



### Company Info

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Clary Icon

### Company Size

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60 employees

### Location

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San Diego, California

### Industry

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Information Technology

### Website

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claryicon.com

### Overview

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Clary Icon manufactures the award-winning Clary Onescreen, an interactive video whiteboard. When meeting room technologies work together, companies can realize the promise of people working together. The Clary Onescreen combines video conferencing, interactive whiteboarding, unified collaboration, and computing into a single, integrated solution—so people and technology interact naturally.

clary.icon>

## Case Study: Clary Icon

### Clary Icon Develops End-to-End Collaboration Suite Using the Logitech ConferenceCam

### Clary Icon Onescreen combines Logitech ConferenceCam with interactive whiteboard and unified communications application to boost meeting productivity

Forward-thinking organizations around the world are adapting unified communications solutions at an increasing rate, looking for new ways to boost collaboration across multiple locations and devices in an effort to increase productivity, shrink cycle times, and lower costs. To effectively harness the collective intelligence of a distributed workforce, companies need access to the right tools to replace in-person meetings with virtual collaboration sessions. Clary Icon of San Diego, California has developed Clary Icon Onescreen™, an interactive video whiteboard that combines high-definition video conferencing, an advanced interactive whiteboard, and a PC running Windows to make it easier for people to connect and work together anytime, anywhere.

“Clary Onescreen is a unique solution that provides organizations with the ultimate collaboration workhorse to drive meetings. Technology and people working together increases productivity, boosts efficiencies, and saves money,” said Sufian Munir, CEO at Clary Icon. “We developed the Clary Onescreen using top of the line components, including the Logitech BCC950 ConferenceCam, to provide a high-performance, seamless, and cost-effective solution that simplifies the user experience and enhances meetings for greater results.”

*“The Logitech ConferenceCam ensures that Clary Onescreen users see a clear, crisp image to enhance communication and facilitate a real-life collaborative experience. I have not seen any other video conferencing solution on the market that offers as much functionality for the same price.”*

Sufian Munir, CEO, Clary Icon

### Strong Price-Performance

As businesses update their communications infrastructure to include unified communications solutions, the need for video conferencing tools that offer a more life-like experience is critical. “We selected the Logitech BCC950 ConferenceCam because it is the only high-definition, pan-tilt-zoom conference camera on the market that delivers incredible video quality at a low price point,” explained Munir. With a glass lens designed with industry leader Carl Zeiss, the Logitech BCC950 ConferenceCam offers razor-sharp images, superior webcam zoom and autofocus capabilities, and superior functionality for a high-quality experience. “The Logitech ConferenceCam ensures that Clary Onescreen users see a clear, crisp image to enhance communication and facilitate a real-life collaborative experience. I have not seen any other video conferencing solution on the market that offers as much functionality for the same price.”

### A Compatible Solution

According to Munir, the fact that the Logitech BCC950 ConferenceCam is compatible with all major video conferencing platforms was a key selling feature. “By incorporating the Logitech ConferenceCam, Clary Onescreen is not limited to only making calls to high-end video conferencing systems but easily supports a multi-vendor environment, which is typical of most businesses,” noted Munir. And because the Logitech BCC950 ConferenceCam works with virtually any desktop video conferencing and unified communications application, including Microsoft® Lync®, Skype®, Google Talk™, Adobe® Connect™, Cisco Jabber™, WebEx®, and Citrix GoToMeeting®, the team did not have to develop any applications in-house, further boosting the solution’s interoperability and saving development costs. “More and

more people are asking for mobile access to web meetings,” added Munir. “The Logitech ConferenceCam can easily perform a multi-platform call, with other participants using their cell phone, PC, or a high-end video conferencing system to collaborate in real time.”

## Simple Collaboration

A driving factor in the development of the Clary Onescreen was to keep it simple so that users have access to a straightforward, complete collaboration suite that offers advanced functionality with just the click of the mouse. Before launching Clary Onescreen, the company conducted a survey and found that 40 percent of customers who had purchased an interactive whiteboard or high-end video conferencing solution were not using it regularly because the learning curve was intimidating. “Clary Onescreen users simply open the box, plug it in, and begin making calls,” explained Munir. “With an intuitive design and high reliability, the Logitech ConferenceCam contributes to our solution’s overall ease-of-use.”

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Sufian Munir, CEO, Clary Icon

## Saving Time Boosts Productivity

Designed as a plug-and-play solution, Clary Onescreen is easy to install and set up for immediate use. “Unlike many video conferencing systems that require 10 to 15 minutes at the beginning of a meeting for set up, Clary Onescreen lets users start working together immediately, saving valuable time and enhancing team productivity,” noted Munir. Leveraged for strategy sessions, regular meetings, and training purposes, Clary Onescreen users can more effectively work together, shrink cycle times, and make faster decisions. As a user-friendly, reliable, and high-quality video conferencing solution, the Logitech BCC950 ConferenceCam further simplifies the user experience, which leads to greater adoption and therefore productivity gains. Munir added, “Our own employees use the solution regularly to host virtual meetings and think it is one of the best tools we have ever had.”

“We own two Clary Onescreens; one for each property. The Logitech camera quality is great,” said Mike Daviau, System Administrator at Vernon Downs Hotel & Casino. “We always get crisp, real time video that’s sharp even as people move around the room, and there’s no freezing up. Our team meetings include up to 20 people and all of them are easily in frame, including those at the end of a 30-foot table. Camera control from the remote is intuitive and simple for our teams to adjust as needed. Even at tighter zoom we have more than sufficient visibility for large meetings.”

## Lowering Costs

With the option to replace in-person meetings with virtual meetings that offer high-quality video to facilitate active teamwork, Clary Onescreen users can also reduce travel time and costs for added efficiencies.

## Future Collaboration

Employees are increasingly working from home, on the road, and in offices around the world, collaborating and communicating with each other across international boundaries. By combining best-in-class video conferencing functionality with a range of unified communications solutions to support the virtual workplace, Clary Onescreen is helping companies become more productive while reducing costs. “Our goal is to help organizations improve operational efficiencies with solutions that use state-of-the-art technology designed to boost the customer’s bottom line,” concluded Munir. “As we continue to develop solutions that best meet our customer’s unified communications needs, we will look to Logitech for the best clarity and conversation quality possible to enhance the overall virtual collaboration experience.”

Learn more at [logitech.com/business](http://logitech.com/business)

To order, contact your reseller or call us at **800-308-8666**

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## Challenges

- Deploy top-of-the-line high-definition video conferencing within an all-in-one collaboration suite to enhance meetings and drive productivity
- Deploy tools that are cost-effective, easy to use, and compatible with major video conferencing and unified communications solutions

## Solutions

Clary Icon has incorporated the Logitech BCC950 ConferenceCam as a key component of its all-in-one conferencing suite to facilitate virtual collaboration and boost meeting productivity. Selected for ease-of-use, performance, compatibility, and cost-effectiveness, the Logitech ConferenceCam enhances the user experience and reduces operational and support costs.

## Benefits

- Cost-effective, high-quality ConferenceCam facilitates unified communications for effective collaboration
- Optimized for major video conferencing platforms and unified communications clients
- Easy to use, reliable performance to eliminate downtime and boost productivity
- Excellent high-definition video quality for life-like experience
- Reduce operational, support, and travel costs

## Toolkit

- Logitech BCC950 ConferenceCam

