



Product Bulletin

Product: Jabra PanaCast 50

Subject: Launch of Jabra PanaCast 50

Date: May 4th, 2021



Introducing Jabra PanaCast

Dear Reseller,

The wait is finally over, and we are incredibly excited to share that we have now officially announced to the market that we will launch **Jabra PanaCast 50 on June 15th, 2021.**

In a world where your customers are more physically separated and try to navigate the challenges of staying connected and productive, video conferencing has become more important than ever before. With the ambition to reinvent video conferencing, the Jabra PanaCast 50 is engineered to be the **first new-normal-ready intelligent video-bar** and we are confident that we together with you will make a splash in the market with this exciting addition to the Jabra PanaCast family.

Key Selling Points

- **Reinvent your customers' collaboration spaces.** As businesses around the world adjust to a changing landscape, in-person meetings can be tricky. Embrace the opportunities that these changes represent by helping your customers to completely reinvent the way their teams meet and collaborate. Our 180° field-of-view video conferencing solution allows a safe distance between meeting participants, without cutting anyone out of the frame, while intelligent analytics inform them when local room occupancy guidelines are breached. Because a new normal requires new technology.
- **Sell your customers better collaboration.** In March 2020 alone, video usage for remote collaboration more than doubled, from 21% to 43%*, but video quality is still an issue for many. Reinvent their collaboration experience with a solution that allows them to get the best out of their remote meetings, thanks to world-leading audio combined with the most inclusive camera technology on the market. Don't just sell your customers a solution, provide them better collaboration, with PanaCast 50.

- **Solve common video conferencing pains.** Your customers are struggling with poor audio and video in their conference rooms, and it's affecting the quality of their meetings. Offer them a solution that combines the best of all worlds, with industry-leading professional audio and innovative 180° video, facilitating natural conversations no matter where they're working. All backed up by intelligent data capture and software features, delivering real-time safety capacity and room usage insights to help them stay one step ahead. Be the hero your customers need by providing them a video experience that's as good as being there.
- **Maximize your customers' investment and keep them coming back.** When your customers are making a significant investment into Unified Communications (UC), they need to know that their money won't be wasted on tech that nobody uses. Stay ahead of the competition by offering the solutions that their employees will love using, increasing adoption, and maximizing their return on investment.

* Microsoft Teams data, 2020

Product highlights

- Astounding sound from the world leaders in professional audio
- Unique 180° field of view keeps everyone in the picture at a safe distance
- Virtual Director intelligently adjusts the video in real time for more immersive meetings
- Safety Capacity and Room Usage Insights generate anonymous room occupancy data for all your meeting rooms at once
- Network-connected system enables easy remote management
- Real-time whiteboard streaming for more inclusive remote collaboration
- Uniquely advanced system architecture powers a range of intelligent features
- Plug-and-play for fast setup and maximum ease of use
- Easy installation, with a choice of wall mount, table stand and screen mount (VESA)
- PanaCast 50 is optimized for all leading UC platforms, including Microsoft Teams, Zoom, and Google Meet

Availability

Item/ SKU number	Product name	Description 2nd Line	MSRP (excl. VAT)	FCS Date
8200-232	Jabra PanaCast 50	NA, Black	1.195 USD	15 th June 2021
8201-232	Jabra PanaCast 50	NA, Grey	1.195 USD	15 th June 2021
8200-231	Jabra PanaCast 50	EMEA, Black	1.065 EUR	15 th June 2021
8201-231	Jabra PanaCast 50	EMEA, Grey	1.065 EUR	15 th June 2021
8200-237	Jabra PanaCast 50	UK, Black	945 GBP	15 th June 2021
8201-237	Jabra PanaCast 50	UK, Grey	945 GBP	15 th June 2021
8200-233	Jabra PanaCast 50	China, Black	1.195 USD	15 th June 2021
8201-233	Jabra PanaCast 50	China, Grey	1.195 USD	15 th June 2021
8200-235	Jabra PanaCast 50	AUZ, Black	1.195 USD	15 th June 2021
8201-235	Jabra PanaCast 50	AUZ, Grey	1.195 USD	15 th June 2021
8200-234	Jabra PanaCast 50	India, Black	1.195 USD	15 th June 2021
8201-234	Jabra PanaCast 50	India, Grey	1.195 USD	15 th June 2021
8200-238	Jabra PanaCast 50	South Korea, Black	1.195 USD	15 th June 2021
8201-238	Jabra PanaCast 50	South Korea, Grey	1.195 USD	15 th June 2021
8200-239	Jabra PanaCast 50	Japan, Black	1.195 USD	15 th June 2021
8201-239	Jabra PanaCast 50	Japan, Grey	1.195 USD	15 th June 2021

Accessories

Item/ SKU number	Product name	Description 2nd Line	MSRP	FCS Date
8220-209	Jabra PanaCast 50 Remote	Black	45\$ / 45 EUR / 38.75 GBP	15 th June 2021
8211-209	Jabra PanaCast 50 Remote	Grey	45\$ / 45 EUR / 38.75 GBP	15 th June 2021
14207-70	Jabra PanaCast 50 Table Stand	Black	65\$ / 65 EUR / 56 GBP	15 th June 2021
14207-75	Jabra PanaCast 50 Table Stand	Grey	65\$ / 65 EUR / 56 GBP	15 th June 2021
14207-71	Jabra PanaCast 50 Wall Mount	Black	35\$ / 35 EUR / 30 GBP	15 th June 2021
14207-76	Jabra PanaCast 50 Wall Mount	Grey	35\$ / 35 EUR / 30 GBP	15 th June 2021
14207-72	Jabra PanaCast 50 Screen Mount	VESA compliant	65\$ / 65 EUR / 56 GBP	15 th June 2021
14202-10	Jabra PanaCast USB Cable	USB 3.0, 2m, USB-C to USB-A	20\$ / 20 EUR / 17.25 GBP	15 th June 2021
14202-11	Jabra PanaCast USB Cable	USB 2.0, 5m, USB-C to USB-A	35\$ / 20 EUR / 30 GBP	15 th June 2021

Questions?

If you have any questions, please do not hesitate your local Jabra Channel Account Manager or contact your authorized Jabra distributor.

