



INTRODUCING POLY STUDIO P SERIES

Brian Phillips
Director of Product Marketing

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**KEY DETAILS
FOR SELLERS**

1

BACKGROUND AND TRENDS



VIDEO REVOLUTION IS HERE



VIDEO IN 2019

- Mostly used within large enterprises
- Mostly in meeting rooms
- Some use by select remote workers



VIDEO IN 2020

- Used by organizations of all sizes
- Used mostly at home
- Used by almost everyone

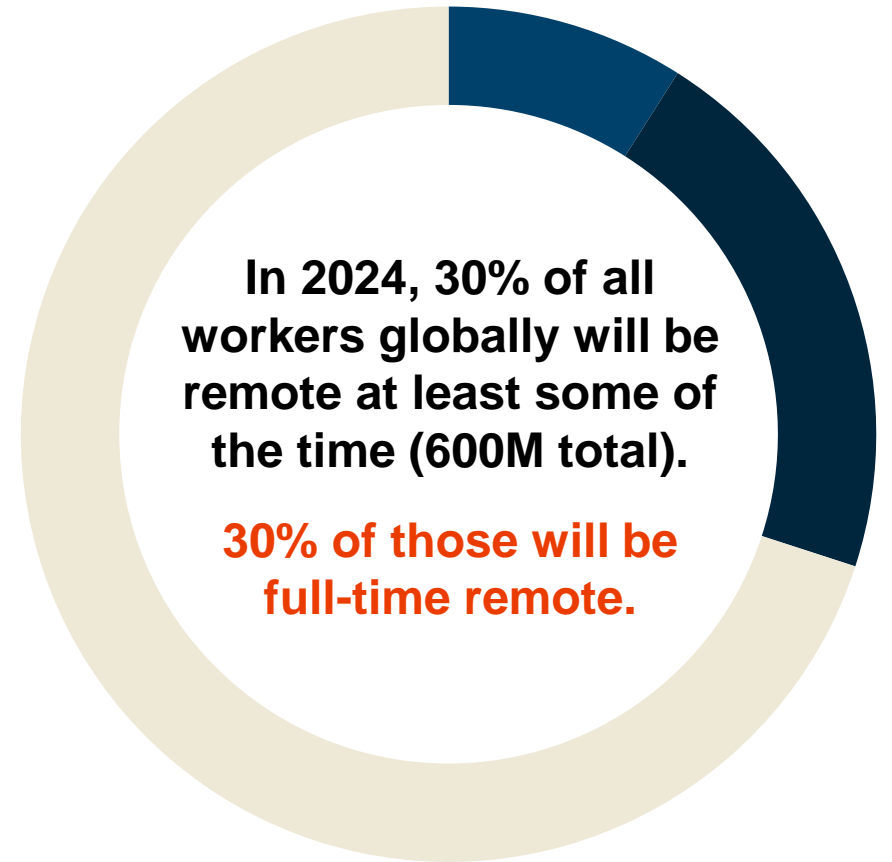


VIDEO IN 2021+

- Used by most organizations
- Used at home and office
- Used and understood by almost everyone

THE NEW WAY OF WORKING

AT HOME + IN THE OFFICE + HYBRID



*Source: Gartner, August 2020

WHAT'S NEEDED FOR SUCCESS?

Professional-grade tools and insights

VIDEO / UC SERVICES

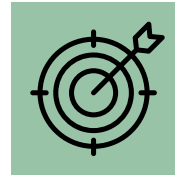


THE RIGHT DEVICES

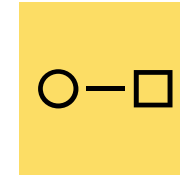




WHAT DOES END-USER SUCCESS LOOK LIKE?



Confidence

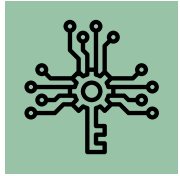


Simplicity



Focus

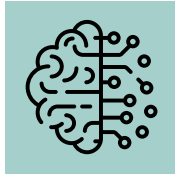
WHAT DOES IT SUCCESS LOOK LIKE?



