

POLY STUDIO P21

The Poly Studio P21 personal meeting display makes it simple and easy to set up a premium video conferencing experience in your personal workspace. One device delivers the complete experience, including display, camera, microphone and speakers, with a single USB connection to your PC or Mac so it can be used with any video app. Exceptional camera optics complement dynamic, adjustable built-in lighting so you are confident you look your best. The enterprise-grade display delivers exceptional brightness and vibrant colors, while legendary Poly audio ensures you can hear and be heard clearly. For IT, Poly Lens cloud management provides robust tools to manage and track devices from anywhere.



KEY FEATURES & BENEFITS

- See everything clearly with the enterprise-grade display that delivers exceptional brightness and vibrant colors
- Get extra working room by using it as a secondary monitor when not in video calls
- Be confident you're always lit properly with built-in adjustable, dynamic ambient lighting that illuminates you during video calls
- Always hear and be heard clearly with integrated microphone and stereo speakers
- Keep your workspace clean and clutter-free with a simple all-in-one USB-connected design
- Works with any video app on your PC or Mac
- Wireless mobile phone charging supports your busy workstyle
- Poly Lens cloud management gives IT powerful tools to manage and track Poly Studio P21 from anywhere

TARGET USERS

Poly Studio P21 is ideal for users who value:

- The simplicity of one integrated device that delivers everything you need for video calls from a PC or Mac.
- The flexibility of working with any cloud video or UC service.
- A clean and clutter-free workspace, with just a single cable back to the PC or Mac, plus power.
- Clever touches, such as dynamic ambient lighting and wireless mobile phone charging built-in.

TARGET BUYERS

There are two distinct types of buyers for Poly Studio P21:

- Individuals who want a premium video and audio experience, paying out of pocket or expensing back to their employer. These buyers value the simplicity and ease of use of one integrated device that delivers the entire video calling experience without hunting for a separate monitor or other components.
- IT buyers who are purchasing in bulk to outfit many users or are specifying a list of approved devices for users to choose from. These buyers value being able to deliver to users one simple device they will have set up in seconds, avoiding the headaches of mixing and matching monitors and peripherals.

KEY DIFFERENTIATORS

- Poly Studio P21 is a unique product that delivers the simplicity of a dedicated desktop video system with the flexibility of calls using any video app.
- Simple setup – plug in power and USB, and it's ready for calls.
- Video calls are shown on a separate screen, so users can see video in full size while accessing or sharing content from their laptop or other display.
- Works with any video app – not locked into one type of call.
- Premium display has exceptional brightness and colors, and works as a second monitor when not in video calls.
- Built-in ambient lighting is unique in this class of products.
- Exceptional video and audio experience.

COMPETITORS

- Poly Studio P21 is unique and has few direct competitors. The products it will be compared to most often are monitors with built-in webcams and full desktop video conferencing systems.

MONITORS WITH BUILT-IN WEBCAMS



POLY STUDIO P21 ADVANTAGES:

- **Enterprise-grade display** – Exceptional brightness and vibrant colors, superior to consumer-grade displays
- **High-performance camera optics** – Full HD 1080p resolution with a robust sensor that delivers much better image quality than most cameras built into displays
- **Rich audio** – Powerful stereo speakers and crystal-clear mic pickup
- **Built-in ambient lighting** – Make sure you're always seen clearly
- **Integrated controls** – Start your favorite app and control volume and mute at the touch of a button
- **Cloud manageable** – Poly Lens helps IT troubleshoot and keep things up to date

FULL DESKTOP VIDEOCONFERENCING SYSTEMS



POLY STUDIO P21 ADVANTAGES:

- **Work with any video app** – Easy USB connection to a PC or Mac means it works with any video app. Some competitors are only designed for one type of video service.
- **Seamless 2nd display** – Easy to use as an additional monitor for any application. Some competitors are awkward to use outside of a video call.
- **Cost-effective to deploy** – Some competitors cost far more, while others lure you in with a low initial price that can balloon due to poor quality and reliability.
- **Built-in ambient lighting** – Make sure you're always seen clearly

PART NUMBER

2200-87100-001 (-001 for North America, replace with regional suffix as needed)