

Reasons Why Lifesize Icon Flex Beats the Competition

Ask Yourself

- Do you already use a desktop collaboration application like Skype for Business, Google Hangouts™, Cisco Jabber® or Skype®?
- Do you have scores of small meeting rooms (≤10'x10') that you would like to video-enable?
- Do you want to extend your desktop collaboration application experience into the small meeting room?
- Do you want a business-class HD video and audio experience?
- Do you want to equip your small meeting room with an elegantly designed, stand-alone audio conference phone?
- Do you want to replace your stand-alone audio conference phone?
- Do you want the added reassurance of a world class customer service and support team?

Are you a do-it-yourself type of person? Enjoy a challenge? Take pleasure in building your own solution? If so, this solution is NOT for you! Many companies individually source components like a webcam, PC, speaker, microphone and remote control and then try to make them work together in the small meeting room. But that takes time and resources to set up and configure, not to mention that it's also a management and support challenge.

Love Google Hangouts? Hey, we get it; they're one of the reasons we built Lifesize Icon Flex—so you can take Google Hangouts to the small meeting room with premium HD video and audio! But don't make the mistake of deploying a Google Chromebox™. This is a proprietary solution that ONLY works with Google Hangouts, so what happens when you decide to try out another solution, like Skype or Lifesize® Cloud? You're stuck ripping and replacing it, a total wasted investment. Not to mention that it also has limited functionality and provides an awkward experience.

Ever heard of the Vaddio HuddleStation? Neither had we! At a list price of double that of Lifesize Icon Flex, you're getting an overpriced peripheral with limited camera controls and inflexible mounting options. Enough said—let's move on.

Last, we have the Logitech® ConferenceCam CC3000e™. Yes, you are reading that right—Lifesize Icon Flex does compete with it (albeit in the friendliest of ways), and yes, we do sell it too! On this one, we outperform on our video and audio quality—simply put, we've spent over a decade building business-class HD video and audio solutions, and it shows in Lifesize Icon Flex. Not to toot our own horn too much, but we also provide world class customer service and support.

Consider This

The do-it-yourself approach takes up too much time and resources.

IT departments must shoulder the burden of sourcing individual components, setting them up, configuring them, training users and then managing and supporting each individual piece. And what happens when one breaks? Your small meeting room is offline, and you're stuck on the phone with different manufacturers trying to troubleshoot what went wrong.

Never invest in a proprietary solution—technology moves too fast!

Google Chromebox is not interoperable, and that's something we here at Lifesize strongly believe in. You should never have to buy a disposable solution.

Consider This (continued)

Why pay a premium price for a peripheral solution?

Peripheral solutions lack design appropriate for your rooms, exceptional performance and world class service and support.

Lifesize ♥ Logitech

You may be wondering, "Aren't you a division of Logitech? Don't you sell the ConferenceCam CC3000e?" Well, yes, you're right. We are, and we do! That aside, the main difference is that our Lifesize Icon Flex is built for businesses with premium, award-winning HD video and audio hardware for an exceptional meeting experience. And it's backed by our world class customer service and support team that's there for you anytime you need them.

Why Choose Lifesize Icon Flex

Business-class HD video and audio

First, we have our business-class PTZ camera that provides 3X optical zoom and 2X digital zoom—perfectly sized for the small meeting room. It delivers superb, lifelike HD video under a wide range of light conditions—from super-bright rooms to low-light environments. Its ultraquiet pan/tilt/zoom provides a 245-degree viewing range that will let you see every gesture and facial expression as if everyone were all right there in the room. And Full HD 1080p30/720p60 video provides the highest quality video experience available.

Next, we have our elegantly designed touchscreen conference phone—the Lifesize® Phone. Now users have the power to control both the camera and the volume at their fingertips, and its 360-degree microphone coverage and powerful loudspeaker ensure maximum voice pickup and crystal-clear audio.

Last, but certainly not least, we've redesigned our favorite remote control to now have camera controls for quickly zooming in and out and volume control for quickly turning up or down the volume. What could be easier! If you ask us, it's genius.

Lifesize Phone—Stand-alone conference phone

Lifesize Icon Flex also provides users with an exceptional audio conferencing solution. By simply registering Lifesize Icon Flex to your IP-PBX solution, users can now make audio-only calls. And most importantly, this does NOT require a laptop. So why not replace your audio-only meeting room with Lifesize Icon Flex, designed to deliver an exceptional meeting experience by extending collaboration to the small meeting room too?

World class customer service and support

Best of all, Lifesize stands by every solution we make with our world class service and support team on the entire solution. We're so confident you'll like Lifesize Icon Flex that if anything doesn't work the way you expect it to, we'll ship you a new one before you send your original one back to us!

	LIFESIZE ICON FLEX	GOOGLE CHROMEBOX	VADDIO HuddleSTATION	LOGITECH CC3000e
Phone device with mics and speaker	✓	X	✓	✓
360° audio microphone pickup	✓	X	✓	✓
Intuitive touchscreen interface	✓	X	X	X
Dedicated IP phone solution	✓	X	✓	X
High quality 1080p30 video support	✓	X	X	✓
Greater than 70° field of view	✓	✓	✓	✓
6x zoom	✓	X	X	✓
Mechanical PTZ	✓	X	X	✓
MSRP (US\$)	\$2,999	\$999	\$3,795	\$999

All information on the competition is based on publicly available information.

HEADQUARTERS

Austin, Texas, USA
+1 512 347 9300
Toll Free US +1 877 543 3749

APAC REGIONAL OFFICE

Singapore
+65 6303 8370



www.lifesize.com
E-mail: info@lifesize.com

lifesize®

EMEA REGIONAL OFFICE

Munich, Germany
+49 89 20 70 76 0
Toll Free Europe +00 8000 999 09 799

© 2015 Lifesize, a division of Logitech. All rights reserved. Information contained in this document is subject to change without notice. Lifesize is the registered trademark or trademark of Logitech. All other trademarks are the property of their respective owners.

Comp_IconFlex_EN_0915