



## COMPANY

The Enderle Group  
[www.EnderleGroup.com](http://www.EnderleGroup.com)

## LOCATION

Bend, Oregon

## INDUSTRY

Technology

## OVERVIEW

The Enderle Group, a forward-looking emerging technology advisory firm has made its name guiding companies and consumers on everything from consumer electronics to business technology. At the helm is Rob Enderle, the boutique firm's principal analyst with over three decades of experience in emerging technologies.



## CASE STUDY:

# THE ENDERLE GROUP—ROB ENDERLE

## Tech analyst firm creates its own broadcast studio using Logitech ConferenceCam Connect

When Enderle moved from the heart of Silicon Valley to the raw beauty of the Pacific Northwest, he faced a significant challenge: staying in the mix given that he was living hundreds of miles away. Most pressing was his need to make regular TV appearances, nearly impossible given that he no longer had a close-by studio. He quickly dismissed the idea of frequent five-hour round-trip drives to a Eugene, Ore. studio for a five-minute TV spot.

"It either meant that I had to wait until I went to San Francisco and do tapings then," explains Enderle, "or I had to put together some kind of video solution."

That's when he discovered Logitech ConferenceCam Connect.

"By going to ConferenceCam Connect, I was able to create a studio in my office," said Enderle of the sleek, all-in-one video conferencing solution. "It allowed me to be back in the game while still living out in the country."

## PRODUCT OF THE WEEK

Enderle looked at a host of video conferencing options before landing on ConferenceCam Connect. Soon after, he gave it an award.

"I made ConferenceCam Connect my 'Product of the Week' because it saved my butt," says Enderle of featuring the product in his TechNewsWorld column. "Really there was nothing that even came close to meeting my need for this to be simple, compact...portable and still very high quality. You tended to trade off any one of these factors not to mention the fact that they are all relatively expensive," says Enderle. "There is no other product on the market that has this combination of features that allow you to do a conference where you want to do a conference, when you want to do a conference."

For Enderle, the Logitech name also played a part: "Logitech builds a high quality product; they are a trusted brand. The fact that ConferenceCam Connect is made by Logitech means I can trust it to work when I need it to."

## EFFORTLESS SET UP

"I'm not a huge fan of playing IT person," admits Enderle. He preferred something he and his wife, who works with him, could set up without breaking a sweat.



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Rob Enderle  
Principal Analyst

"You don't have to load software, you don't have to read a secret book or find a code or go find an administrator," says Enderle, referencing the more complex video conferencing systems he has used. "Within about ten minutes of getting it, plugging it in, it's up and running. You can get a Skype call going and you're in business."

### ALL-IN-ONE: EASE AND PORTABILITY

"The all-in-one design makes it very easy," says Enderle, "When I need it, I just pop the remote control off," he says of the cylindrical product's discrete, dockable remote control that doubles as a protective cover for the camera lens (essential in a region known for its fine volcanic dust)

"What is particularly great about ConferenceCam Connect is it's very self contained. It's small; you can put it in a purse, a backpack and that means you can take it with you," says Enderle, adding that the product's built-in 3-hour rechargeable battery is key to enabling on-the-go video conferencing. "If you want to do a video conference from the quad, you do a video conference from the quad. You don't have to wait for that one video conference room."

"This allows you to set up a conference fairly quickly, ad hoc and then get together," says Enderle, identifying the Logitech solution as a potent tool for enhancing collaboration. "This is at the head of the pack."

Plus, "It's attractive so it kind of sits out almost like a piece of art," says Enderle who appreciates that, with ConferenceCam Connect, he doesn't have to contend with a tangle of messy wires.

Having closely followed video conferencing for decades, Enderle finds the product even more compelling when factoring in its affordability. "We went in the last five to seven years from believing we needed to have a \$250,000 system with \$10,000 a month maintenance to a \$500 system with no maintenance," says Enderle. "That's what makes this amazing."

### MEETING BROADCAST'S HIGH STANDARDS

While ConferenceCam Connect appeared to be a great option, Enderle and his broadcast partners needed to determine whether the product – which features HD 1080p video, 90-degree field of view and 360-degree sound – would meet broadcast's exacting standards.

"It passed the CNBC test," reports Enderle.. "CNBC did an evaluation and this met their requirements for video and audio quality."

At the end of the day, Enderle says ConferenceCam Connect will keep him home more. If it's easy to use, he explains, people actually use it and that reduces the need to travel, which translates to time and money savings. "If it saves you one trip, it's probably paid for itself."

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### CHALLENGE

- Stay in the mix despite moving away from Silicon Valley
- Make regular TV appearances even though no studio close by
- Find high-quality, low-cost video conferencing solution for the office

### SOLUTION

- Select sleek, all-in-one ConferenceCam Connect to conduct TV appearances from the office
- Named ConferenceCam Connect "Product of the Week" for its quality, simplicity and portability

### BENEFITS

- High quality audio and video meet CNBC's exacting broadcast standards
- For a few hundred dollars, accomplishes what used to cost \$250,000
- Transforms office into a TV studio
- Reduces need for travel translating to time/money savings

### Toolkit



CONFERENCECAM CONNECT