POLY STUDIO P5

The Poly Studio P5 webcam ensures you look your best on video calls at home, in the office, or wherever you're working. Exceptional camera optics are fine-tuned so you always come across clearly with a powerful, professional-quality image. For IT, Poly Lens cloud management provides robust tools to manage and track devices from anywhere.

KEY FEATURES & BENEFITS

- Always look professional with exceptional camera optics that are optimized for video conferencing
- Maintain proper light exposure, even in darker rooms, with automatic low-light compensation
- Gain confidence you are clearly seen with brilliant colors designed to show you at your best
- Make sure you're heard clearly with a built-in directional microphone that focuses on your voice, not the noise around you
- Free up USB ports and simplify setup with your Poly headset or speakerphone by connecting the wireless adapter directly to the webcam
- Enhance security and privacy, and ensure you are in control of when you are on camera with the integrated privacy shutter

TARGET USERS

Poly Studio P5 is ideal for users who value:
- A substantial video quality upgrade over the built-in camera on a laptop
- Portability to easily take it wherever they are working
- Security and privacy through the integrated privacy shutter

TARGET BUYERS

There are two distinct types of buyers for Studio P5:
- Individuals who want to upgrade their own experience, paying out of pocket or expensing back to their employer. These buyers value the confidence in knowing they are projecting a professional image on video calls.
- IT buyers who are purchasing in bulk to outfit many users or are specifying a list of approved devices for users to choose from. These buyers value the cloud management of Studio P5 so they can keep track of video devices and remotely troubleshoot issues.

KEY DIFFERENTIATORS

When compared to other webcams, the key differences that set Studio P5 apart include:

- **Video optics** that are tuned and optimized for video conferencing, not just general webcam applications
- The built-in **directional microphone** is designed to focus on the user's voice, not the other noises and voices around them. "Omni-directional" microphones capture too many other sounds that you don't want as part of your video call.
- A built-in **privacy shutter** for confidence the video is off when it isn't needed. Some other webcams have a removable cover that can be easily lost.
- The **integrated USB port** makes it easy to set up with a wireless headset.
- For IT managers, Poly Lens **cloud management** gives powerful tools to manage and track devices from anywhere. Most other webcams cannot be remotely managed.

	POLY STUDIO P5	LOGITECH C925E	LOGITECH C930
Resolution	1080p	1080p	1080p
Field of view (DFOV)	80°	78°	90°
Auto-focus	Yes	Yes	Yes
Digital zoom	4x	1.2x	4x
Microphone	Directional, focused on user	Omni-directional, listens to whole room	Omni-directional, listens to whole room
Integrated privacy shutter	Yes	Yes	No
USB port for headset	Yes	No	No
Cloud management	Poly Lens	No	No

OBJECTION HANDLING

Is this really going to be better than the camera in my laptop?

Laptop cameras are limited by their small size. In order to fit in the very thin laptop lid, they must use lenses and sensors that are tiny and have limited image quality. The exceptional optics in Studio P5 deliver an immediate upgrade to video calls in a compact design that's easy to place on your laptop screen or display.

What makes the Studio P5 webcam better than the competition?

We have optimized the Studio P5 image for video conferencing. Many other webcams are tuned for general purpose use. Studio P5 is designed from the ground up for exceptional video calls. This focus on video calls also comes through in the integrated privacy shutter, which is important for security and privacy, and in the built-in USB connection for wireless headsets for one seamless audio and video experience.

KEY TAKEAWAY

Poly Studio P5 delivers the audio and video performance users want with the easy setup they need, with cloud management that enables IT to deploy at scale.

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