MEETING OWL PRO 3 VS SIGHT

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Meeting Owl 3 is an entry-level, 360 degree meeting camera for the center of the table. There are significant differences between this product and Logitech's Sight, but it may be perceived as a competitor.

SIGHT

MEETING OWL PRO 3

FEATURE COMPARISON

Feature	Competitor	Logitech	Comments
Camera Type	360° camera	Tabletop multi-participant camera	Using Logitech Sight on the table along with Rally Bar/Rally Bar Mini at the front of the room is the best way to make hybrid meetings more equitable, tracking conversations as they move between hybrid participants.
Camera Resolution	1080p	4K per camera	
Integrated AI	●	●	
Field of view	360° (fish eye lens)	315° (dual cameras)	Meeting Owl 3 is designed to be used with a 360 degree fish-eye lens, which significantly distorts the image's background. Sight minimizes this by using multiple cameras and not covering unnecessary areas, such as the end of the table where the screen is located.
BYOD	●	●	
Teams, Zoom & Google certification	No	Pending	Rally and Rally Bar Mini are intended to be used with Sight. It is certified to work with Microsoft Teams, Zoom, and Google Meet.
Room size suitability	Huddle Small Medium (with multiple units)	Medium Large XL	
Additional software required	●		Meeting Owl 3 requires additional software to be installed on a laptop or mobile device in order to be set up. In this app you can change the settings of your camera.
Remote Management	No	Yes - via Logitech Sync	
Aesthetics	It looks like an owl	It has a professional form-factor	Meeting Owl's aesthetics are met with mixed feelings. There are some customers who like the look of it, while there are others who find it to be unprofessional and gimmicky.

WHY CHOOSE LOGITECH

With Logitech's Sight, everyone can enjoy an equitable meeting experience without compromising on image quality. With Logitech's extensive product range, rooms of all sizes can be covered. Global availability and comprehensive support offerings make the solution much more appealing to customers.

COMPETITOR KEY TALKING POINTS

As Owl Labs works towards improving meeting equity with the Meeting Owl, it is important to realize that center of the table solutions isolate users at the far end of the room more when attention is focused at the front of the room. As a result, participants in the room will turn to face the front of the room, effectively turning away from the camera and the far-end user. True meeting equity can only be achieved with a hybrid solution such as Sight.

WHY CHOOSE COMPETITOR

If a customer is not familiar with video conferencing equipment and wants a simple, inexpensive solution that can be accessed quickly, they might consider Owl Labs. With video capabilities added, Meeting Owl is often compared to a conference phone.

FURTHER INFORMATION

Scan or Click here for more information

The bottom line:
Logitech Sight is fundamentally different from Meeting Owl 3 in that it is one element of a dynamic, high-quality solution that enables seamless switching between the front of the room and the center of the table, resulting in true meeting equity. It is a 360-degree camera that allows only a view of the center of the table.

FOUR THINGS TO CONSIDER

Is using only a center of table solution really the answer?	Meetings around tables can benefit from 360-degree cameras, but how many meetings feature no front of room activity (presentations, sharing of screens)?
How users appear to the far end matters	Sight works in conjunction with Rally Bar Mini or Rally Bar ensuring image quality is as high as possible. Meeting Owl 3 uses one 1080p 360° camera.
Do you want a consistent experience across your business, no matter what the room size?	No matter what the size of your meeting room is, Logitech offers a range of products that will suit it.
Cable management matters	In the real world cables fall out, or get pulled. Logitech's high quality cable management makes the system more robust, with lower cost of ownership and less downtime.

CONVERSATION STARTERS

Image Quality Matters	Most users consider image quality second only to ease of use when it comes to video conferencing tools. (Futuresource Consulting 2022)
What is being equipped? One Room? A variety of room sizes?	End users frequently prefer to use the same brand for video conferencing solutions across all meeting room sizes due to continuity of user experience and fewer vendor relationships to maintain.
How are you going to manage these solutions once they are in every meeting room?	Management: Logitech Sync for Personal Collaboration devices keeps a close eye on all deployed devices for inventory control, as well as gives IT admins the ability to publish firmware updates to users to minimize potential help desk calls and user experience issues.
Logitech has a long history in producing secure products.	There have been some very serious security vulnerabilities identified in Owl products in the past. Are you confident that these issues have been resolved?

OBJECTION HANDLING

The Meeting Owl 3 is cheap
The user experience is vastly inferior for such a cheap meeting room solution.

The Meeting Owl 3 gives meeting equity
Having 360 degree cameras means everyone speaking in the room can be seen equally well, but seeing the side of their faces does not equal meeting equity. True meeting equity can only be delivered by Sight.

The image quality of the Meeting Owl 3 is good enough
The maximum horizontal resolution of Meeting Owl 3 with 120 degree field of view is 640 pixels, compared to around 3000 pixels for Sight or almost 4000 pixels with Rally Bar.