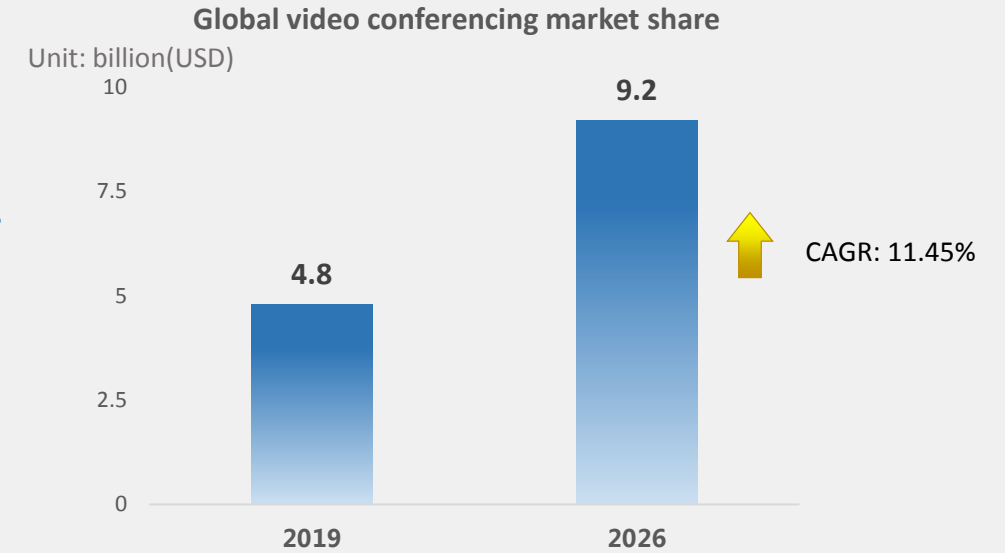# All-In-One Video Conference Camera

01 Market Overview

Market Overview

In 2019, the global video conferencing market was **4.8 billion** USD, and over **9.2 billion** USD was anticipated to reach by 2026. The CAGR is expected to grow at **11.45%** during the forecast period. (Facts and Factors, 2020)

Global video conferencing market share

Unit: billion(USD)

CAGR: 11.45%

2019 — 4.8
2026 — 9.2

So, what is video conferencing?

Video conferencing refers to a live video-based meeting between two or more people in different locations using video-enabled devices. It allows multiple people to meet and collaborate in real-time and long distances by transmitting audio, video, text, and presentations through the Internet.
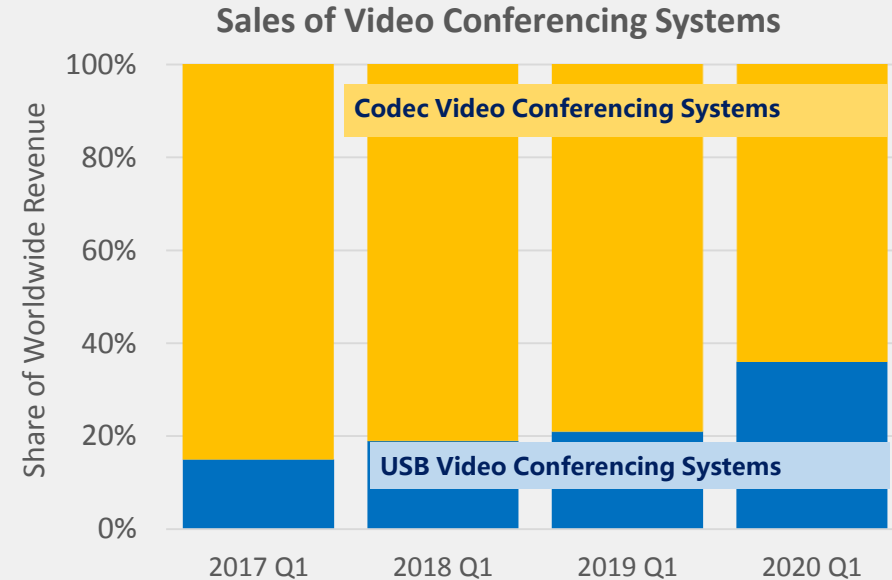
Base on the different Internet and software configuration requirement, video conferencing can be classified into three types:

1. **Hardware video conferencing**: use the propriety network with specific meeting cameras, MCUs, and other equipment;

   e.g. Cisco, Polycom

2. **Cloud meeting conferencing**: use the Internet with specific SaaS;

   e.g. Zooms, Microsoft Teams, Google Meets

3. **Instant messaging conferencing**: use the Internet with instant meeting software

   e.g. Skype, Slack, Google Hangouts

Market Overview

Video conferencing devices are used to improve the video conferencing experience. From traditional video conferencing devices to USB devices and codec devices, the video conferencing market is experiencing a huge transformation.
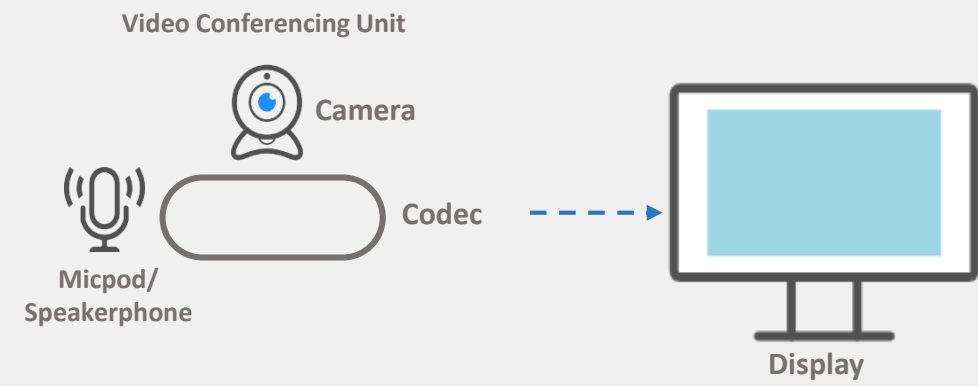
Synergy Research reveals that USB video conferencing systems are in a rapid increase accounted for 36% of the whole video conferencing market revenues in 2020 Q1, up from 21% a year ago.
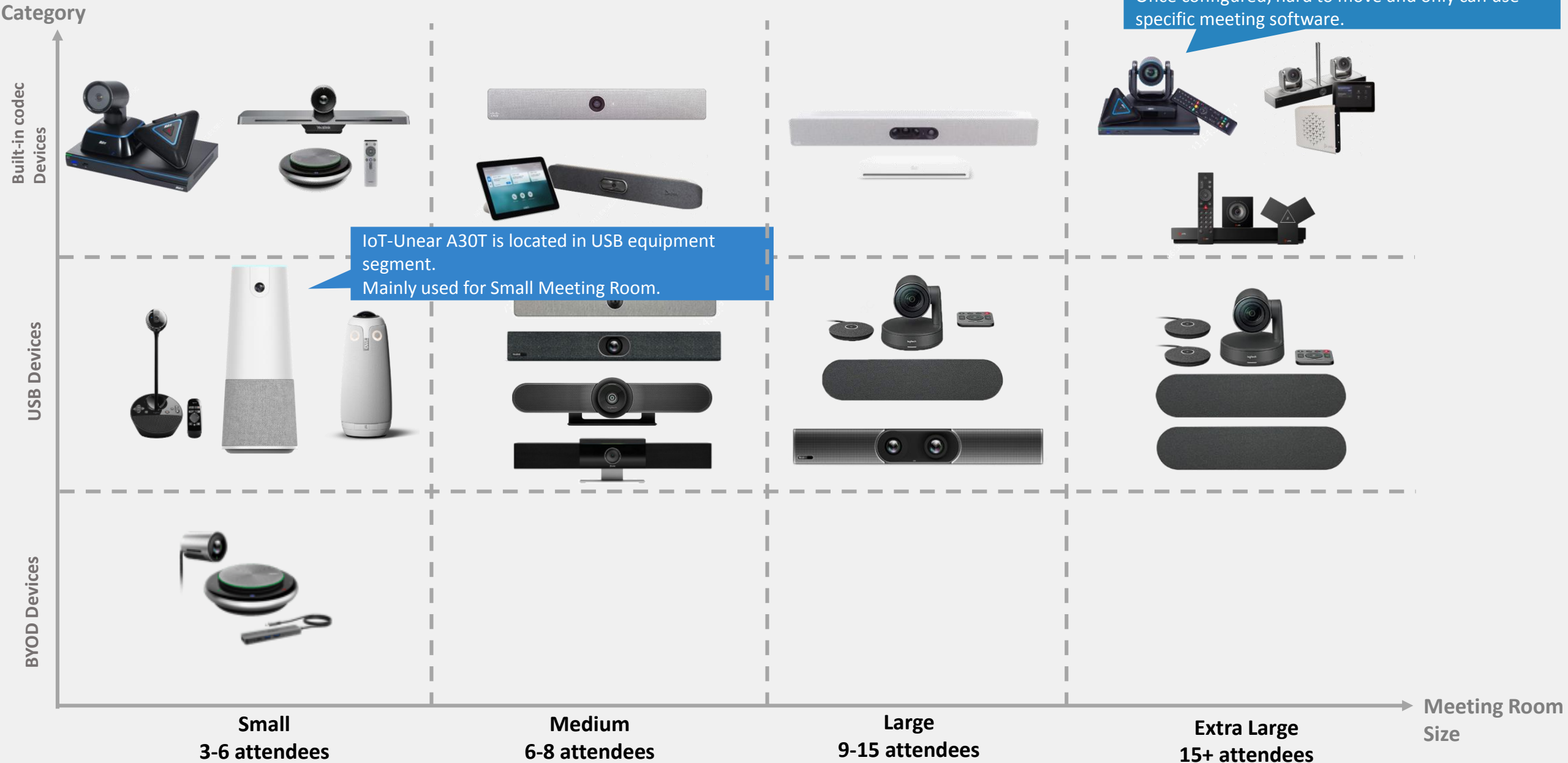
Sales of Video Conferencing Systems

