

Document Camera Feature Comparison (June 2011)

Top reasons to buy a SMART Document Camera

- The SMART Document Camera is mixed reality ready. Mixed reality enables digital content to be displayed using physical objects bearing digital markers that the SMART Document Camera can read. For example, rather than simply showing students a flat image of an anatomical heart, educators can use the document camera to display a 3D image that can be rotated and explored more fully.
- Integrates with award-winning SMART Notebook™ collaborative learning software
- Easy to install and use. Users can access the SMART Document Camera from the SMART Board™ interactive whiteboard with one touch, and there is a button on the document camera that allows users to capture images directly to SMART Notebook.
- Seamlessly integrates with SMART Notebook software and other SMART products. This level of integration helps educators take advantage of both non-digital and digital content.
- Educators can display, write over and save images in SMART Notebook. They can then use them in future lessons, along with the education content available through SMART Notebook and the SMART Exchange™ online community.
- Excellent image quality is supported by a number of advanced features including: 1.3 megapixel CMOS sensor, 41.6x zoom (5.2x optical and 8.0x digital), HD output capability (DVI-D) and SXGA, WXGA, 720p and XGA output resolution options, USB hub, frame rate of 30 frames per second (fps), which enables users to display moving objects as smooth full-motion video, SDHC memory card support for capturing high resolution images (when not connected to a computer), large viewing area of 16 5/8" x 13 1/4" (42.3 x 33.6 cm) and fold-flat design for easy storage and transport
- Users can quickly align the document camera lens to the eyepiece of a standard microscope without needing an adapter
- An intuitive control panel enables the user to conveniently control all of the SMART Document Camera's functions, including power on and off, operation of the on-screen display (menu, direction, enter and screen capture) and image select (SDHC card mode, camera mode, computer mode, image brightness and image pause)
- Multiple connectivity options are available through the DVI-D, VGA and composite connections
- Meets several environmental compliance, energy efficiency and regulatory certification standards
- Results in a low total cost of ownership (TCO). There is no need to purchase accessories like a microscope adapter or an anti-glare sheet (included). The SMART Document Camera has a five-year warranty.
- Comes from a trusted name in educational technology
 - In 1991, SMART introduced the touch-sensitive SMART Board interactive whiteboard as part of a total classroom solution that includes assessment tools, a document camera, math software, lesson content, an online community and much more
 - More than 1.9 million SMART Board interactive whiteboards have been installed worldwide
 - SMART is committed to ongoing research and development, and continuously applies feedback and input from teachers around the world
 - SMART continues to innovate by releasing new, cutting-edge products such as the SMART Table™ interactive learning center and the SMART Board 800 series interactive whiteboard
 - SMART has a growing portfolio of over 100 patents
 - SMART supports its customers through its complete range of education solutions, which include high-quality products, professional training and comprehensive services and support



Competitors – advantages and disadvantages

Promethean – ActiView™ 322 document camera (also known as the Lumens DC166 Ladibug™)

Promethean's document camera competes with SMART's in some ways:

- The ActiView 322 integrates with ActivInspire™ Professional Edition, Promethean's whiteboarding software. Images can be captured, written over and saved to create custom libraries of resources.
- Images captured using the document camera can be easily integrated into lesson activities created with ActivInspire software and used with education content offered through the Promethean Planet online community
- The ActiView 322 has a picture-in-picture (PBP) feature, allowing the user to view two images at the same time
- It features SXGA, XGA and WXGA resolution capabilities with a CMOS sensor
- It includes a 36x zoom (6x mechanical and 6x digital) and automatic focus and brightness control
- The ActiView 322 includes a SD and SDHC card slot
- It enables users to save up to 120 jpeg images in its internal memory
- The ActiView 322 features an on-board video capture button for one-touch video recording and playback

However, Promethean's document camera does not match SMART's in several areas:

- The ActiView 322 is not mixed reality ready
- Although the document camera integrates with ActivInspire Professional Edition software, it does not integrate with ActivInspire Personal Edition software, the version bundled with the 100 series ActivBoard™. Users with ActivInspire Personal Edition need to purchase an upgrade for their software if they wish it to integrate with the document camera.
- The ActiView 322 relies on a cold cathode lamp with a life of up to 20,000 hours, not LED illumination
- The frame rate is only 20 fps, limiting the document camera's ability to capture moving objects in real time
- Microscope viewing requires the use of adapters, which are included as accessories
- The document camera does not support HD output, reducing the picture quality of HD content
- The ActiView 322 does not fold flat for easy storage and transport
- Promethean only provides a one-year limited warranty (with 90-day phone support) for the document camera

Elmo – TT-02RX document camera

Elmo's document camera competes with SMART's in some ways:

- Image Mate™ software includes an annotation tool that allows users to draw lines and shapes, and write on images. The software also enables users to highlight or mask areas and display a still image together with a live image (picture in picture).
- It features SXGA, XGA and WXGA resolution capabilities with a 1.39 megapixel (MP) CMOS sensor
- The frame rate is 30 fps, so moving objects can be displayed as smooth, full-motion video
- It includes a powerful 41.6x zoom (5.2x optical and 8.0x digital) and automatic focus and brightness control
- It supports standard SD and SDHC cards
- The remote control allows users to operate the document camera from anywhere in the room
- Elmo offers a limited five-year warranty

However, Elmo's document camera does not match SMART's in several areas:

- Elmo's document camera is not mixed reality ready
- Image Mate software offers fewer features than SMART Notebook software
- Image Mate software does not include access to the type of education content or images that are available through SMART Notebook software or the SMART Exchange
- The TT-02RX does not fold flat for easy storage and transport
- The TT-02RX does not support HD output, reducing the picture quality of HD content
- Without a USB hub, the number of peripheral devices that can be connected to the document camera at the same time is limited, and users cannot seamlessly switch from one peripheral to another

AVerMedia – AVerVision® 300 AF+ document camera

AVerMedia's document camera competes with SMART's in some ways:

- The AVerVision 300 AF+ includes a 3.2 MP CMOS sensor, the highest megapixel count of all document cameras in this comparison
- AVerVision software enables image and video recording and includes an annotation tool
- AVerVision and AVer+ software enable users to write over live images
- The document camera's frame rate is 24 fps, allowing moving objects to be displayed as relatively smooth, full-motion video
- The AVerVision 300 AF+ includes zoom, automatic focus and brightness control
- The included remote control allows users to operate the camera from anywhere in the room
- The AVerVision 300 AF+ folds flat for easy storage and transport
- It enables users to save up to 80 images in its internal memory
- Integrates with third-party whiteboarding software via AVerMedia's Flash App
- AVerMedia offers a limited five-year warranty on the main unit and a one-year limited warranty on accessories, such as the optional microscope adapters

However, AVerMedia's document camera does not match SMART's in several areas:

- The AVerVision 300 AF+ is not mixed reality ready
- AVerVision software offers fewer features than SMART Notebook software
- The AVerVision 300 AF+ does not include picture-in-picture or split screen display options
- The document camera features a 16x zoom (2x AVERZOOM™ and 8x digital)
- Microscope viewing requires adapters, which are available as optional accessories from AVerMedia at an additional cost
- The AVerVision 300 AF+ does not support HD output, reducing the picture quality of HD content
- Without a USB hub, the number of peripheral devices that can be connected to the document camera at the same time is limited, and users cannot seamlessly switch from one peripheral to another
- It does not support SD and SDHC cards

Logical Choice – 3Cam™ 101 document camera

Logical Choice's document camera competes with SMART's document camera in some ways:

- The 3Cam document camera is mixed-reality ready
- Logical Choice's mixed reality content is education-specific and can be used with Promethean's collaboration software
- The 3Cam 101 is capable of displaying moving objects in real time, with a frame rate of 30 fps
- Has an automatic focus
- The 3Cam 101 allows users to annotate over live images

However, Logical Choice's document camera does not match SMART's document camera in the following ways:

