

## Ceiling DocCam

### What is it?

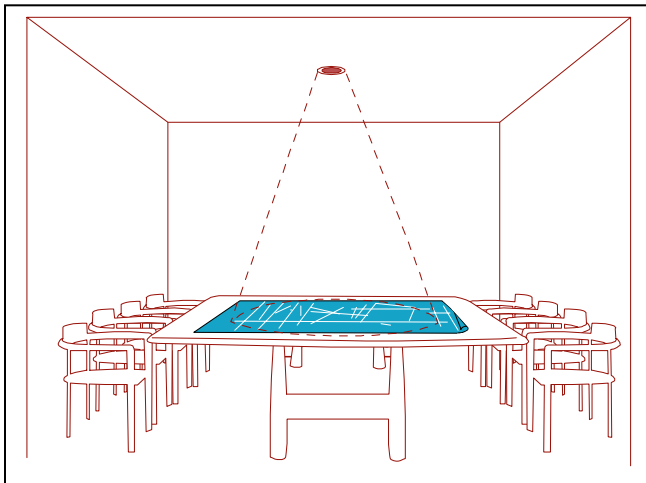
The Ceiling DocCam is a ceiling-mounted document camera that captures images for display on monitors, plasma screens, video projectors, and videoconferencing systems. It is ideal for presenting/sharing any type of object or document, from detailed images to large blueprints. The camera is installed in the ceiling above a conference table and has a low profile design that is appropriate for any room decor.



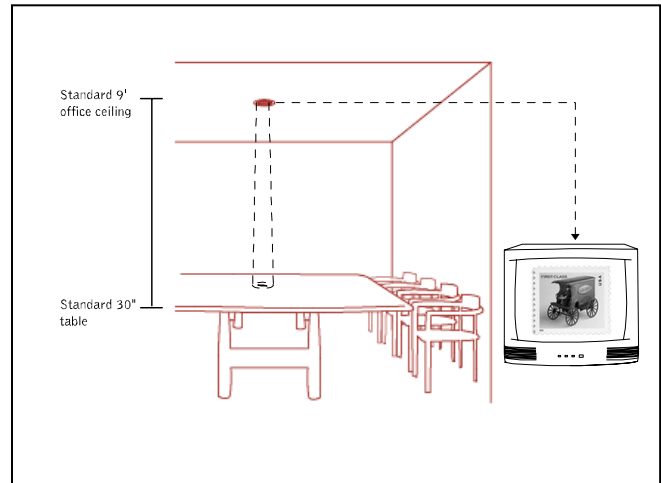
The Ceiling DocCam is the lowest-cost, highest-quality ceiling camera available

### What applications is it used in?

The Ceiling DocCam has been a longtime favorite of architects and building planners who need the Ceiling DocCam's 22x optical power zoom lens with 2x digital zoom (for a total of 44x zoom without significant signal degradation) to provide a sharp, clear magnification of building plans and blueprints. In addition, the Ceiling DocCam is widely used in corporate videoconferencing applications; the ceiling mount makes it very natural and comfortable for meeting participants to share documents. The Ceiling DocCam is also perfect for training rooms and distance learning applications.



The Ceiling DocCam clearly magnifies detailed documents, such as blueprints



The Ceiling DocCam can zoom in on an area roughly the size of a postage stamp.

### Features

- Pre-mounted in a plenum-rated, low-profile enclosure for a clean, professional look in any conferencing room
- Automatic iris, white balance, gain control, and shutter, which can be controlled through an RS-232 connection
- Unique Cat 5 cabling design that simplifies installation
- Rack mount video, power, and control (VPC) interface available for integrators (part 910-171-180)

### Competitive Analysis

The Ceiling DocCam is the only ceiling-mounted document camera that sells for less than \$3,000.00—most other ceiling cameras retail for over \$8,000.00. This makes the Ceiling DocCam, which retails for \$2,695.00, the clear choice when comparing cameras with similar feature sets and video quality. Additionally, the Ceiling DocCam is easier to install and more aesthetically pleasing with its low profile enclosure than any other ceiling-mounted document camera on the market.