Control



Knowledge



**Peace of
mind**



HOW DOES POLY HELP?



GROUP VOICE



PERSONAL VOICE



GROUP VIDEO



PERSONAL VIDEO

ONLY POLY HAS THE COMPLETE SOLUTION

Setting the new standard for personal communications



Innovation



GROUP VOICE



PERSONAL VOICE



Partnerships



GROUP VIDEO



PERSONAL VIDEO



Service/Support



Management





INTRODUCING

POLY STUDIO P SERIES

POLY STUDIO P5

Precision-tuned webcam

- Exceptional camera optics designed to make you look your best
- Unique design features that set it apart from competitors
- Poly Lens cloud management

List Price: \$129



POLY STUDIO P5

Video and audio features



**Exceptional
camera optics**



**Automatic
low-light
compensation**



**Brilliant colors
optimized to
make you look
your best**



**Camera view
designed to show
just you and not
too much**



**Built-in
directional
microphone**



POLY STUDIO P5

Design features

Status LED

Easily fits atop laptop
or display

Poly Lens desktop
app controls settings
and updates



Poly Lens cloud
management



Integrated
privacy shutter

USB connection to
wireless headset adapter

Tripod-ready

Small and rugged
for portability

POLY STUDIO P5 KITS

Complete audio, video and management bundles

- Includes everything you need
- Single-box design simplifies ordering and deployment
- Easy to set up
- One software app controls everything



POLY STUDIO P5 KITS

A range of options for any workstyle



POLY STUDIO P5 KIT with Blackwire 3210

Professional webcam and
single-ear corded headset

List Price: \$149



POLY STUDIO P5 KIT with Blackwire 3325

Professional webcam and
stereo corded headset

List Price: \$179



POLY STUDIO P5 KIT with Voyager 4220 UC

Professional webcam and
stereo wireless headset

List Price: \$269



POLY STUDIO P5 KIT with Poly Sync 20+

Professional webcam and
smart speakerphone

List Price: \$259

STUDIO P5 COMPETITORS

Primary competitor: Logitech professional webcams



	Poly Studio P5	Logitech C925e	Logitech C930
Resolution	1080p	1080p	1080p
Field of View	80°	78°	90°
Auto-focus	Yes	Yes	Yes
Digital zoom	4x	1.2x	4x
Microphone	Directional	Omnidirectional	Omnidirectional
Integrated privacy shutter	Yes	Yes	No
USB port for headset	Yes	No	No
Cloud management	Poly Lens	No	No
MSRP (US)	\$129	\$99	\$129

WHY STUDIO P5 WINS

Directional microphone is better for personal use

Security and privacy concerns

Easier setup with headset

IT remote management

STUDIO P5 KIT COMPETITORS

Only Poly offers a complete portfolio of personal video and audio solutions



Poly Studio P5 Kits

Complete integrated solutions

One simple setup sheet

One easy app

Cloud management via Poly Lens



Logitech bundles

Separate products tossed in an overpacked box

Multiple set-up documents

Up to 4 separate update and settings apps

No cloud management



POLY STUDIO P15

The personal video bar that's the closest thing to being there

- Look and sound your best on video calls with one sleek device
- Easy fits atop your display, or tripod mount for flexibility
- Robust cloud management using Poly Lens
- Certified for Zoom and Microsoft Teams

List Price: \$599



POLY STUDIO P15

Video features



4K resolution



**High-performance
image sensor**



**Optimized field
of view**



**Automatic low-light
compensation and
brilliant colors**



**Automatic
camera framing**



**Integrated
privacy shutter**



POLY STUDIO P15

Audio features



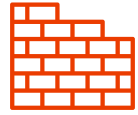
**Integrated speaker
with acoustic
suspension**



