

Camera



ThinkSmart Cam

Video Collaboration Conference Cam



February 2021

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Camera



“Advanced technology, enterprise grade video collaboration conference camera”



Executive Product Summary – ThinkSmart Cam

Product Summary

Value Proposition	High-resolution, wide field-of-view AI Smart Camera for video conference collaboration
Form Factor	Stand-alone, Speaker mountable (Magnet)
Compute	Integrated VPU with AI/Smart features*

Customer

Customers	Large Enterprise, SMB, WfA
Users	Microsoft Teams Rooms, Zoom Rooms, Bring your own Meeting (USB)



ThinkSmart Cam Hardware Overview



- Camera Field of View - 100° hFoV (horizontal), 68° vFoV (vertical), 125° dFoV (diagonal)
- 16:9 widescreen aspect ratio
- Support resolutions;
 - USB3.2 Gen1 cable: 4K at 30fps, 1080p at 60/30fps, 720p at 60/30fps, 360p at 60/30fps
 - USB2.0 cable: 1080p at 30fps, 720p at 30fps, 360p at 30fps
- (Image output format) MPEG, H.264, YUV formats.
- UVC (USB Video Class) 1.1 Plug & Play support
- Built in VPU & Neural network for AI conference meeting function - auto zoom, auto framing, people counting, speaker tracking, whiteboard awareness
- HDR (High Dynamic Range) or good image and excellent low light performance
- Compact and light weight design
- Standalone, wall and TV mountable
- MTR v4 and Zoom Rooms specifications compliant

ThinkSmart Cam Specs

field of view

100° Horizontal FoV
68° Vertical FoV
125° Diagonal FoV

aspect ratio

16:9 Widescreen

support resolutions

USB 2.0 Cable:
1080p at 30fps, 720p at 30fps, 360p at 30fps

image output format

MPEG, H.264, YUV

mounting

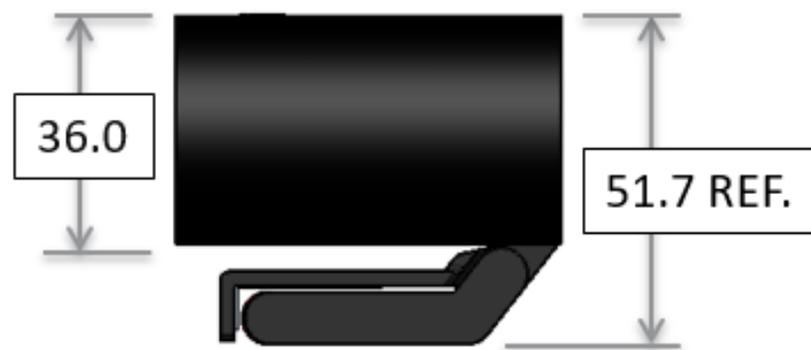
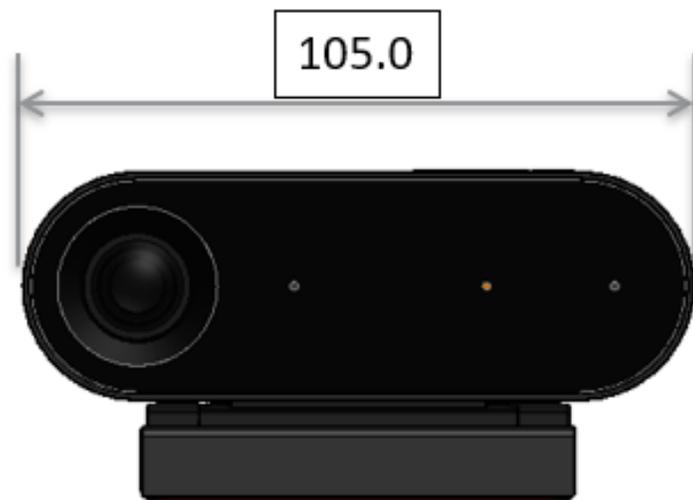
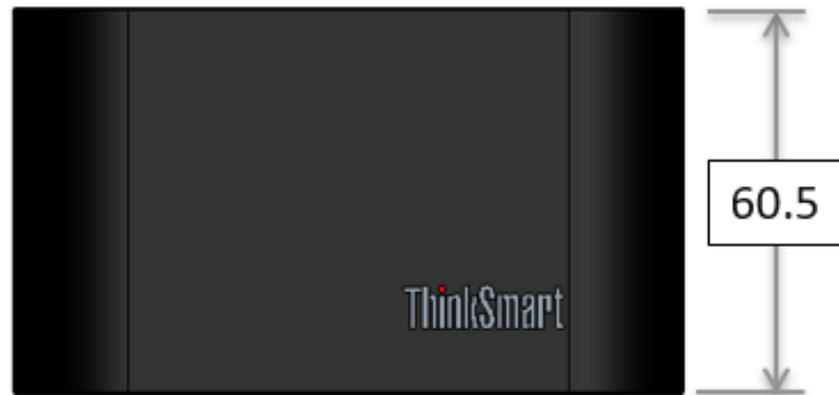
Standalone (tabletop)
Wall and TV mounting options