USB video conferencing systems

Camera

Microphone/ Speakerphone

Laptop/PC

Display

Codec video conferencing systems

Video Conferencing Unit

Camera

Micpod/ Speakerphone

Codec

Display

Product Positioning

Category

Built-in codec Devices

USB Devices

BYOD Devices

Used for video rooms(e.g. zoom room, Microsoft Teams Room).
Once configured, hard to move and only can use specific meeting software.

IoT-Unear A30T is located in USB equipment segment.
Mainly used for Small Meeting Room.

Small
3-6 attendees

Medium
6-8 attendees

Large
9-15 attendees

Extra Large
15+ attendees

Meeting Room Size

02 Product Features

Product Overview

Circular Status Indicator
- Yellow Light: device initiation
- Blue Light: normal operation
- Red Light: microphone muted
- Orange Light: camera turned off

4-Element Omnidirectional Microphones Array

360° High-quality Wideband Speaker

Touch Buttons
- one-click microphone mute and camera off
- volume adjustment

100° Ultra Wide-Angle Camera
- fixed focal length:2.96mm
- 1080p

Matte Pearl White Body
- Anti-fingerprint
- Prevent from knocked over by wide bottom & narrow top

IoT-Unear A30T

Key Requirements Analysis

Small group team meetings are usually used for informal collaborations(such as brainstorming, mobile officing, etc.), discuss matters with clients or partners(such as sales presentations), remote interviews, and other **flexible application scenarios**.

For these small group team meetings, **how to pick up video conferencing devices**? Which factors will influence the success of the video meeting?

Foolproof operation-one click to attend the meeting

- **USB Plug-and-play**
- **Compatible with various platforms**

See every attendee and see the meeting image clearly

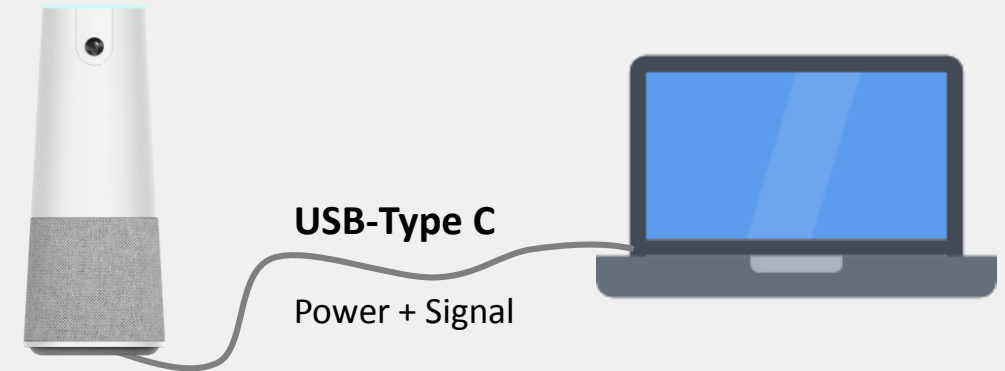- **Ultra wide-angle**
- **High-quality resolution**

Hear every attendee clearly

- **Full-Duplex**
- **Echo Cancellation**
- **High voice pickup distance**
- **Noise Suppression**

Easy-to-use

USB Plug-And-Play

Without complex configuration, A30T can be set up within 3 seconds by just connect to laptops/PCs over a single USB cable.