**Advanced
microphone array**



NoiseBlockAI



Acoustic Fence



WHY STUDIO P15 IS IDEAL FOR PERSONAL USE

Personal Use Case

Important criteria:

- Camera field of view - 90° or less, optimized for individual
- Personal camera framing
- Easy to set up with desktop display
- Managed over USB

Poly Studio P15



Only for personal use, not groups

Group Use Case

Important criteria:

- Camera field of view - 120°, optimized for multiple participants
- Group framing & speaker tracking
- Wall mount & VESA options
- Managed over network

Poly Studio USB



USB-connected

Poly Studio X30



Software built-in

STUDIO P15 COMPETITORS

Studio P15: **New category** of video bar designed for personal use



	Poly Studio P15	Logitech Meetup
Use Case	Personal	Group
Resolution	4K	4K
Field of View	90°	120°
Integrated privacy shutter	Yes	No
Auto framing	Quick and responsive	Slow to adjust, 10 seconds or more
Audio innovations	NoiseBlockAI, Acoustic Fence	No
Display mounting clamp	Included	No
USB ports for other peripherals	Yes	No
MSRP (US)	\$599	\$899

WHY STUDIO P15 WINS

Field of view optimized for personal use

Easy free-standing monitor setup

Better camera framing and audio experience

Lower price



POLY STUDIO P21

The personal meeting display where form and function unite

- Everything you need in one sleek, stylish device
- Simple to set up and connect
- Works with any app
- Dedicated video display when you're in calls, additional PC/Mac display when you're not

List Price: \$815

POLY STUDIO P21

Video and audio features



21" enterprise-grade display



Exceptional camera optics



Integrated ambient lighting



Integrated microphone with powerful stereo speakers



POLY STUDIO P21

Design features

Integrated privacy shutter

Integrated ambient lighting

LED status bar

Easy access controls

USB hub built-in

Wireless phone charging



STUDIO P21 COMPETITORS

Studio P21 vs. Monitors with Built-in webcam



STUDIO P21



- Designed as displays used occasionally for video calls
- Consumer-grade displays with cheap cameras, mics and speakers

WHY STUDIO P21 WINS

Designed from the ground up for a premium video and audio calling experience

Dramatically better camera, mic, speakers and display quality

Ambient lighting delivers unmatched experience

Button controls make it easier to use

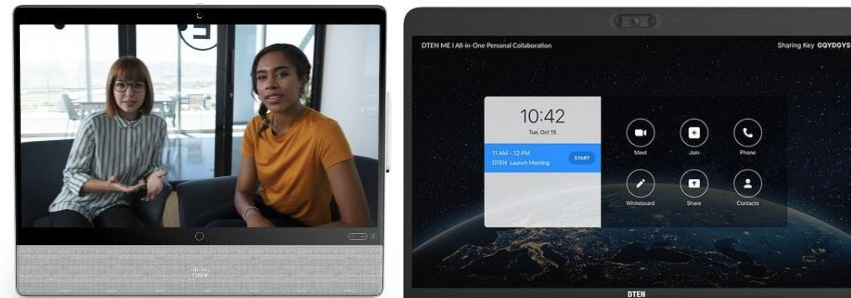
IT manageable

STUDIO P21 COMPETITORS

Studio P21 vs. Full Desktop Video Conferencing Systems



STUDIO P21



- Cisco: Designed for Webex, very expensive
- DTEN: Designed for Zoom, cheaply made

WHY STUDIO P21 WINS

Best of both worlds:

- The experience of a dedicated desktop video system
- The flexibility to use any app (Teams, Zoom, Google, etc.)