certifications

Microsoft v4 Teams Rooms
Zoom Rooms



Dimension: 105.0x36.0x60.5mm



“Advanced technology, enterprise video collaboration camera”



An advanced video collaboration camera suitable for BYOM, huddle, small, medium and medium-large rooms with AI and Smart capabilities to enhance all video collaboration experiences!

Key Selling Points

- ✓ Easy to setup, compact and power efficient
- ✓ Supports high resolution and framerates without any distortion
- ✓ Supports wide field of view to cover huddle, small, medium and medium-large rooms
- ✓ Supports advanced camera features like active speaker tracking, people counting, autozoom, auto framing, whiteboard awareness etc.
- ✓ Supports HDR and excellent low light performance
- ✓ Integrated with ThinkSmart Manager

Camera Control Features:



Key Features:
Autozoom Frame Control
Speaker Track Control
People Count Control
Whiteboard Recognition

User Interfaces:



Key Users:
Teams
Skype For Business
Any Windows Environment
Zoom
BYOM/Home Office

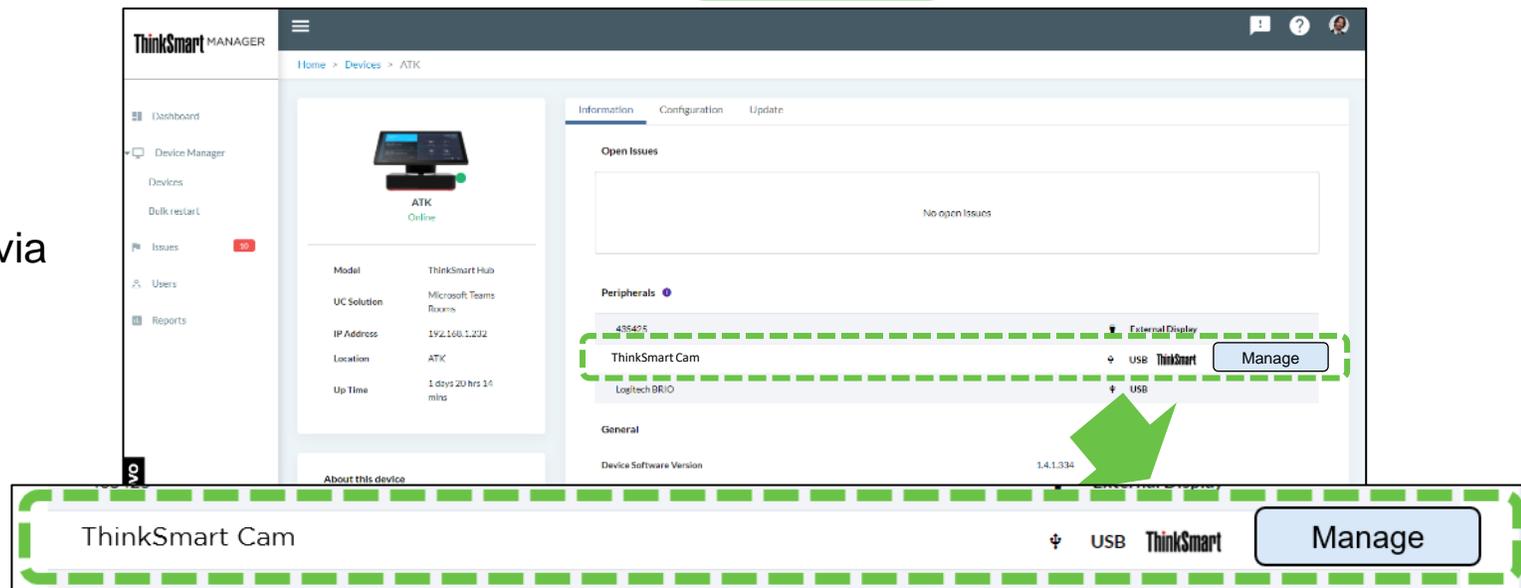
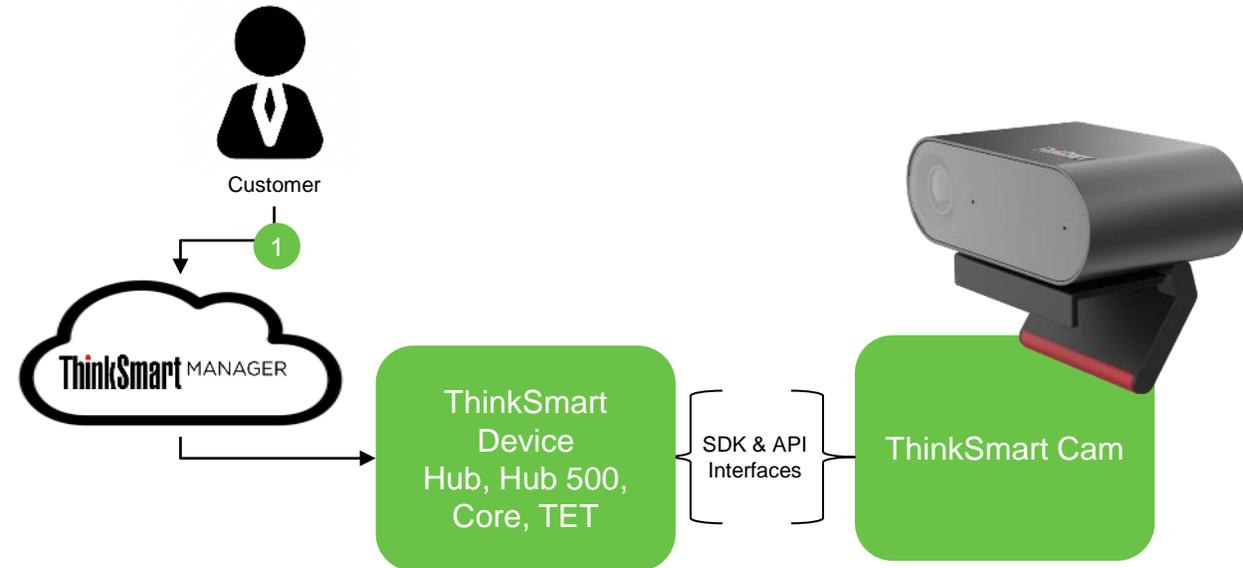
ThinkSmart Manager & ThinkSmart CAM

Customer Management Use Cases

- 1) Use ThinkSmart Manager to control ThinkSmart Cam
 - Cloud single pane of glass management for all ThinkSmart Cam
- 2) Use Downloaded App with non-TS Manager Device

Camera Specifications

- AI Functions – all (on/off)
- Auto Zoom/Framing (on/off)
- Speaker Tracking (on/off)
- People counting (on/off)
- Whiteboard Recognition (on/off)
- Picture in Picture (on/off)
- Firmware updated via Windows Update, not via ThinkSmart Manager

