LOGITECH REACH

logitech®

LOGITECH REACH OVERVIEW

PROBLEM

Today's solutions for showing non-digital content to students are not user-friendly and are distracting to educators and students, disrupting the flow of teaching and engagement. It is estimated that a typical classroom is interrupted more than 2,000 times per year.[1] These disruptions can result in the loss of 10-20 days of instructional time.[1]

Moreover, 42% of teachers reported students in the classroom have trouble seeing images and other material from the other side of the classroom.[2]

Common distractors for educators:

1. Walk around the room or have every student come up to see the content.
2. Try to use a traditional conference camera.
3. Give every student their own piece/version of the non-digital content.

SOLUTION

Teach without limits with Logitech Reach, a flexible, intuitive camera. Easy, one-hand flexibility allows educators to move vertically, horizontally and in a full 360 rotation—from an 11x18 area down to a 2x2 microfocus. This flexibility allows educators to showcase non-digital content, giving every student a front row seat without disrupting the flow of a lesson. Educators can move the camera to the content and engage the content from their point of view-all while keeping the content in frame.

WARRANTY INFORMATION

One-year warranty

COMPATIBILITY

Logitech Reach is compatible with most OS, conference platforms and devices for a seamless experience.

TARGET CUSTOMER

EDU IT DECISIONMAKERS AND EDUCATORS

KEY CHALLENGES FOR EDUCATORS USING TRADITIONAL CONFERENCE CAMERAS IN THE CLASSROOM	KEY OUTCOMES OF LOGITECH REACH
Moving content to the camera	Stay focused on the teacher's true expertise and what they want to convey/engage/communicate
Cobbled together mounts and placement pieces lead to frustration and a poor experience	Showcase content with an elegant, intuitive solution
Lapses in engagement leading to poor translation of the content and missed context	Help educators stay in the flow rather than fuss with the tech and setup

UNIQUE SELLING POINTS

- **Crisp view from every vantage point** - Logitech Reach builds on the Logitech Streamcam's premium 1080p/60fps video quality enhanced with glass optics and smart autofocus to make the audience feel like they are right there.

- **Easy to position with one touch** - Users grip the camera ring and move the camera along the horizontal plane with just one gesture, allowing content to be viewed in a clean, streamlined manner. Guidance indicators help the image stay upright along the way.

- **Combine viewpoints easily** - Users can combine the horizontal and vertical movements with the pivoting camera head to create novel vantage points and move the camera to exactly where it's needed.

- **Zoom in confidently** - With the push of a simple, analog button, users enable 4.3x lossless zoom with autofocus making it easy to enthrall the audience with even the smallest of details.

- **Plug and Play experience** - Logitech Reach offers a plug and play experience over USB and can be used with most computers and conferencing or streaming platforms, so individuals can have confidence that the camera "just works.

- **Adaptable to your space** - Operate in full desktop mode by placing Logitech Reach on a table in a well lit space, or switch into a compact stowed mode and pair with the low-profile edge clamp.

CONVERSATION STARTERS

1. What are educators using in the classroom to show non-digital content to students in the room and in a hybrid environment?

2. How would a plug and play adjustable document camera help students meet their learning objectives?

3. Educators spend hours lesson planning with non-digital content. How would an adjustable content camera help them present content to lead to improved outcomes?

OBJECTION HANDLING

How is Logitech Reach setup different than other desktop or document cameras?

Unlike specialized document cameras that may require setup time before use and can only live on a table or document bed, Logitech Reach offers two base options. Mount it on the table or use the clamp to mount Logitech Reach for quick use and flexible positioning.

Why do I need a Logitech Reach if I can just buy an external camera mount or use my smartphone with a tripod?

Attaching your smartphone to an external mountusually requires routing additional power or using data cables to connect, resulting in more data connection issues. Added time is needed to set up the external mount and position the camera. The same goes for external cameras that often require additional setup and camera positioning time. With the Logitech Reach, physical set is easy. Simply, mount it on the table or use the clamp for quick use and flexible positioning, and you're ready to go.

Do I have to purchase any software or download a specific app to use the Logitech Reach?

