

PANACAST 20

Selling tips



Experience outstanding personal video conferencing wherever you are with PanaCast 20

Users' pain

The key target audience is the flexible worker who wants professional grade video wherever they work.

The recent uptake of video conferencing has created a major opportunity, as workers using standard in-built webcams often experience meeting fatigue and stress due to poor video quality.

With flexible working here to stay, it's time to upgrade your customers to the next generation of intelligent personal video solutions. With PanaCast 20, your customers can enjoy an outstanding, office-grade video experience, wherever they choose to work.

Our vision

As many businesses around the world adapt to hybrid working styles, video conferencing is the glue that holds teams together. Today, employees need an outstanding collaboration experience, without compromising on efficiency and productivity, whether they're working from the office or their kitchen table.

Jabra PanaCast 20 is an intelligent personal video conferencing device engineered to set a new standard in collaboration for users at home, in the office, and on-the-go, with advanced features to help overcome video fatigue and unleash personal productivity.

4K Ultra-HD video quality, AI and powerful processing power combine to deliver a superior, flexible, and more natural video collaboration.

The solution

Offer your customers the next generation of intelligent, secure, portable video collaboration with Jabra PanaCast 20. Cutting edge technology uses advanced processors, powerful on-board AI, and a premium 13-megapixel camera to deliver a 4K Ultra-HD image that's sharp and crystal-clear, with features that actively enhance the collaboration experience.

Intelligent Lighting Optimization works to automatically improve the user's image quality. Intelligent Zoom perfectly frames the speaker (even as they move around) to help them hold the audience's attention.

Our unique Picture-in-Picture mode uses powerful Edge processing to combine two real-time video streams into one, displaying the second stream in an integrated window within the main image, giving your presentations even more impact.

Key Features

- Works with all leading UC platforms
- Plug-and-play for easy set-up
- Use with a Jabra headset or speakerphone



Prospecting questions

Collaboration

1 Do you want to improve engagement on calls?

Meetings are proven to be 40% more effective with video compared to audio alone¹. With hybrid working here to stay, flexible workers need the same high-quality video experience as their office-based colleagues to maximize productivity.

2 Are you using the right professional video solution?

Your team may already be using video, but with the take-up of UC solutions rising, having a professional video solution is even more important.

During the pandemic, over 65% of people used an in-built video camera compared to 11% using an external video camera². Are you part of the 65% who could benefit from upgrading their video collaboration experience?

3 Does your team work flexibly?

PanaCast 20 is engineered especially for flexible work use, whether people are working from home, returning to the office, or a mix of both. Truly portable, PanaCast 20 comes with a protective carry case to ensure safe transportation, so your customers can easily take it with them wherever they want to work.

4 Do you want to enhance your UC investment and boost productivity with a personal video conferencing device?

Your customer has already invested heavily in their UC, so why compromise on the choice of end points? The Jabra PanaCast 20 delivers a highly differentiated and secure future-proofed experience that accounts for only a fraction of their total UC investment costs. AI-enabled features enhance productivity to further maximize the value of their UC investment. This is an important consideration today, when 60% of leaders state that productivity is their #1 concern³.

5 Would you like to complement your video solution with Jabra audio devices?

Sell your customers a full collaboration solution by recommending Jabra Evolve2 headsets for use in noisier environments and Jabra Speak speakerphones for quieter home office locations.

¹ Jim Lundy, CEO and lead analyst at Aragon Research, 2020

² Work from home during Covid-19 Study, Kantar, November 2020

³ Fortune Survey of Fortune 500 CEOs in 2020

Video Solution

1 How easy is it to set-up and use?

A: PanaCast 20 is plug-and-play with a simple set-up, enabling users to join meetings in seconds. Just plug the cable into the computer, use the integrated clip to fix the camera to the top of the laptop screen or monitor, and you're good to go.

2 How easy would mass deployment be across your teams?

A: Mass deployment is easy to manage using Jabra Xpress software. Jabra Xpress offers many benefits including smart asset management, remote management of firmware updates, and remote management of the Jabra PanaCast 20 video settings to give a hassle-free user experience. Jabra Xpress is available as an on-premise or cloud-based solution.

3 How secure is this solution?

A: PanaCast 20 is engineered for data security. A powerful on-board Edge AI chipset drives all of the intelligent features of PanaCast 20, which means everything happens on the device itself. This reduces the risk of a data breach, so customers can collaborate with confidence.

4 How can this solution be centrally managed while used by remote workers?

A: Jabra Xpress allows IT departments to remote manage devices regardless of their location.

5 Is the solution compatible with your UC platform?

A: PanaCast 20 works with all leading UC platforms and additional certifications will be available shortly after First Customer Shipment (FCS).

6 How can customers get the most from their PanaCast 20 investment?

A: PanaCast 20 will receive regular software updates with Value Packs released throughout the product's lifespan to enhance the experience, update the feature set, and thus ensure customers get the most from their investment.

In addition to these updates, PanaCast 20 is an integrated video solution, so unlike other brands, there's no need to purchase additional accessories such as lighting rings, removing the potential for any unforeseen costs.

Potential objections and how to handle them

Set up

1 Are there any limitations to where PanaCast 20 can be used?

A: PanaCast 20 is designed for all sorts of environments – from the office to people’s homes and on-the-go in the car or at the coffee shop – you can use it wherever your work is being done. The biggest benefit of the in-built AI is the ability to automatically optimize the video image for any different environment, delivering a quality video experience from anywhere.

2 How adjustable is the clip and will it really hold the camera in place?

A: A built-in mounting arm enables Jabra PanaCast 20 to be attached to a wide variety of laptops and monitors, including slimline screens.