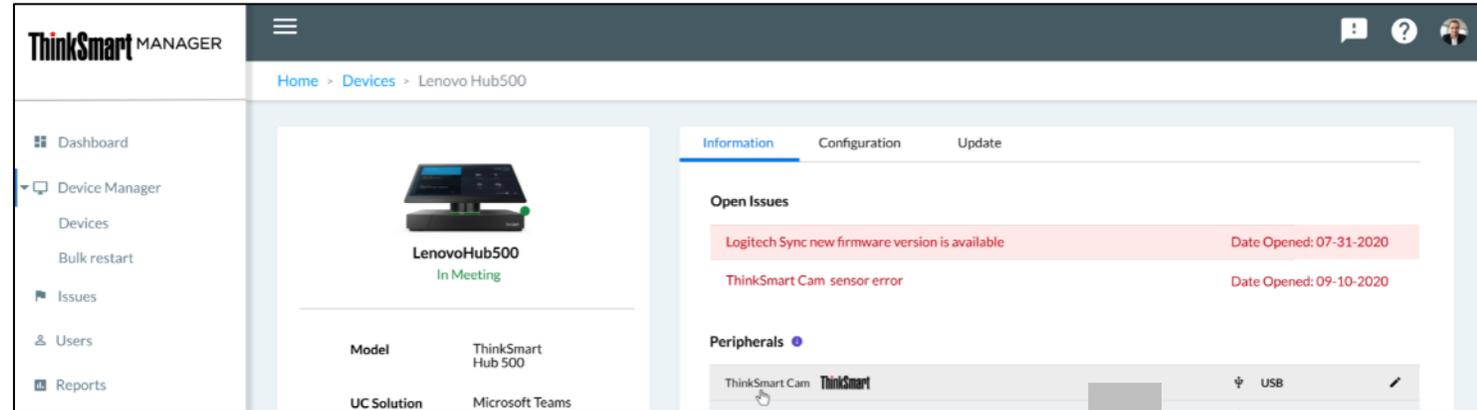


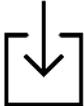
ThinkSmart Manager & ThinkSmart CAM

Two Customer Friendly Ways to Manage

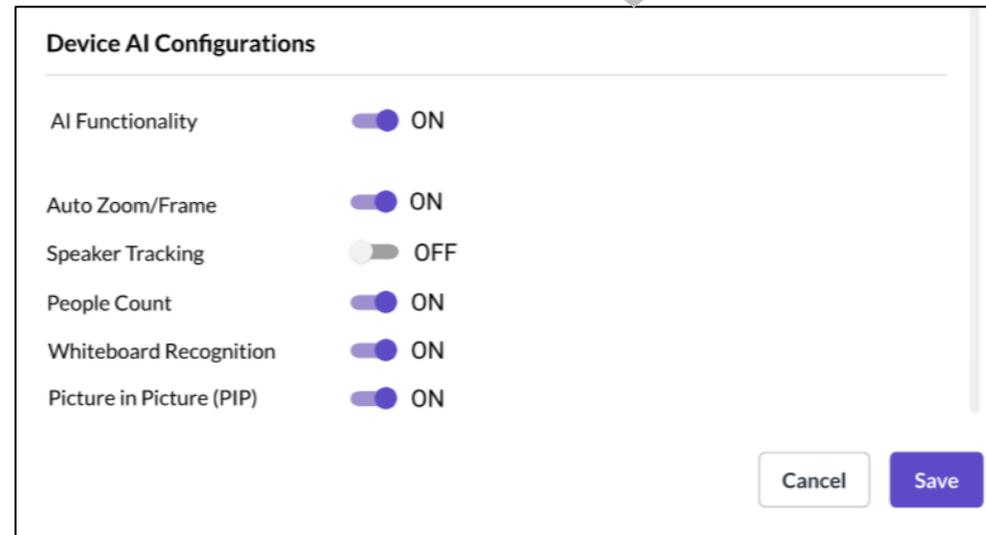
- Connected to a ThinkSmart Device using **ThinkSmart** MANAGER

- When ThinkSmart CAM is connected to a device Managed by ThinkSmart Manager, the device will appear in peripherals list and by clicking on the name will pop up a configuration dialog.