- Adapters are required to use the document camera as a microscope
- Logical Choice's document camera has a smaller viewing area
- The 3Cam 101 does not feature a USB hub
- A physical control panel is not featured on the 3Cam 101 document camera
- The 3Cam 101 does not have a fold-flat design
- The 3Cam 101 comes with a one-year warranty







Epson – Epson® DC-10s document camera







Epson's document camera competes with SMART's in some ways:







- The split screen feature enables users to display a still image with a live image
- The DC-10s features SXGA resolution capabilities with a 1.92 MP (1600x1200 pixel) CMOS sensor
- It includes a powerful 40x zoom (5x digital and 8x manual, not optical), automatic focus and brightness control
- It supports standard SD cards
- The DC-10s includes 128 MB of internal memory to store over 300 jpeg images
- It folds flat for easy storage and transport







However, Epson's document camera does not match SMART's in the following ways:







- The Epson DC-10s is not mixed reality ready
- The Epson software does not appear to offer basic annotation or integration with the document camera
- The frame rate is only 15 fps – moving objects cannot be displayed as smooth, full-motion video
- Microscope viewing, even with an adapter, is not listed as a feature of the DC-10s
- It does not support HD output, reducing the picture quality of HD content
- Without a USB hub, the number of peripheral devices that can be connected to the document camera at the same time is limited, and users cannot seamlessly switch from one peripheral to another
- It does not support SDHC cards for high resolution images and high definition video
- Epson offers a three-year limited warranty with an extended (additional two-years) warranty available for purchase













	<p>SMART Document Camera (SDC-330) by SMART Technologies</p> 	<p>ActiView 322* by Promethean Limited</p>  <p>*Also known as the Lumens Ladibug DC166</p>	<p>Elmo TT-02RX by Elmo</p> 	<p>AVerVision 300 AF+ by AVerMedia</p> 	<p>3Cam™ 101* by Logical Choice Technologies</p>  <p>*Also known as the Ken-a-vision® FlexCam</p>	<p>Epson DC-10s By Epson</p> 
<p>Possible competitive positioning</p>	<p>The SMART Document Camera is mixed reality ready. Mixed reality enables educators to manipulate and explore enriched 2D and 3D content and supports the creation of engaging lesson material that increases student comprehension of complex spatial content. The SMART Document Camera integrates with SMART Notebook software to help teachers create, deliver and manage engaging and interactive lessons. The Capture to SMART Notebook button allows educators to save images in SMART Notebook for use in future lessons (along with the education content available through SMART Notebook and the SMART Exchange). The product offers users excellent image quality and usability, including a 30 fps frame rate, 41.6x zoom, multiple resolution options, a large viewing area, adapter-free microscope viewing, a USB hub, a SDHC card slot and HD output support.</p>	<p>Promethean promotes the integration of the ActiView 322 with ActivInspire Professional Edition software and the ActivBoard, which helps teachers capture and write over images in their interactive lessons. The company also promotes the document camera's intuitive, automatic settings that give it plug-and-play functionality. The lower cost (US\$599 as compared to US\$799 for SMART's product) may also be used by Promethean in its positioning.</p>	<p>Elmo promotes the TT-02RX's frame rate of 30 fps that enables users to display moving objects as video that appears smooth and natural. The image quality, zoom capability (5.2x optical and 8.0x digital zoom) and display features (highlight, mask, picture in picture and annotation) of the TT-02RX are also important. Elmo promotes its ergonomic remote control that puts lesson-enhancing features at a teacher's fingertips.</p>	<p>AVerMedia promotes the 300 AF+ as a full-featured document camera with a 3.2 MP sensor, producing images that are the clearest and sharpest available in its price range. It also promotes the ability of the 300 AF+ to capture images and video with audio to Windows®-based or Mac computers, and its ability to integrate with most classroom presentation products including interactive whiteboards. The lower cost (US\$599 as compared to US\$799 for SMART's product) may also be used by AVerMedia in its positioning.</p>	<p>Logical Choice promotes the 3Cam 101 as an easy to use document camera that is not limited to use with interactive whiteboards. It stresses that the document camera can be launched from a 3Cam icon on the Promethean ActivStudio or ActivInspire software toolbar. The 3Cam produces high-quality images supported through SXGA output at 30 fps and is offered in a bundle with the Letters alive™ curriculum package featuring augmented reality technology. Logical Choice promotes that its document camera offers SXGA resolution typically found on document cameras at the high end of the pricing spectrum, at a lower price.</p>	<p>Epson promotes the DC-10s as a full-featured, easy to use document camera. It stresses features related to image quality (SXGA resolution, a large capture area and a 40x zoom) along with display features (such as split screen functionality). The company also promotes its reliability and three-year warranty. The lower cost (US\$500 as compared to US\$799 for SMART's product) may also be used by Epson in its positioning.</p>