3 Can I adjust the default settings to my own preferences so the camera is set exactly how I like it as soon as it’s turned on?

A: Yes, you can save up to 2 presets in Jabra Direct that the camera can default to and toggle between.

4 How durable is the product and can it withstand being used on-the-go?

A: While PanaCast 20 is not IP-rated, the camera is built with a strong aluminum case for durability and comes with a protective carry case for safer transportation. PanaCast 20 also comes with a 2-year warranty.

5 How long is the USB cable?

A: The cable length is 1.5m, which is considered the optimal length needed for personal use.

Video Solution

1 Does the video stream really deliver 4K resolution quality?

A: The PanaCast 20 produces a 4K Ultra-HD video stream, however the resolution during calls depends on the level your UC provider can support. Cameras can currently support a 1080p video stream, and soon they will be able to support even higher resolutions, making PanaCast 20 a future-proof solution. Jabra recommends users have a broadband connection as a base requirement in order to enjoy the best experience possible.

2 What does AI add to this solution?

A: Powerful on-board AI takes the collaboration experience to a new level, automating many of the features to provide a seamless experience. AI-enabled features include Intelligent Zoom, Intelligent Lighting Optimization, and Picture-in-Picture to take the experience beyond a standard webcam.

3 Does PanaCast 20 have a 180° field of view? Can the field of view be adjusted?

A: No, PanaCast 20 does not have a 180° field of view. It is designed to be used as a personal device and offers a choice of 105° diagonal, 90° horizontal and 50° vertical field of view.

4 How does Intelligent Zoom work?

A: PanaCast 20 uses AI to automatically follow the user, perfectly framing them even as they move around. Powerful on-board AI processors scan the customer’s image, adjusting it in real time to ensure they are always kept in the center of the frame. This enables more natural presentations, so customers don’t have to stay rooted to one spot for the duration of their call.

5 Can Picture-in-Picture work even if my UC platform only supports a single stream?

A: Yes. PanaCast 20 has a unique Picture-in-Picture feature that uses powerful Edge processing to combine two real-time video streams into one, displaying the second stream in an integrated window within your main image. Picture-in-Picture works with any UC platform, even if they don’t support dual-stream devices, helping presentations become even more impactful.

Potential objections and how to handle them

Competition

1 This is expensive compared to other personal video solutions

A: PanaCast 20 is engineered with innovative new features designed for modern hybrid workplaces. Cutting-edge AI, advanced processing power, and 4K Ultra-HD video enable enhanced features to improve productivity, helping to deliver a better return on investment. Why buy something cheaper that ultimately lets your users down? With PanaCast 20, all employees can enjoy a superior video conferencing experience, wherever they are working, providing a real boost to team engagement.

B: PanaCast 20 is an integrated device, so unlike some other brands, there's no need for additional extras such as lighting stands or mounts. The universal size mounting clip is designed to fit on any computer screen or monitor, so your users have the flexibility to use it in multiple locations.

C: PanaCast 20 will receive regular software updates to keep customers updated with the latest features and to extend the life of your investment. Hassle-free software updates can be managed centrally via Jabra Xpress, with no involvement required by end users.

D: Why compromise on the choice of end points when you've already invested heavily in your chosen UC platform? The Jabra PanaCast 20 delivers a highly differentiated and secure future-proofed experience that accounts for only a fraction of your total UC investment cost.

E: PanaCast 20 is not just a webcam. It caters to the long-term collaboration needs of businesses looking for future-proof solutions, with enhanced features that can boost employee productivity while still ensuring their corporate data is protected and secure. PanaCast 20 goes beyond simply delivering video, with in-built intelligence that differentiates it from traditional webcams, for a unique experience that's personalized to perfectly suit any work environment.

2 Does the PanaCast 20 have a microphone?

A: PanaCast 20 is equipped with 3 microphones to provide instant audio when users need to hop on a quick call. However, to enjoy the best collaboration experience possible, Jabra recommends using it with a professional Jabra audio device to optimize call quality. In loud environment the noise-cancelling Evolve 2 headset can block out background distractions, while on-the-go working is easier with a Jabra true wireless earbud style. And for those connecting with colleagues from the quiet of their home office, a Jabra Speak speakerphone is an ideal audio device, with the added ability to play music when not in use for meetings. Jabra offers a wide range of audio devices for customers to choose the right option for their individual workstyle.

3 What are the key differentiators against Jabra's competition?

A: Jabra brings a new standard to the personal video collaboration experience, delivering a flexible-working solution that integrates powerful new AI-enabled features to do the thinking for the user, creating a seamless virtual collaboration experience that feels more natural, reduces video fatigue, and helps users achieve their personal productivity goals.

Driven by a next-generation AI chipset and advanced processing power, the Intelligent Zoom and Lighting Optimization features automatically frame and light the user perfectly, so they can move around freely as they collaborate. PanaCast 20 has a unique Picture-in-Picture mode that combines two real-time video streams into one, displaying the second stream in an integrated window within the main image, to give every presentation added impact.

Designed to work with any UC platform, with the ability to clip onto every monitor, PanaCast 20 is truly plug-and-play. And because it's fully integrated, unlike some other brands, there's no need to purchase added extras such as lighting stands or mounts. PanaCast 20 goes beyond the standard webcam, to bring colleagues closer and make every collaboration count.



Simple
Fix the camera using the clip

Plug-and-play
To connect simply plug the cable into your computer

Experience
Outstanding personal video conferencing





Find out more on
[jabra.com](https://www.jabra.com)