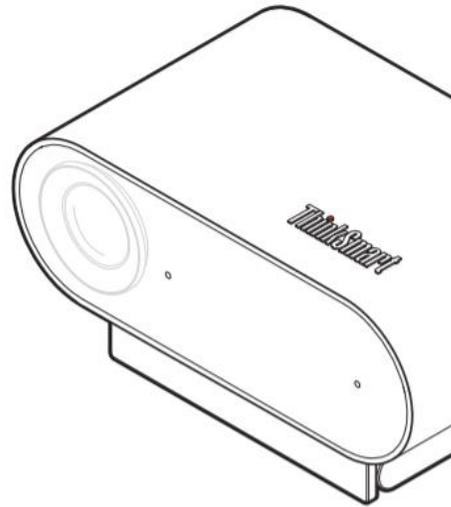
- All others 

- Will have a downloadable app available to provide configuration tools to any Windows 10 device. The ThinkSmart CAM must be connected to the device which is running the application.
- **NOTE:** People counting data function will not be available in downloadable app.

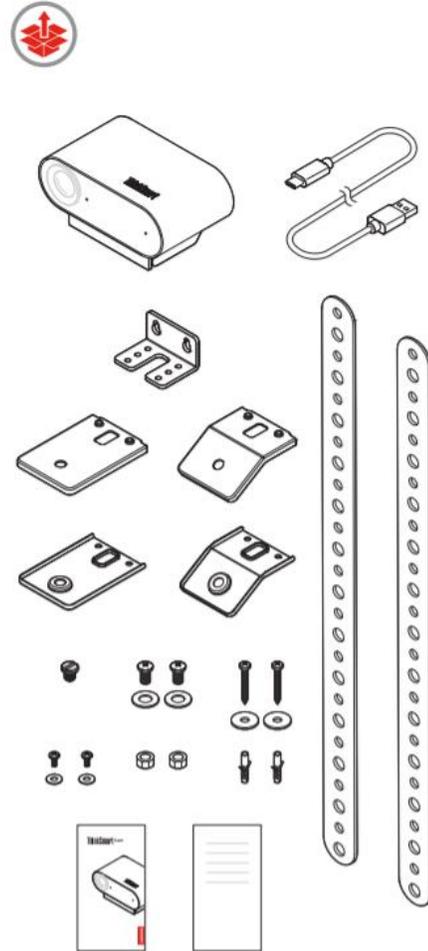


Parts Assembly 1

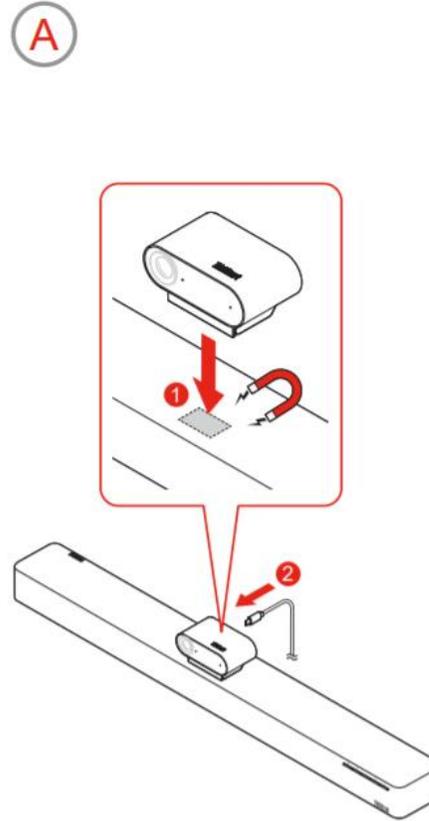
ThinkSmart Cam