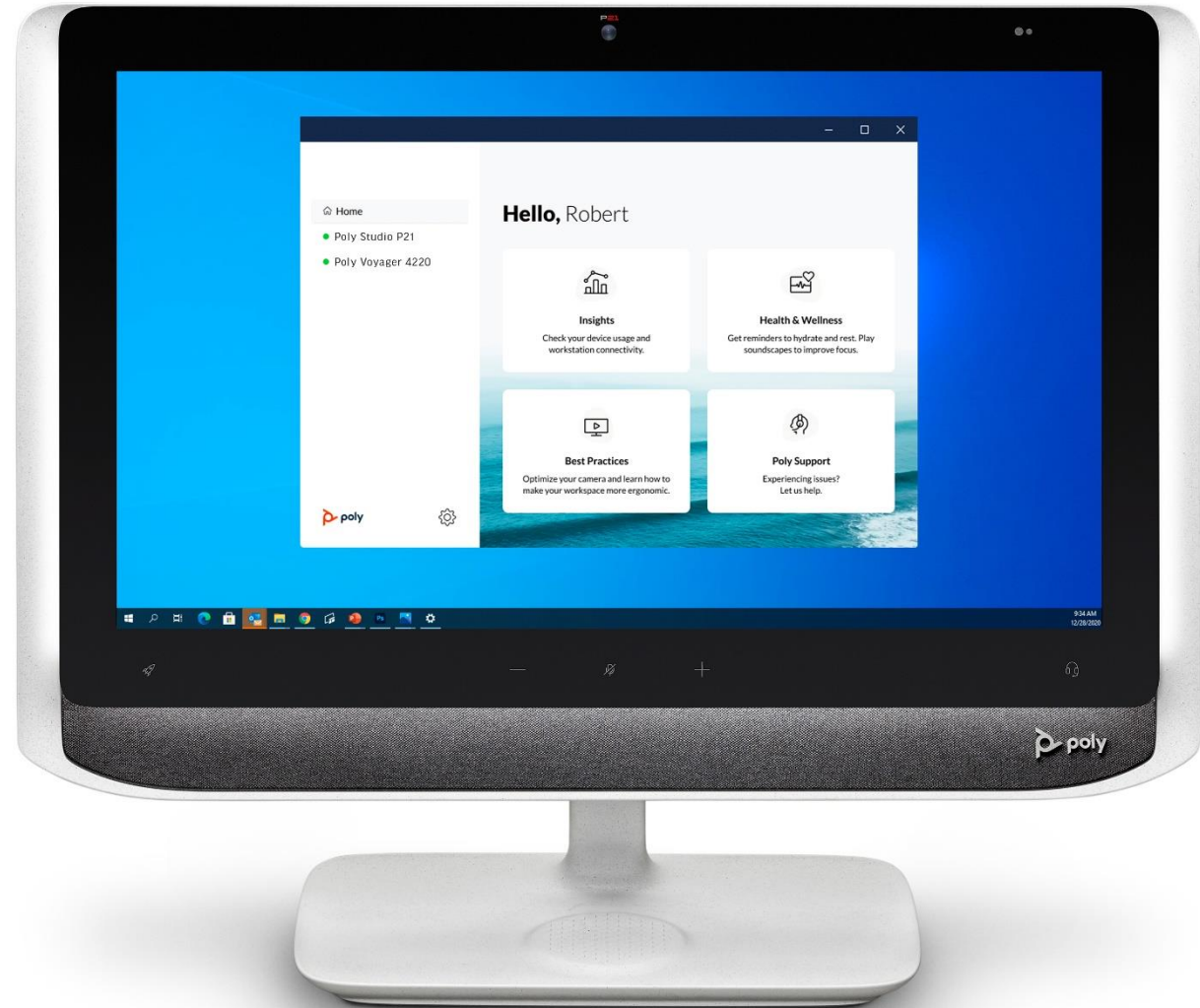
More cost-effective to deploy (initial cost and/or ongoing)

