

POLY STUDIO R30



The Poly Studio R30 USB video bar's dynamic camera experience ensures everyone is seen clearly with pinpoint accurate automatic framing and tracking—making meetings easier and more inclusive than ever, with Poly DirectorAI technology. Enjoy rich audio that filters out background noise and makes sure everyone is heard clearly. IT managers love how easy it is to set up, manage, and deploy and with cloud-based Poly Lens management functionality, it's a win-win. This plug-and-play video bar offers maximum meeting quality with minimum hassle.

KEY FEATURES AND BENEFITS

- Just about everything needed for premium video calls built into one sleek device—just bring your computer and start the meeting.
- Look your absolute best with the high-performance 4K image sensor for low noise and a consistent image across the entire 120-degree FOV.
- Poly DirectorAI technology ensures everyone is seen clearly with pinpoint-accurate automatic framing and tracking.
- Hear pristine clarity and rich sound with a powerful integrated speaker featuring acoustic suspension with a passive radiator, while NoiseblockAI and Acoustic Fence technologies block out distracting noises.
- Poly Lens cloud management gives IT powerful tools to manage and track Poly Studio R30 over Wi-Fi.

TARGET USERS

Poly Studio R30 is ideal for users that value:

- A premium video and audio experience when video conferencing at the office. They care about how they are perceived when on video calls and want the confidence of knowing they look and sound their best, which is easy to do when they have control of their devices in their home office, but harder to do when relinquishing that control to IT teams.
- Meeting equality, both for themselves and for far-end participants. They may not know how meeting equally is manifested in their conferencing device, but it is important to them nonetheless. Meeting equality, for these users, include things like ability to hear and be heard clearly, see others and be seen clearly, fair chance to speak or have face time.
- The simplicity of hooking up to a USB device, and immediately starting your meetings. These users, in certain scenarios, prefer the simplicity of USB connectivity, even though someone must sacrifice their computer. In scenarios where the meeting is small enough, that is not a pain point for these users.
- A premium Microsoft Teams Rooms experience in a small footprint. They care about the simplicity of setup, such as all-in-one video bar on a display and clean tabletop surface (only a touch controller on the table).

TARGET BUYERS

There are two types of buyers for the Poly Studio R30, both within the realm of corporate purchasing:

- IT buyers who are purchasing in bulk to outfit and standardize room devices in preparation for return to office. These buyers value delivering a high performance option that remains cost-effective and is easy to manage over the network.
- SMB buyers who are working with a smaller budget, and don't have as much of a need for larger, more complex devices due to the size and stage of their company. These buyers might not have dedicated IT purchasers, and subsequently could have less knowledge of the inner workings of video conferencing devices.

KEY DIFFERENTIATORS

- Poly Studio R30 is uniquely designed as a video bar for small/huddle rooms. Personal and group video bars aren't quite right for this unique space, so Poly Studio R30 incorporates the best features from each category to create the ultimate small/huddle room device experience.
- In an the era of hybrid work, the dynamics of huddle room meetings can vary from day to day. Poly Studio R30, with Poly DirectorAI technology innovations, dynamically adjusts to whatever the current day brings to your small/huddle room.
- Small/huddle room meetings can be more casual or impromptu than their large room counterparts. For meetings like these, having a USB video bar is a great option to get up and running in a flash.

	POLY STUDIO R30	LOGITECH MEETUP
CAMERA RESOLUTION	<ul style="list-style-type: none"> • 4K Ultra HD 	<ul style="list-style-type: none"> • 4K Ultra HD
FIELD OF VIEW (FOV)	<ul style="list-style-type: none"> • 120° 	<ul style="list-style-type: none"> • 120°
FRAMING/ TRACKING MODES	<ul style="list-style-type: none"> • Group, speakers, presenter, conversation 	<ul style="list-style-type: none"> • Group (requires PC software)
FRAMING/ TRACKING SPEED	<ul style="list-style-type: none"> • Quick and responsive 	<ul style="list-style-type: none"> • Slow to adjust, 10 seconds or more
MIC PICKUP	<ul style="list-style-type: none"> • Up to 15 ft 	<ul style="list-style-type: none"> • 13 ft
AUDIO INNOVATIONS	<ul style="list-style-type: none"> • NoiseblockAI and Acoustic Fence technologies 	<ul style="list-style-type: none"> • No
DISPLAY MOUNTING CLAMP	<ul style="list-style-type: none"> • Included 	<ul style="list-style-type: none"> • No
NETWORK-BASED MANAGEMENT	<ul style="list-style-type: none"> • Yes 	<ul style="list-style-type: none"> • No
MSRP	<ul style="list-style-type: none"> • \$799* 	<ul style="list-style-type: none"> • \$899

*US MSRP, may vary by region

POLY USB VIDEO BAR PORTFOLIO

Poly offers an expanding portfolio of USB video bars. It's important to position the right product for the right use case. Pay special attention to the camera FOV—90° for personal use, 120° for groups—and speaker power depending on use case. Also note the mounting options—monitor clamps are often a better option for smaller spaces.

PERSONAL SPACES



POLY STUDIO P15

- 90° FOV, ideal for personal spaces
- Personal/group framing
- Display mounting clamp included
- Mono-speaker + mic array
- \$599 US MSRP (may vary by region)

GROUP SPACES



POLY STUDIO R30

- 120° FOV, ideal for huddle and small meeting spaces
- Poly DirectorAI technology
- Monitor clamp, wall or VESA mount
- Mono-speaker + mic array
- \$799 MSRP



POLY STUDIO

- 120° FOV, ideal for mid-sized meeting spaces
- Poly DirectorAI technology
- Table stand, wall or VESA mount (no monitor clamp)
- Stereo speakers + mic array with expansion mic option
- \$949 MSRP

PRE-CONFIGURED SMALL TO MEDIUM ROOM KITS (MICROSOFT TEAMS ROOMS AND ZOOM ROOMS)

Selling a dedicated room video appliance may make more sense than BYOD use case especially when:

- A company has predominantly standardized on single UC platform.
- Video meetings happens multiple times on daily basis for meeting rooms.
- Ease of use and consistency is important across multiple rooms (video is always available in the room, and the room system is integrated with Exchange calendar, with a touch console to start a meeting instantly).
- The entire solution needs to be supported including the room kits and the PC running dedicated UC application (Microsoft Teams at this time, Zoom to follow).



POLY STUDIO 15 - FOCUS ROOM KIT

- 90° FOV, ideal for personal spaces
- Compact form factor
- Personal/group framing
- Mono-speaker + mic array
- \$1,900 US MSRP (may vary by region)*



POLY STUDIO R30 - SMALL ROOM KIT

- 120° FOV, ideal for small meeting spaces
- Compact form factor
- Poly DirectorAI technology
- Mono-speaker + mic array
- \$2,100 US MSRP (may vary by region)*



POLY STUDIO - SMALL-MEDIUM ROOM KIT

- 120° FOV, ideal for personal spaces
- Poly DirectorAI technology
- Stereo speakers + mic array with expansion mic option
- Table stand, wall or VESA mount
- \$2,250 US MSRP (may vary by region)*

*PC not included

KEY TAKEAWAY

The Poly Studio R30 USB video bar offers a dynamic camera experience paired with crisp, clear audio, making small/huddle room meetings more inclusive than ever.

PART NUMBER

2200-69390-001 (-001 for North America, replace with regional suffix as needed)

LEARN MORE

Poly Studio R30 poly.com/studio-r30.