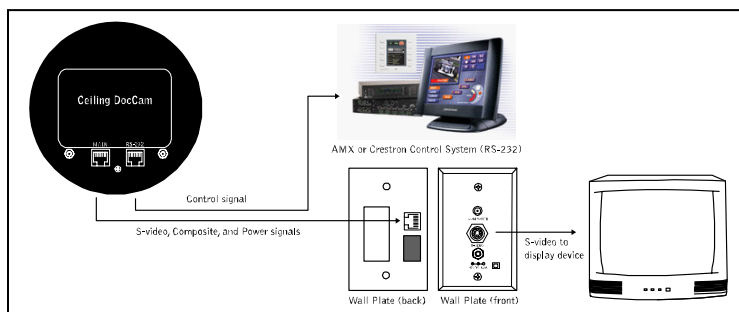
Polycom and WolfVision manufacture products that can be ceiling mounted. Polycom's offering is lower resolution, not as light sensitive, and costs about \$8,000.00. WolfVision's newest ceiling camera, while featuring 20fps, 8.5 optical zoom (17x in 2x digital zoom mode), is still considerably more expensive at \$9,000.00+. Custom solutions from integrators using a plenum-rated enclosure from FSR and the camera, lens, and lens controller of their choice, can easily surpass \$10,000.00

## Installation

The Ceiling DocCam uses a unique cabling approach that allows video and power to share a single Cat 5 cable. This significantly simplifies installation and allows for greater distances between the camera and the video display device. The Ceiling DocCam's ceiling mount design allows all cabling to be hidden in the ceiling and behind the walls, creating a clean, professional look for the customer's conferencing room. The Ceiling DocCam ships with a wall plate, power supply, 50' Cat 5 cable, and a 25' S-video cable. The Ceiling DocCam outputs both composite and S-video signals concurrently.

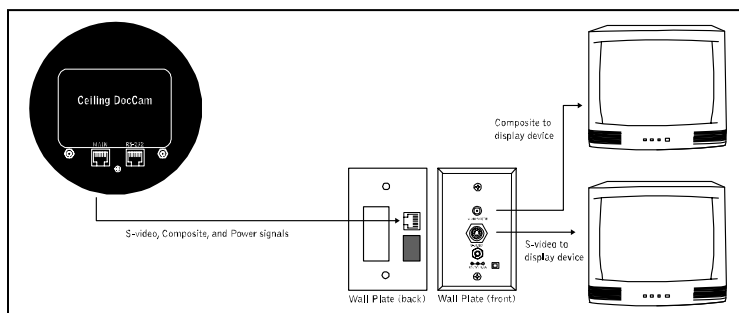
The VPC rack mount interface for the Ceiling DocCam is available for integrators who would prefer to install the video, power, and control connections in a rack.

### Ceiling DocCam installation with control system and single monitor



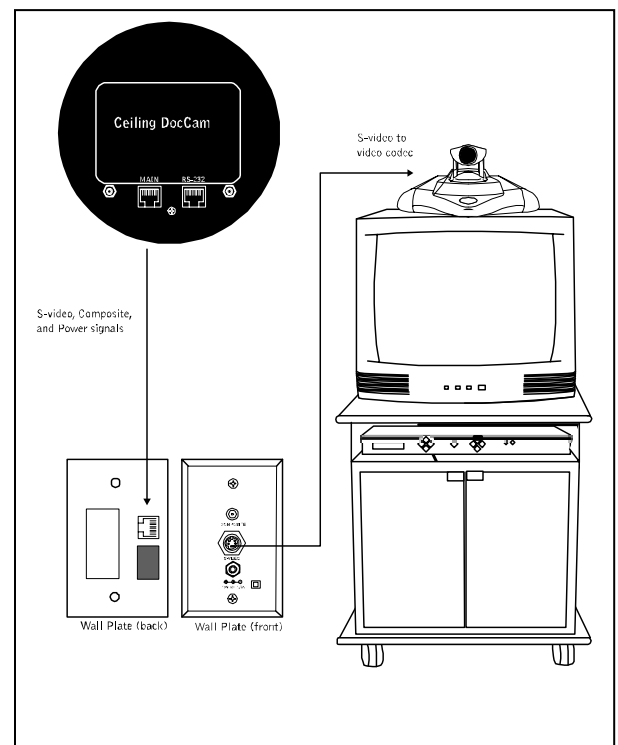
The Ceiling DocCam is extremely easy to install. The RS-232 connector provides the option of using a control system like AMX or Crestron.

### Ceiling DocCam installation with dual monitor display



The Ceiling DocCam outputs both composite and S-video signals, allowing dual monitor display.

### Ceiling DocCam installation with video codec



The Ceiling DocCam easily connects to videoconferencing systems and provides document sharing capabilities.

## Why should someone buy the Ceiling DocCam?

Quite simply, the Ceiling DocCam is the best solution and the best value for the price. It provides excellent video quality, and is very easy to install and use. The Ceiling DocCam retails for \$2,695.00.