USB-Type C

Power + Signal

Compatible with various platforms

A30T is compatible with all of the current **mainstream video conference platforms** such as Zoom, Microsoft Teams, and Google Meet.

Support systems: Mac OS, Windows7, Windows 10 and Linux
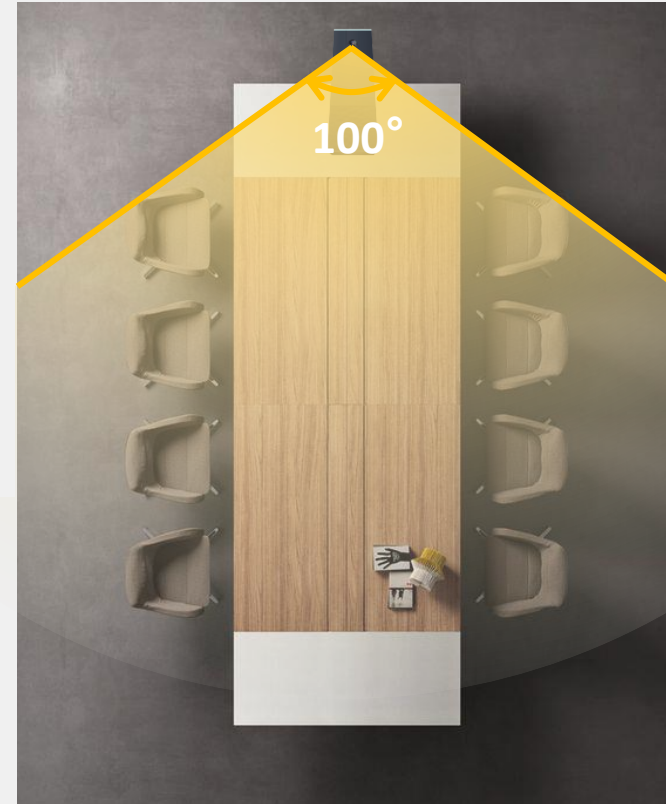
See Clearly

Ultra wide-angle

With the 100° horizontal wide-angle camera, up to 8 attendees can be on the camera together.

High-quality resolution

The full HD camera with non-distortion provides attendees a seamless conference experience with **1080p** resolution.
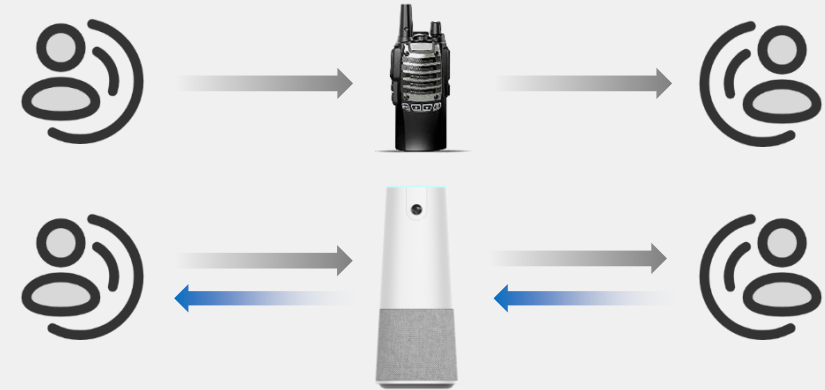
1080p

Hear Clearly

Full-Duplex

A30T supports **full-duplex** mode, transmission is simultaneously bi-directional which means attendees from the proximal end and distal end can communicate seamlessly.