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Software	SMART Notebook collaborative learning software	ActivInspire Professional Edition software	Image Mate software	AVerVision software	3Cam software	Epson software
Estimated education price (USD)	799	599	699	599	395 (document camera only). 890 for the 3Cam plus Letters Alive Curriculum bundle.	500
Mixed reality						
Mixed reality ready	Ü The SMART Document Camera SDC-330 is mixed reality ready.	û This feature is not available.	û This feature is not available.	û This feature is not available.	Ü The 3Cam document camera is mixed-reality ready.	û This feature is not available.
3D file formats supported	Collada, .obj, .fbx	No compatibility with 3D file formats.	No compatibility with 3D file formats.	This feature is not available.	Unknown	This feature is not available.
Education-specific mixed reality content	Ü SMART Mixed Reality tools' content is education-specific. Available content is not limited to specific school levels.	û This feature is not available.	û This feature is not available.	û This feature is not available.	Ü Letters alive content is education-specific. It is designed for pre-k and kindergarten, but also targets specialized instruction within grades 1 to 5 for ESL students, RTI students and Special Needs students.	û This feature is not available.







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Mixed –reality content fully integrated with collaboration software	Ü SMART's Mixed Reality tools fully integrate with SMART Notebook collaborative software.	Û This feature is not available.	Û This feature is not available.	Û This feature is not available.	Ü Letters alive content fully integrates with Promethean's ActivStudio and ActivInspire.	Û This feature is not available.
Top hardware features						
Sensor	1.3 MP CMOS	CMOS (megapixels are unknown)	1.39 MP CMOS	3.2 MP CMOS	1.3 MP CMOS	1.92 MP CMOS
Resolution	XGA, SXGA, WXGA, 720p	XGA, SXGA, WXGA	XGA, SXGA, WXGA	XGA (video capture with QVGA, VGA and XGA)	SXGA	SXGA
Zoom	Ü 41.6x zoom (5.2x optical, 8.0x digital)	Ü 36x zoom (6x mechanical, 6x digital)	Ü 41.6x zoom (5.2x optical, 8.0x digital)	Ü 16x zoom (2x AVERZOOM, 8x digital)	Ü Zoom specifications are unknown	Ü 40x zoom (8x manual (not optical), 5x digital)
Displays moving objects in real time up to 30 frames per second	Ü 30 fps	Ü 20 fps (normal mode) (up to 30 fps in special mode)	Ü 30 fps	Û 24 fps	Ü 30 fps	Û 15 fps
Split screen or picture in picture option	Ü Includes a picture in picture option	Ü Includes a picture in picture (PBP) option	Ü Includes a picture in picture option	Û Does not include this feature	Ü Includes a split screen option	Ü Includes a split screen option