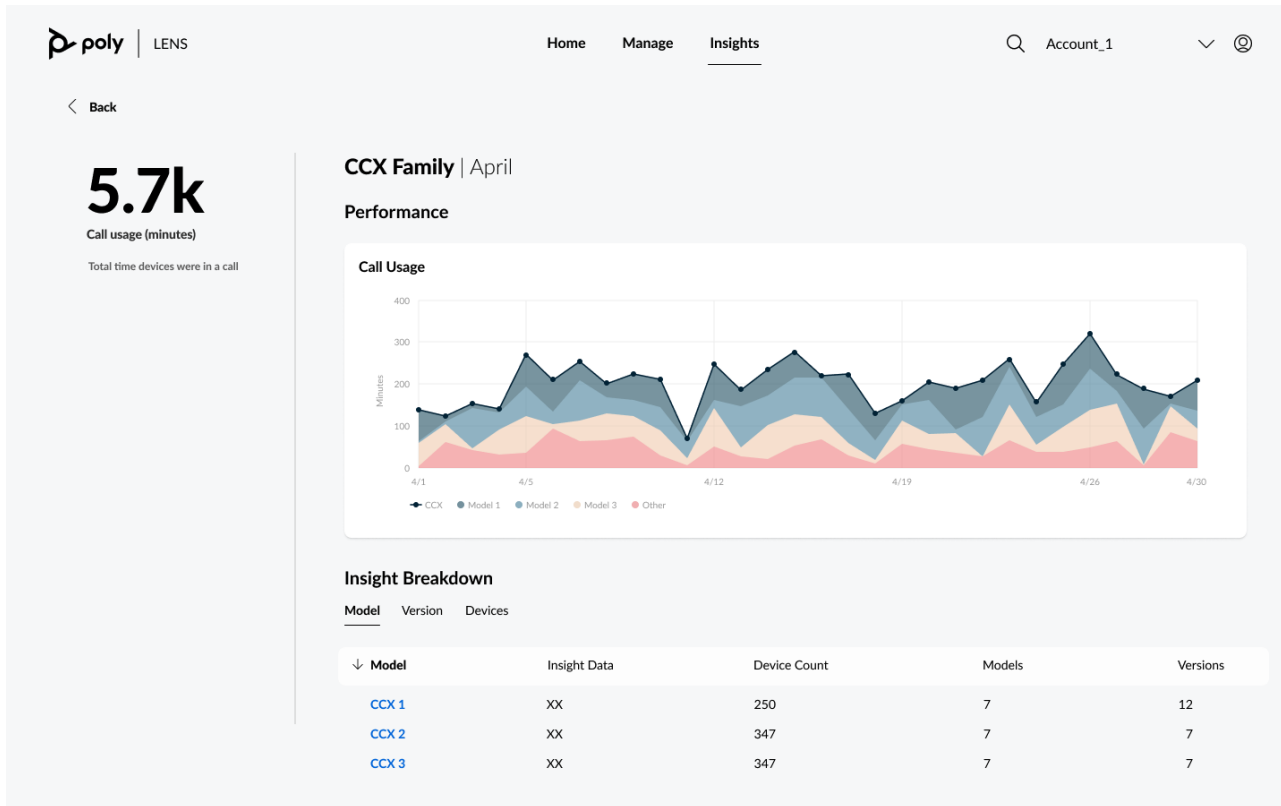
Delighters such as ambient lighting, wireless phone charging

POLY LENS DESKTOP

Included with all Studio P products and kits

- Stay in control of settings and updates
- Workspace setup tips and health & wellness tools built-in





POLY LENS CLOUD MANAGEMENT

Critical for IT to deploy personal video at scale

- Keep firmware and settings up to date
- Troubleshoot issues from anywhere
- Complete picture of device investment

FAMILY POSITIONING

Poly Studio P5 / Kits



IDEAL FOR CUSTOMERS WHO VALUE

- Substantial video upgrade over laptop camera
- Simple selection and ordering
- Everything together in one box
- Cost effective for high-scale deployments