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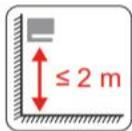
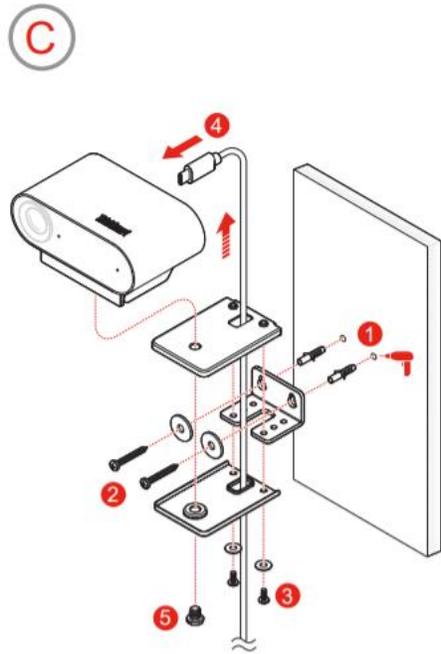


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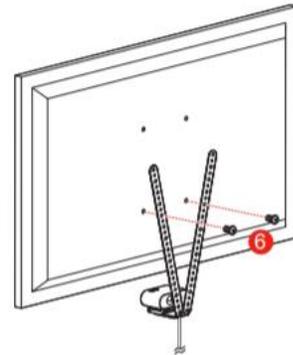
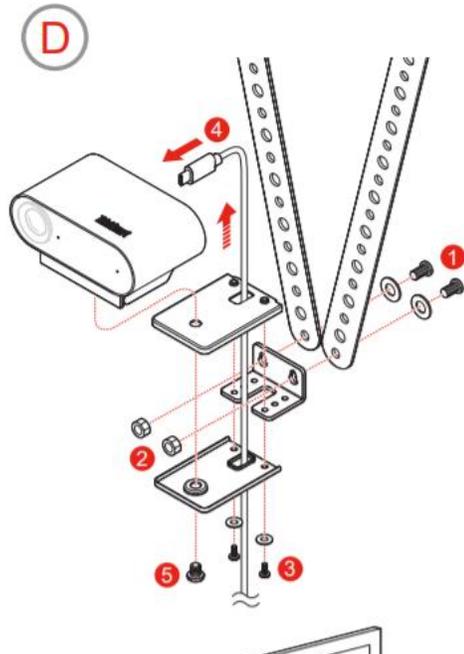


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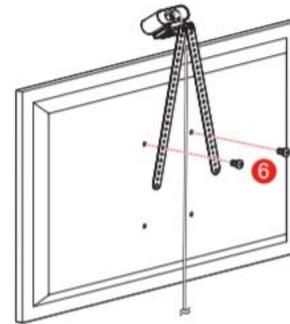
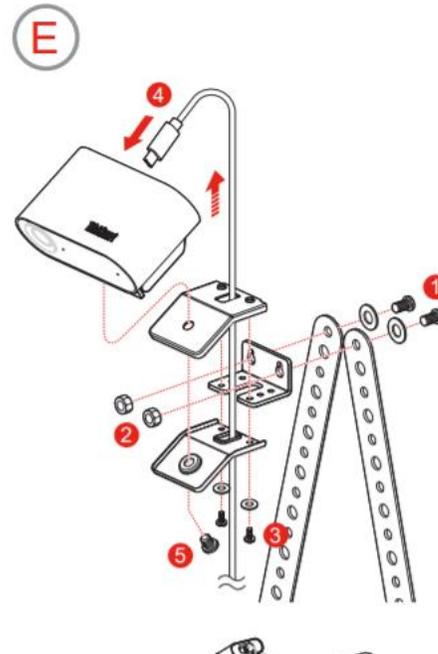
Parts Assembly 2



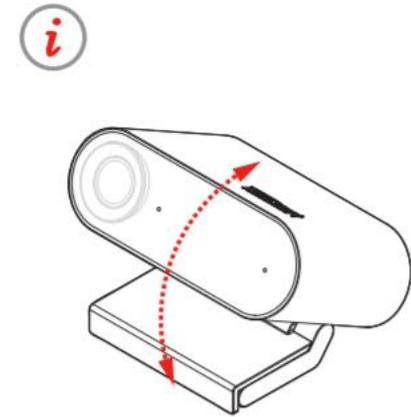
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FAQ:

- What features ship stand alone with ThinkSmart Cam?
 - Auto zoom/frame: ON
 - Speaker tracking: OFF (Customer will have to turn on)
 - People Counting: ON (People counting info. caption is removed)
 - Whiteboard Awareness: ON
 - Picture in Picture (Pink Box): OFF
- Can the ThinkSmart Cam be used as a standalone product?
 - Yes, the Cam can be used as a plug and play with a computer or used with any of our ThinkSmart devices.
- Is the ThinkSmart Cam controlled through ThinkSmart Manager?
 - ThinkSmart Manager controls and manages the AI functions of the camera. You will be able to adjust, turn on and off these functions.

FAQ Continued:

- Will we bundle the wall mount for the cam & bar? Or these are optional items that customer needs to purchased it separately?
 - Yes, we will.
- What kind of cable are it? (Active?)
 - Active cable
- Does it require power adapter?
 - Power adapter is not required for the cable.
- Does the camera have a plug and play firmware
 - Yes, it has a windows 10 app you can download if you use as a plug and play device or the ThinkSmart Manager app with any ThinkSmart device attached.

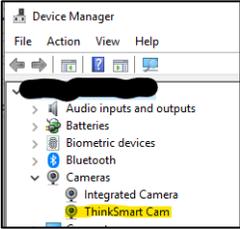
FAQ Continued:

- What is the support for the Cam?
 - 3 years warranty, Lenovo Call Center
- What's included in the Cam box?
 - One Cam and a 5M Cable
- Is it certified for MTR as content cam?
 - It is not MTR Content Cam.

FAQs & Troubleshooting (1/2)

Question	Answer
Can I change the configuration of a ThinkSmart Cam using the ThinkSmart Cam App or ThinkSmart Manager while the camera is in use?	Yes, configurations can be changed while the camera is in use. This will not stop the video, however it may change the experience for viewers of the video stream.
I see the configuration for people counting as turned on, what does it do?	The ThinkSmart Cam will count the people in the room. In future releases of the ThinkSmart Manager and ThinkSmart Cam app, there will be extended features to leverage the data generated from the people counting functionality.
I don't have a ThinkSmart Hub, Hub 500 or ThinkSmart Edition Tiny, can I use ThinkSmart Manager?	Yes, users create an account and download the ThinkSmart Cam App by visiting https://console.thinksmart.lenovo.com
Which Operating Systems are supported by the ThinkSmart Cam Control App?	Windows 10 systems.
The ThinkSmart Cam is not detected by my device, what can I do?	Check the USB connection between the device and ThinkSmart Cam. Unplug and re-plug all connections.
The ThinkSmart Cam is not functioning on my device but is detected, what can I do?	Unplug and re-plug all connections.

FAQs & Troubleshooting (2/2)

Question	Answer
<p>The ThinkSmart Cam is displaying an error in either ThinkSmart Manager or ThinkSmart Cam Control App Open Issues areas, what can I do.</p>	<p>Check the USB connection between the device and ThinkSmart Cam. Unplug and re-plug all connections.</p> <p>Follow these troubleshooting steps (Windows):</p> <ol style="list-style-type: none">1. With the ThinkSmart Cam connected to target device, navigate to the Device Manager (Right click windows start key -> Device Manager)2. Navigate to Cameras, find “ThinkSmart Cam”, as shown below: 3. Right click on ThinkSmart Cam and “Uninstall Device”.4. Unplug the ThinkSmart Cam.5. Reconnect the ThinkSmart Cam.6. Check if error is resolved.
<p>Can I use both ThinkSmart Manager and ThinkSmart Cam Control App at the same time, on the same device, on a single ThinkSmart Cam device to configure settings?</p>	<p>No, the ThinkSmart Manager will be the primary control point for the ThinkSmart Cam. The ThinkSmart Cam app will not be permitted to function in this scenario.</p>

thanks.

Different is better

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