With the full-range speaker, the full-duplex mode can make bi-directional attendees take long calls without fatigue.
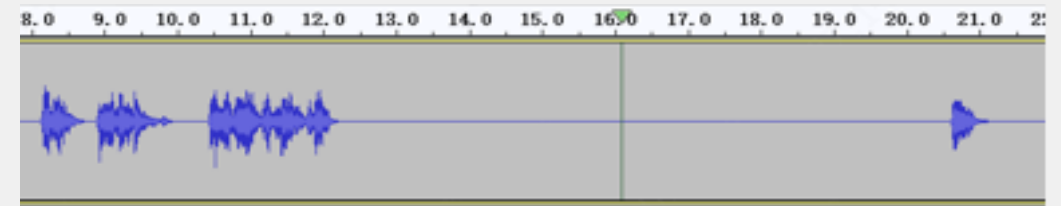
Echo Cancellation

Embedded AI algorithm can realize **echo-cancellation**, when attendees from the proximal end and distal end switch on the microphone, all of them won't hear their own voice.
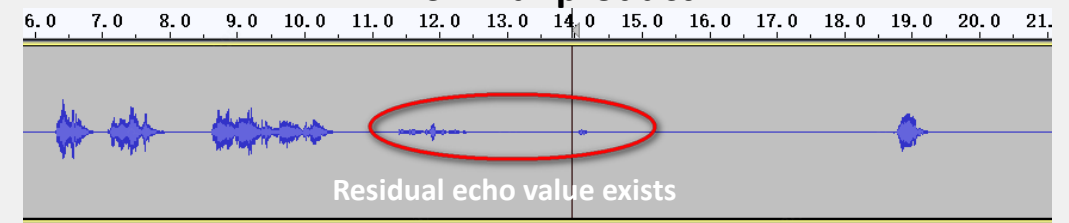
A30's **erle≥30dB**

With a higher erle(echo return loss enhancement) value, the relative value of residual echo value is smaller which means the echo cancellation effect is better.
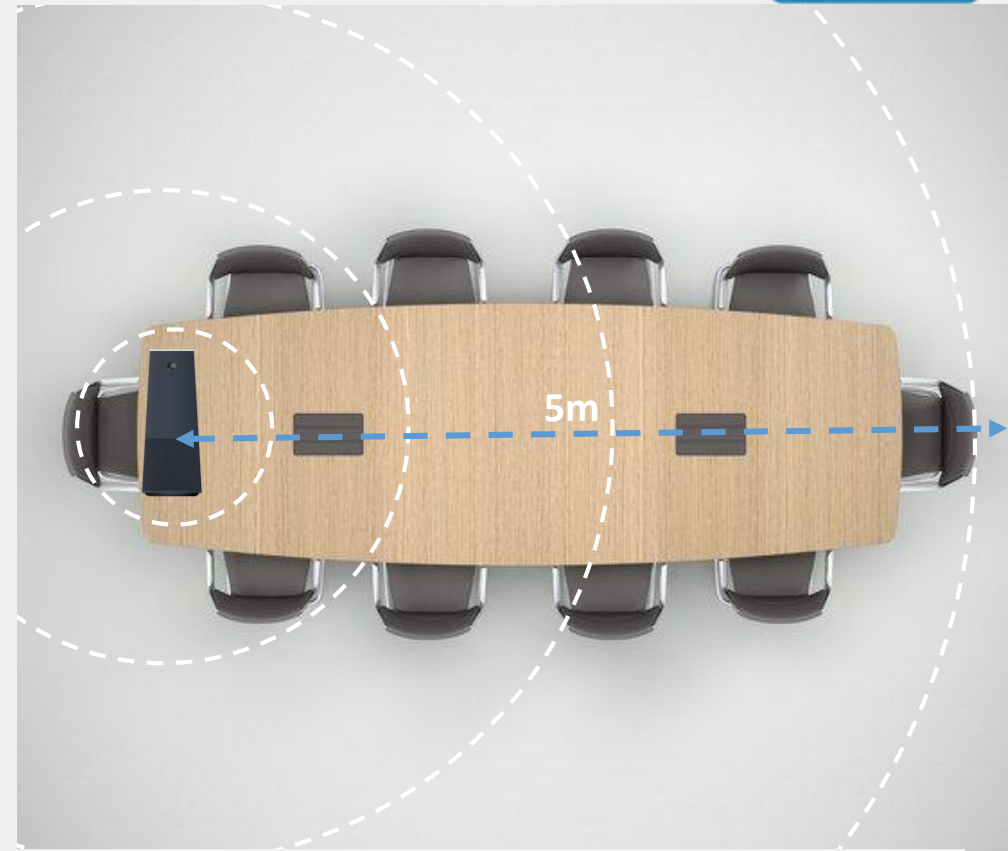
- Speex & Webrtc ≤ 30 dB