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Adapter-free microscope viewing mode	Û No adapters are required to use the document camera with a microscope.	Û Microscope adapters are included as accessories.	Û Although no adapters are required to use the document camera with a microscope, a microscope attachment is supplied.	Û Microscope adapters are available as accessories at an additional cost.	Û Microscope adapters are available as accessories at an additional cost.	Unknown. Epson makes no mention of microscope viewing or adapters.
Large viewing area	Û 16 5/8" x 13 1/4" (42.3 x 33.6 cm)	Û 14" x 11" (35 x 28 cm)	Û 16 3/8" x 13" (41.7 x 33.1 cm)	Û 12.6" x 9.5" (32.0 x 24.1 cm)	Û 8.5" x 11" (21.6 x 28 cm)	Û 14" x 19" (35.6 x 48.3 cm)
HD output	Û HD output is available via DVI-D.	Û HD output is not available.	Û HD output is not available.	Û HD output is not available.	Û HD output is not available.	Û HD output is not available.
USB hub	Û Includes a USB hub for flexible peripheral connectivity options	Û A USB hub is not available.	Û A USB hub is not available.	Û A USB hub is not available.	Û A USB hub is not available.	Û A USB hub is not available.
SDHC memory card slot for saving images	Û Includes an SD/SDHC memory card slot	Û Includes an SD/SDHC memory card slot	Û Includes an SD/SDHC memory card slot	Û Includes only an SD memory card slot	Û A memory card slot is not available. Images or video are saved on the computer.	Û Includes only an SD memory card slot
On-board video capture	Û It does include a button on the control panel that allows images to be captured into SMART Notebook files with one touch.	Û Includes one-touch video recording and playback	Û This feature is not included.	Û This feature is not included.	Û Video capture must be performed from the control panel on the software.	Û This feature is not included.

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Internal memory	<p>û Images can instead be saved to an SD or SDHC card or an attached computer. No images remain on the document camera, offering additional security and confidentiality when it is shared or transported.</p>	<p>ü Up to 120 jpeg images can be saved to the internal memory.</p>	<p>û This feature is not available.</p>	<p>ü Includes built-in memory for up to 80 images.</p>	<p>û This feature is not available.</p>	<p>ü Includes 128 MB of internal memory for over 300 jpeg images.</p>
Illumination	<p>Illumination is provided by an LED lamp.</p>	<p>Illumination is provided by a cold cathode lamp, separate from the document camera.</p>	<p>Illumination is provided by a white LED illumination lamp.</p>	<p>Illumination is provided by a detachable LED lamp.</p>	<p>The 3Cam does not feature built-in lighting. Supplemental light is required near the camera (e.g. a penlight, flashlight or small lamp) if used in a severely darkened room.</p>	<p>Illumination is provided by an LED lamp.</p>
Weight	7 lb. 10 oz. (3.46 kg)	5 lb. (2.3 kg)	6.39 lb. (2.9 kg)	4.4 lb. (2.0 kg)	Unknown	5.5 lb. (2.5 kg)
Remote control	<p>û A centralized control panel enables the teacher to be in full control of the document camera and other integrated products. There are no issues with lost, stolen or damaged remote controls.</p>	<p>ü Includes a remote control</p>	<p>ü Includes a remote control</p>	<p>ü Includes a remote control</p>	<p>û Does not include a remote control</p>	<p>û Does not include a remote control</p>
Control panel on the document camera	<p>ü</p>	<p>ü</p>	<p>ü</p>	<p>ü</p>	<p>û The 3Cam features a button on its base.</p>	<p>ü</p>