No, simply plug Logitech Reach into any computer using its USB C cable, and it's ready to use in any video app as a webcam. Unlike specialized document cameras, smart phones and select external cameras, no additional software or hardware are needed to bring the video feed into video conferencing.

That sounds good, but what is the real difference in the way Logitech Reach shows content and objects than other options out there?

Specialized desktop cameras, mounted smart phones and external cameras often have fixed or limited viewpoints. And even when other viewpoints are possible, they require time to reposition. This is especially the case for desktop cameras that require teachers to move content and objects around the camera. The Logitech Reach offers flexible, full range of motion. With lateral and vertical movement and a pivoting head, Logitech Reach allows for rapid repositioning to help teachers stay in the flow of teaching. The Logitech Reach pivoting head has a 180(degree) tilt and a 360 (degree) swivel motion.

Compared to other options, how much easier is showing different angles of content or an object with Logitech Reach?

With a single hand, educators can use the Logitech reach's 360° panning rotation to work the camera around the content. Where specialized document and external cameras require both hands to control positioning, the pivoting head of the Logitech Reach balances speech and control to provide independent lateral and vertical movements.

Why do I need Logitech Reach?

Not all class materials are digital, and not all classes are in-person. Sometimes, teachers need to show real models, steps in a process or non-digital content. Logitech Reach allows educators to engage a live or virtual audience with a variety of non-digital content in a dynamic way. Even in a classroom, not every student can "gather around the teacher" to watch fine details. The point-of-view video Logitech Reach provides gives every student a front row seat to live demonstrations and allows teachers to show and tell with ease and flexibility.

How is the video quality of the Logitech Reach different than specialized document cameras?

With specialized document cameras, video quality varies. And while many have a wide zoom range, color quality is mostly flat because most are suited only for documents. The Logitech Reach, however, leverages Logitech StreamCam's premium glass optics, to provide crisp 1080p, 60fps video, vivid color tuning and smart autofocus to bring content being shared to life.

SPECIFICATIONS

Logitech Reach
with Base mount

Logitech Reach
with Clamp mount

OPTIONS & SIZING

Logitech Reach with Base mount:

Dimensions above surface in compact mode - 23.2 in H X 7.48 in L x 7.48 in W
(59 cm H x 19 cm L x 19 cm W)

Dimensions above surface in desktop mode - 20.87 in H X 21.65 in L x 7.48 in W
(53 cm H x 55 cm L x 19 cm W)

Weight - 8.93 lbs (4.05 kg)

Surface texture - Non marring, grip layer on bottom of base

Logitech Reach with Clamp mount:

Dimensions above surface in compact mode - 23.2 in H X 3.94 in L x 3.94 in W
(59 cm H x 10 cm L x 10 cm W)

Dimensions above surface in desktop mode - 20.87 in H X 21.65 in L x 3.94 in W
(53 cm H x 55 cm L x 10 cm W)

Max Edge thickness - 2.2 in (5.6cm)

Recommended under table clearance for clamping - 2.13 in (5.4 cm)

Weight - 3.3 lbs (1.5 kg)

Surface texture - Non marring, grip layer on both clamping surfaces.

COVERAGE AND ADJUSTABILITY

Desktop Surface View Area @max zoom out - 12 in x 21.5 in (30 cm x 55 cm)

Desktop Surface View Area @max zoom in - 2.75 in x 5 in (7 cm x 13cm)

Magnification/Zoom - 4.3X lossless

Independent Lateral Adjustment - single handed with 12.73 in (32.3 cm) of horizontal travel and 360° panning rotation

Independent Vertical Adjustment - Multipoint push button to engage 12.22 in (31 cm) of vertical travel

Camera Head Adjustment - 360° rotation on camera ring interface, 180° tilt and 360° rotation on ball joint interface.

VIDEO CAPTURE

Logitech reach is powered by Logitech Streamcam

Max Video Resolution - 1080p/60 fps in MJPEG

Lens - Premium Full HD, Glass lens, f/2.0 - focal length 3.7 mm and 78° DFOV

Autofocus

Audio Capture - Dual omnidirectional mic with noise reduction filter

USB-C Cable with ~3 feet of length available - Extension cables can be used to provide additional range but may impact max video quality.

