

Lifesize[®] Icon 450[™]

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Quick tips and product highlights to review prior to talking to a customer or prospect

Elevator pitch

Lifesize Icon 450 brings everyone into the picture. Focus on your meeting and let Lifesize Icon 450 handle the rest — it's simple to use and support, providing an effortless meeting experience. With Lifesize, your huddle room is connected to wherever people happen to be — in lifelike, crystal-clear HD quality. The smart-framing sensor and exceptionally sharp wide-angle lens ensure that everyone is included. When you walk in the room, it's ready to go. With Lifesize[®] Cloud and Lifesize[®] Phone[™] HD, there simply isn't a more powerful and easy-to-use video conferencing solution available.

Perfect for Organizations that:

- Have distributed offices and numerous huddle rooms that need an easy to use, plug-and-play system that is simple deploy and support
- Want an effortless meeting experience where everyone is in automatically in the picture. Eliminates the potential for embarrassment and frustration when people don't know how to adjust the camera
- Want the highest quality audio and video experience even their smallest meeting spaces
- Are seeking a seamlessly integrated cloud-based solution for audio, web and video conferencing

What is it?

Lifesize Icon 450 is the newest addition to the Lifesize Icon Series. This compact HD camera system provides ultimate simplicity in collaboration for huddle rooms.

What's great about it?

Lifesize Icon 450 delivers remarkable ease of use with smart-framing, which automatically adjusts the camera to ensure that everyone is visible and centered. When you walk into the huddle room, it's ready to go. Its bright, wide-angle lens provides an expanded field of view, capturing everyone on screen even in small meeting spaces.

What's different about it?

Lifesize Icon 450 is designed for seamless operation with Lifesize Cloud and Lifesize Phone HD. You get a tightly integrated cloud-based audio, web and video conferencing service, programmable touchscreen control and exceptional audio and video quality.

Key Competitive Differentiator

Effortless Video Conferencing for Huddle Rooms

- Lifesize Icon 450 is an enterprise-ready HD camera system that is part of a total Lifesize solution that provides the easiest to use, highest-quality audio, web and video conferencing experience
- The HD camera system and smart-framing capabilities are integrated into one compact package, so it's simple to set up and fits easily on a credenza
- With Lifesize Cloud, Lifesize Icon 450 delivers a powerful and robust set of capabilities, such as a directory with name-based one-click calling, virtual

meeting rooms, screen sharing, calendar integration, chat, automatic software updates and more

IT Admin Benefits

- Designed for quick setup and deployment throughout the organization
- Exceptional ease of use enables rapid user adoption with minimal support
- Integrated, compact form factor fits nicely into huddle rooms
- Seamless integration with Lifesize Cloud and Lifesize Phone HD provides an all-in-one solution

At-a-Glance

Simplified User Experience

- Making that first call is easy thanks to the simple and intuitive UI on screen or on the programmable, touchscreen Lifesize Phone HD
- No camera adjustments necessary — the smart-framing sensor automatically positions the camera to ensure that everyone is visible and centered

Seamless Integration with Lifesize Cloud

Pairing to Lifesize Cloud is quick and easy and adds a host of powerful and useful capabilities:

- Start a call from the directory with name-based one-click calling
- Escalate to a group call by simply clicking on a name in the directory to add or accept incoming calls
- Create virtual meeting rooms for instant or scheduled meetings

Highest Performance, Most Powerful Experience

- HD 1080p30|720p60 video for ultimate clarity and fluid motion
- 1080p screen sharing showcases unmatched detail

Lifesize® Icon 450

Components Included

- Lifesize Icon 450 system with embedded camera
- Lifesize Phone HD
- Cables included: Lifesize Link Adapter, HDMI x 2, Ethernet, power supply and cord

Frequently Asked Questions

Q: What is smart-framing?

A: Lifesize Icon 450 is designed with a smart-framing sensor that automatically adjusts the camera to the optimal position, ensuring that everyone is visible and centered. When you walk in the room for your meeting, it's ready to go.

Q: Is it easy to get started with smart-framing?

A: Yes. When you first install your Lifesize Icon 450 and pair to Lifesize Cloud, you can set up smart-framing to calibrate to your specific huddle room environment. Smart-framing is disabled until the framing calibration process has been completed.

Q: Can I turn smart-framing off during a call?

A: Of course, at any time you can take control of the camera. Smart-framing will remain disabled until you turn it back on or until the next call begins.

Q: How should I demo the Lifesize Icon 450?

A: Begin with the out-of-box experience, when appropriate. Lifesize Icon 450 serves as a delivery mechanism for Lifesize Cloud in the huddle room — something that you must demonstrate to the customer! It will break down sales barriers. Make sure your demo includes:



- Smart-framing: Walk through the calibration process and discuss the benefit of the smart framing sensor (to make sure everyone in the room is in the picture). Then start with one person in the room and make a call. Explain how, as more people join, Icon 450 will adjust the frame for the new participants.
- Set up and call into a virtual meeting room.
- Demonstrate calling someone via the directory via the Phone HD touch controls. Add another site and show seamless escalation.
- Merge two meetings in progress. This could be the clincher. It certainly is a big wow factor.

Q: How do I differentiate Lifesize Icon 450 and 600?

A: The most obvious way to decide when to sell Icon 450 is the room size. Icon 450 is a great fit for huddle rooms and small rooms that are wide but not long, whereas large conference rooms and boardrooms are better suited for Icon 600 with our Camera 10x. Icon 450 supports only one display. If the room is long, Icon 600 is a better option so the customer can tether our Digital MicPods to the touchscreen Lifesize Phone HD. Icon 450 does NOT support tethering of MicPods to Phone HD. Why? Because the system is designed for huddle rooms where Lifesize Phone HD provides excellent microphone coverage.

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