IoT-UNear A30T

| 8.0 | 9.0 | 10.0 | 11.0 | 12.0 | 13.0 | 14.0 | 15.0 | 16.0 | 17.0 | 18.0 | 19.0 | 20.0 | 21.0 | 2 |

Similar product

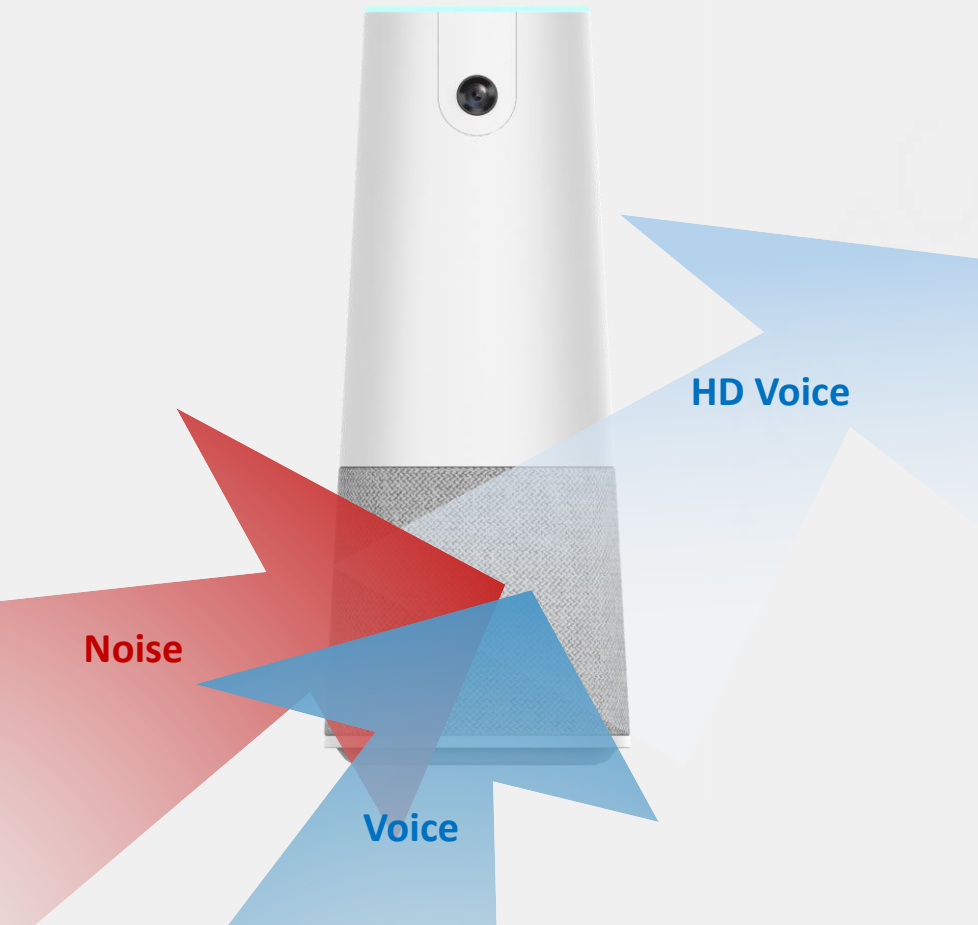| 6.0 | 7.0 | 8.0 | 9.0 | 10.0 | 11.0 | 12.0 | 13.0 | 14.0 | 15.0 | 16.0 | 17.0 | 18.0 | 19.0 | 20.0 | 21. |

Residual echo value exists

Hear Clearly

Far-field Clear Voice Pickup

Normal pronunciation dB of attendees are between 75~80dB, A30T's effective pickup distance is **5 meter** in the 75dB condition.

HD Voice

Noise

Voice

Noise Suppression

Embedded **AI algorithms** can effectively suppress ambient noises such as mouse/keyboard tapping sound and running sound of computers and air conditioners.

Different from other products, the noise-suppression principle of A30 is "voice gain, noise suppression". In such a principle, communications can be extremely comfortable.

03 Application

Application Scenarios

Huddle Room
3-6 Attendees

Medium Meeting Room
6-8 Attendees

Application Industries

Corporate

Healthcare

Education

Application Industries-Corporate

Remote Work

Brainstorm

Remote Interview

Sales Presentation

Application Industries-Healthcare

Remote Diagnosis

Doctor Consultation

Application Industries-Education

Remote Education

Academic Exchange

UNV

Better Security, Better World