Learn more about logitech streamcam here for in-depth features and specifications.

REACH VS STREAMCAM ON DIFFERENT MOUNTS
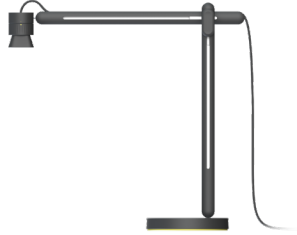
	REACH	GOOSENECK	TASK LAMP	SEGMENTED BALL JOINT
Lateral Movement	+++	+	+	++
Vertical Movement	+++	+	+	++
Repositioning Speed	+++	++	++	+
Repositioning Control	++	+	+	+++
Camera Head Pivoting	+++	++	++	++
Keeping Image Upright	+++	+	+	+
Cable Management	++	+	+	+
Stow Away	+++	+	+	+
Maintain Image center over vertical positioning	+++	+	+	+
Plug & play out of the box	+++	+	+	+
Consistent UX over Range	+++	+	+	++
Pricing (Including Taxes)	279 - 299	250	250	300

COMPETITIVE FRAMING

	LOGITECH REACH	DESKTOP DOCUMENT CAMERA	TABLETOP CAMERA MOUNTS/ TRIPODS WITH A SMARTPHONE	EXTERNAL CAMERA RIGS/ MOUNTS
Overview	A flexible show and tell camera solution that connects to any computer and allows you to stay in the flow of sharing physical content at your desk with easy and intuitive repositioning of view points.	A camera with specialized features and additional drivers and software designed to present documents to people using a computer or a large display.	A camera solution that leverages a mobile phone attached to an external mounting solution to share or create content at their desk.	Mounting solutions for external cameras designed to capture content.
Physical setup	Table mount or clamp base options available with simple plug and play placement of the camera and arm elements into the base and quick positioning.	Often a solution that only lives on a table (sometimes with a document bed) and may require some assembly before any positioning is needed.	Usually requires clamping a phone, routing power or data cables, and then additional steps to position the camera as needed.	Usually requires camera mount/rig, and some may require additional sub assembly before fine tuning positioning.
Digital setup (to share over video conferencing)	Plug into any computer with the provided USB-C cable solution, and use in any video app as a webcam.	Connection to your computer may require software and driver downloads to work, and video conferencing may also be required.	If using a phone, you may need to run the application on the phone.	Depending on camera used, it can be a simple plug and play or may require additional software/hardware to bring in the video feed into video conferencing.
Content viewpoint	Flexible and fluid vantage points provides ideal workflow and range of movement of the product.	Often provides a fixed viewpoint designed to move paper content in and out of view, or limited viewpoints that require modifcations.	Often a fixed viewpoint with multistep repositioning.	Often a fixed viewpoint with varying degrees of movability depending on design.
Repositioning View	Pivoting head provides independent lateral and vertical movements with single gestures, balancing speed and control.	Often multihanded interactions with minor adjustments.	Often requires multihanded, multistep interactions to get a new fixed position, or it provides lack of control over positioning depending on design.	Often requires multihanded, multistep interactions to get a new fixed position. Some may provide lack of positioning control depending on design.
Video quality	Crisp video with 1080p that leverages Logitech StreamCams' glass optics, vivid color tuning and smart autofocus to bring out the life in the content being shared.	Varies widely and may have wide range of zoom but mostly "flat" color tuning and optimization for documents only.	Varied optical capabilities depending on phone being used.	Varied optical capabilities depending on camera being used.
Best usage in the context of show and tell	Engage a live audience with a variety of non-digital content in a dynamic way. "Point of view" video captures with ease.	Static view of a document.	Allows sharing of non-digital content with static view or recorded content, which requires ample time to reposition the camera between content capture.	Allows sharing of non-digital content with static view or recorded content, which requires ample time to reposition the camera between content capture.

Contact your Logitech Sales Team to discover how Logitech Reach can help improve learning outcomes.

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[1] Kraft, M. A., & Monti-Nussbaum, M. (2021). The Big Problem With Little Interruptions to Classroom Learning. AERA Open, 7

[2] EdWeek Research Center conducted the survey in the summer of 2022. Survey over 1000 participants.