PERSONA

Office Collaborator, Flexible Worker

Poly Studio P15



IDEAL FOR CUSTOMERS WHO VALUE

- Premium video and audio experience
- Advanced features – camera framing, NoiseBlockAI, Acoustic Fence
- Everything built into one device for their existing display

PERSONA

Remote Worker, Connected Executive

Poly Studio P21



IDEAL FOR CUSTOMERS WHO VALUE

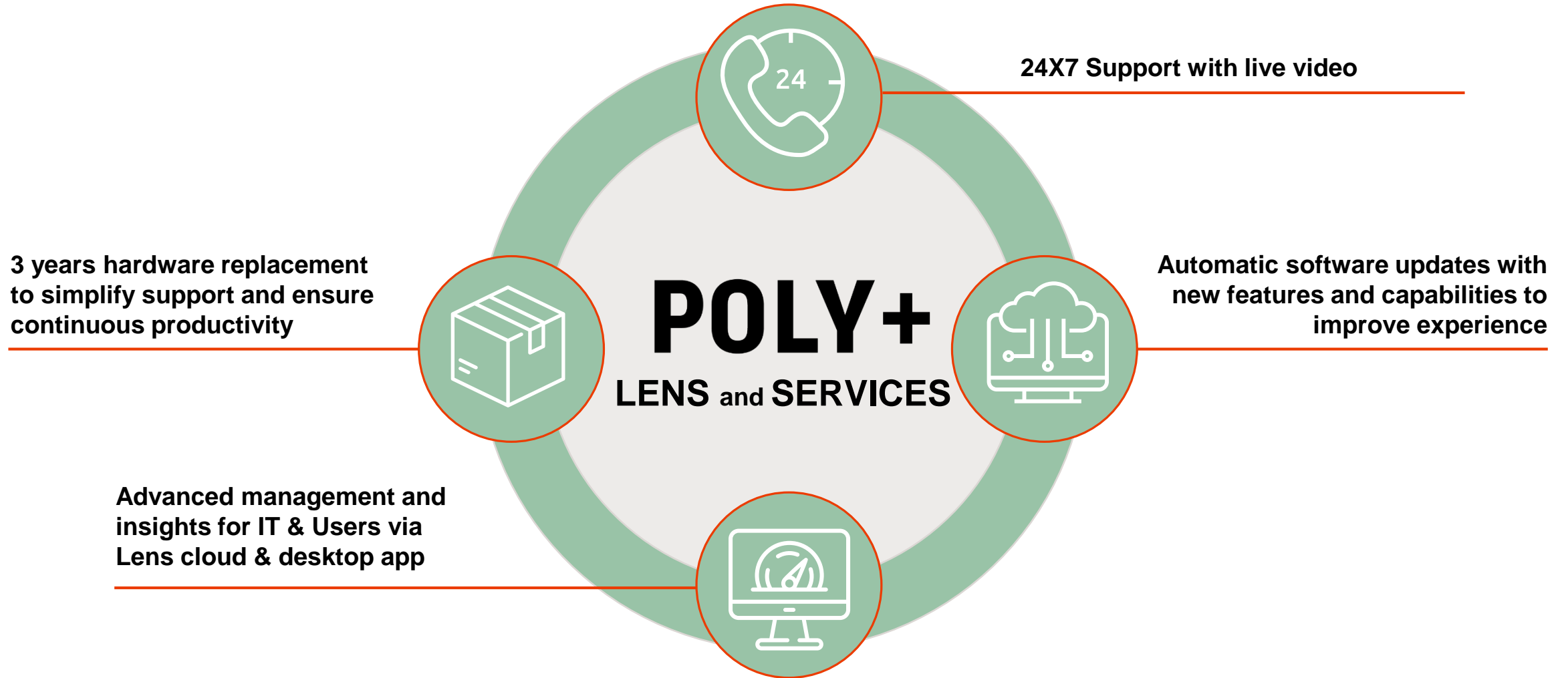
- The simplicity and clean look of one integrated device
- The flexibility of working with any cloud video app
- Clever touches, such as ambient lighting and wireless charging

