



How to select a webcam

Why upgrade to an HD webcam?

The difference in video quality between a regular TV and HDTV is significant. HD webcams offer this same level of improvement over typical built-in and external webcams.

Using an HD webcam, you'll immediately notice:

- Richer, true-to-life colors
- Greater image clarity and detail
- Good lighting even in dim and harsh lighting with intelligent auto light correction
- Clearer sound with high-quality built-in microphones



What to look for

Highest possible video resolution: Video resolution is the number of dots or pixels captured in an image. The higher the resolution, the more detail that's captured, resulting in more brilliance. The differences in resolution are considerable:

- *Typical built-in webcams:* 640x480 pixels in standard 4:3 format
- *HD 720p external webcams:* 1280x720 pixels in 16:9 widescreen format
- *Full HD 1080p external webcams:* 1920x1080 pixels in 16:9 widescreen format

Most fluid HD 720p video calls: The more video frames per second (fps), the more fluid the video motion. Conversely, the lower the fps, the more likely you'll see strange things like video out of sync with audio or jerky head movements. Best-in-class webcams consistently deliver at least 25 fps for HD 720p video calls.

Professional-grade optics: Image quality is only as good as the lens that captures the image. High-quality multi-element lenses correct focal and color inaccuracies that cause blurry or poorly color-tuned images. Webcams that use professional optics, such as Carl Zeiss lenses, give you greatly improved image quality.

Precision focus: Select from three levels of focusing systems, depending on how little or how much adjusting you're willing to do:

- *Manual:* Lets you adjust focus by hand.
- *Fixed Focused/Always Focused:* The camera is pre-set to a specific focus range. Better webcams keep you in focus by setting the range at 40 cm and beyond, the typical distance between you and your computer.
- *Autofocus:* The best webcams focus in and out automatically. Top-of-the-line models are designed with precision autofocus that's ultra-smooth.

Auto light correction: If room lighting isn't just right, your video image may be cast in shadows or look washed out. Auto light correction instantly detects and corrects for poor lighting. Better webcams have low-light boost, color boost and adjust exposure so you look your best, even in dim and harsh lighting.

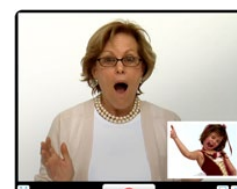
Face tracking: High-quality webcams can intelligently adjust framing, keeping your face in the center of the screen when you move. Some also offer a wide-field-of-view, ideal for situations when two or more people are on camera.

Sound-enhancing mics: Most webcams have a built-in microphone. Quality varies. A premium mic will include noise-reduction technology. High-end webcams come with dual mics, giving you HD quality stereo audio.

Easy set-up: Webcam setup is simple, much like setting up a new printer. Insert the webcam's software CD into your computer and follow the on-screen prompts. When installation is complete, plug the camera's USB cord into your computer and you're done.

Video calling software options:

You and the person you're calling can make video calls using any webcam and Instant Messaging (IM) application such as Skype or Windows Live Messenger. Download IM software directly from the web. For the easiest video calling, look for webcams that come complete with dedicated video calling software.



PC vs. Mac compatibility: To access all the features of a webcam, be sure to choose one designed to work with your operating system. Most webcams are for Windows-based PCs. Some are designed specifically for Mac. PC webcams with UVC (USB video device class) compatibility will also support Mac, although some features may not work.

Which HD webcam is right for you?

If this sounds like you:



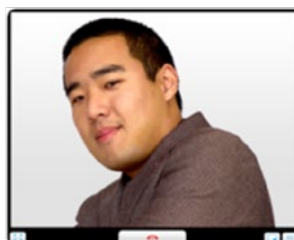
"I just want the basics for simple HD video calling"

We recommend:

Logitech HD Webcam C310

Start making HD 720p video calls right away with:

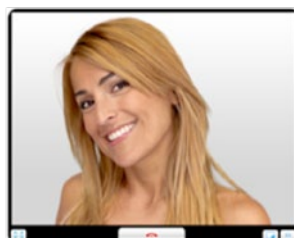
- Auto light correction
- Built-in noise-cancelling mic
- Simple HD video calling with included Vid HD software



"I want to do more in HD video wherever I go."

Logitech HD Webcam C510

- Portable HD 720p video calling, recording and 1-click video uploading to YouTube and Facebook
- Compact fold-and-go design
- 360° rotational camera to shoot all the way around at virtually any angle



"I want to look my best on my HD video calls, blogs, chats and broadcasts."

Logitech HD Webcam C910

Our top-of-the-line HD webcam with:

- 5 MP HD sensor for 16X higher video resolution than built-in VGA webcams
- Full HD 1080p video recording
- Fluid HD 720p video calling
- Ultra-smooth autofocus and pro-quality Carl Zeiss lens for clearest, sharpest video quality
- Dual mics for HD-quality stereo audio
- 1-click YouTube and Facebook uploading



Visit logitech.com to see the full selection of Logitech HD webcams.