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Removable presentation stage	 The viewing area is not limited to the size of a removable presentation stage, and any surface or object can be viewed using the document camera.	 Does not include a removable presentation stage.	 Includes a removable presentation stage.	 Does not include a removable presentation stage.	 Does not include a removable presentation stage.	 Does not include a removable presentation stage.
Dimensions (W x Hx D)	Set up 11 3/8" x 16 3/8" x 14 5/8" (28.9 x 41.7 x 37.0 cm) Folded 11 3/8" x 3 3/4" x 12 1/4" (28.9 x 9.5 x 31.2 cm)	5.5" x 15.7" x 18.1" (22 x 40 x 46 cm)	Set up 13 7/8" x 16 1/4" x 14 5/8" (35.0 x 41.1 x 37.1 cm) Folded 7 3/4" x 17 1/2" x 10" (19.5 x 44.5 x 25.5 cm)	Set up 8.6" x 19.7" x 5.5" (21.8 x 50.0 x 14.0 cm) Folded 15" x 2.2" x 6.6" (38.1 x 5.6 x 16.8 cm)	7.9" x 7.9" x 31.1" (20 x 20 x 79 cm)	Set up 5.5" x 23.5" x 10.9" (14.0 x 59.7 x 27.7 cm) Folded 6.6" x 1.7" x 10.9" (16.8 x 4.3 x 27.7 cm)
Certifications and compliance	Environmental compliance – RoHS and WEEE (European Union), EIP (China) Packaging – CPSIA (United States) Energy efficiency – Energy Star Regulatory certification – FCC, CE, CB, CCC and C-Tick	Regulatory certification – FCC-EMI, cUL, CE-EMC, CE-LVD (European Union) Environmental compliance – RoHS and WEEE (European Union)	Environmental compliance – RoHS directive 2002/95/EC	Regulatory certification – FCC and UL (power adapter)	Regulatory certification – CE Environmental compliance – RoHS	Regulatory certification – FCC 47CFR Part 15B Class B (DoC) and UL 60950-1 (United States), ICES-003 Class B CSA C22.2 #60950-1 (Canada)

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Security features	ü A security cable slot is provided.	ü Auto erase mode, a Kensington® lock slot and screw holes (to mount to a cart) are provided.	ü A security slot is provided.	Unknown	Unknown	ü A security cable slot is provided.
Compact fold-flat design	ü The SMART Document Camera has a compact, fold-flat design for easy transportation and storage.	û The ActiView 322 does not fold.	û The Elmo TT-02RX partially folds but does not fold flat for easy transportation or storage.	ü The AVerVision 300 AF+ folds flat.	û The Logical Choice 3Cam does not fold.	ü The Epson DC-10s folds flat.
Five-year warranty	ü Comes with a five-year warranty	û Comes with a one-year limited warranty and only 90 days of phone support	ü Comes with a five-year warranty	ü Comes with a five-year warranty on the main unit and a one-year warranty on accessories	û Comes with a one-year limited warranty with optional two-year and four-year extensions	û Comes with a three-year limited warranty. An additional two-year warranty is available for a cost.
Top software features						
Integrated with whiteboarding software	ü The SMART Document Camera integrates seamlessly with SMART Notebook collaborative learning software, which provides whiteboarding resources, features and functionality.	ü The ActiView 322 integrates with ActivInspire Professional Edition software but not ActivInspire Personal Edition.	û The TT-02RX does not integrate with whiteboarding software. Image Mate software offers some basic annotation tools.	ü The AVerVision 300 AF+ integrates with 3 rd party whiteboarding software via AVerMedia's Flash App. AVer+ and AVerVision software both offer some basic annotation tools.	ü The 3Cam software control panel can be launched from a 3Cam icon within the Promethean ActivStudio or ActivInspire software's toolbar.	û The Epson DC-10s is not currently integrated with whiteboarding software.

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Supports Windows, Mac and Linux® operating systems	û Currently the SMART Document Camera supports only Windows operating systems.	ü Supports Windows, Mac and Linux operating systems	û Publicly available information suggests that the software only supports Windows and Mac operating systems.	û Publicly available information suggests that the software only supports Windows and Mac operating systems.	û Publicly available information suggests that the software only supports Windows and Mac operating systems.	û Publicly available information suggests that the software only supports Windows and Mac operating systems.
One-touch ability to capture images directly to whiteboarding software	ü The SMART Document Camera includes a Capture to SMART Notebook button on the control panel that allows images to be added to SMART Notebook files with one touch.	û This feature is not available.	û This feature is not available.	û This feature is not available.	ü Integrates with Promethean ActivInspire software (Available separately).	û This feature is not available.
Annotation over live images	ü SMART Notebook software allows the user to annotate over live images.	ü The user must launch ActiView software in a separate window and then use the desktop flipchart mode in ActivInspire to annotate over live images.	û This feature is not available.	ü Users can annotate over live images using AVer+ or AVerVision software.	ü Users can annotate over live images using the 3Cam software.	û This feature is not available.

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