PERSONA

Connected Executive, Office Collaborator

POLY PLUS

Premium experience to drive adoption and streamline management of personal devices



PARTNER INTEGRATIONS

New ways to build on strong Poly partnerships

- All Studio P products will work with any PC or Mac video app
- Studio P5, P15 and P21 are planned for Zoom and Teams certification at or shortly after FA
- Studio P5 Kits not planned for certification
- Working closely with partners on co-marketing and other launch activity



STUDIO P SERIES: PRODUCT AVAILABILITY

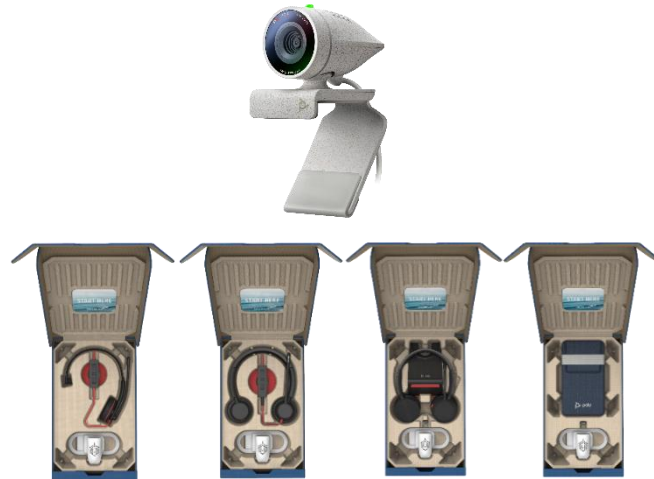
February 2021

Studio P15 + Lens



March 2021

**Studio P5 and Kits
+ Lens**



Early CY Q2 / FY Q1

Studio P21 + Lens



Tier 1 Availability: US/Canada, UK, EU, Japan, ANZ
Additional countries: Following quarter

LAUNCH TIMING

JANUARY 13/14

Poly sales training

On price list
Open for orders

February 2

Public Announcement

APRIL 1

Marketing demand gen campaigns go live

JANUARY

FEBRUARY

MARCH

CY Q2

FEBRUARY

Studio P15 First Availability

MARCH

Studio P5 First Availability
Studio P5 Kits First Availability

CY Q2

Studio P21 First Availability

SALES & MARKETING ASSETS

Visit Sales Exchange starting **February 1**

Videos

Hero / commercial

Product / feature

How-to

Demo

Images

Product

Lifestyle

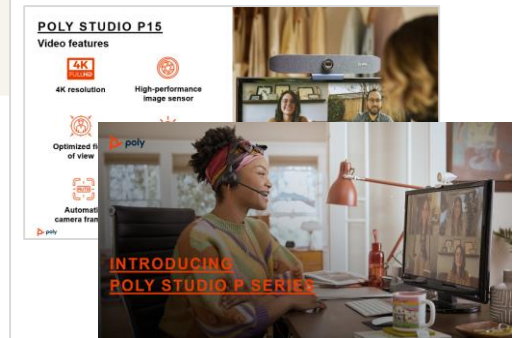
Illustrations

Sales Tools

Sales Sheets, by product

Presentation slides

FAQs



PEC DEMONSTRATION AVAILABILITY



Poly Studio P15

Virtual Demonstration by all **US and EMEA locations and Singapore** starting February 2



Poly Studio P5

Virtual Demonstration by all **US and EMEA locations and Singapore** in early to mid February (based on hardware availability)

- Currently all US and EMEA locations are conducting Virtual Demonstrations only
- Singapore will allow for limited in person experiences after L2 approval
- China Market locations (Shanghai & Beijing) will have devices upon homologation in country

Book the Poly Experience Centers via your account page in Salesforce

THANK YOU