

12/6/2021

New Style, Smart Office

Huawei IdeaHub Series



HUAWEI

PETA

BYTE

Contents

01 IdeaHub Product Overview

02 IdeaHub Highlights

03 Sales and Strategies



Huawei IdeaHub, a Productivity Tool for Smart Office

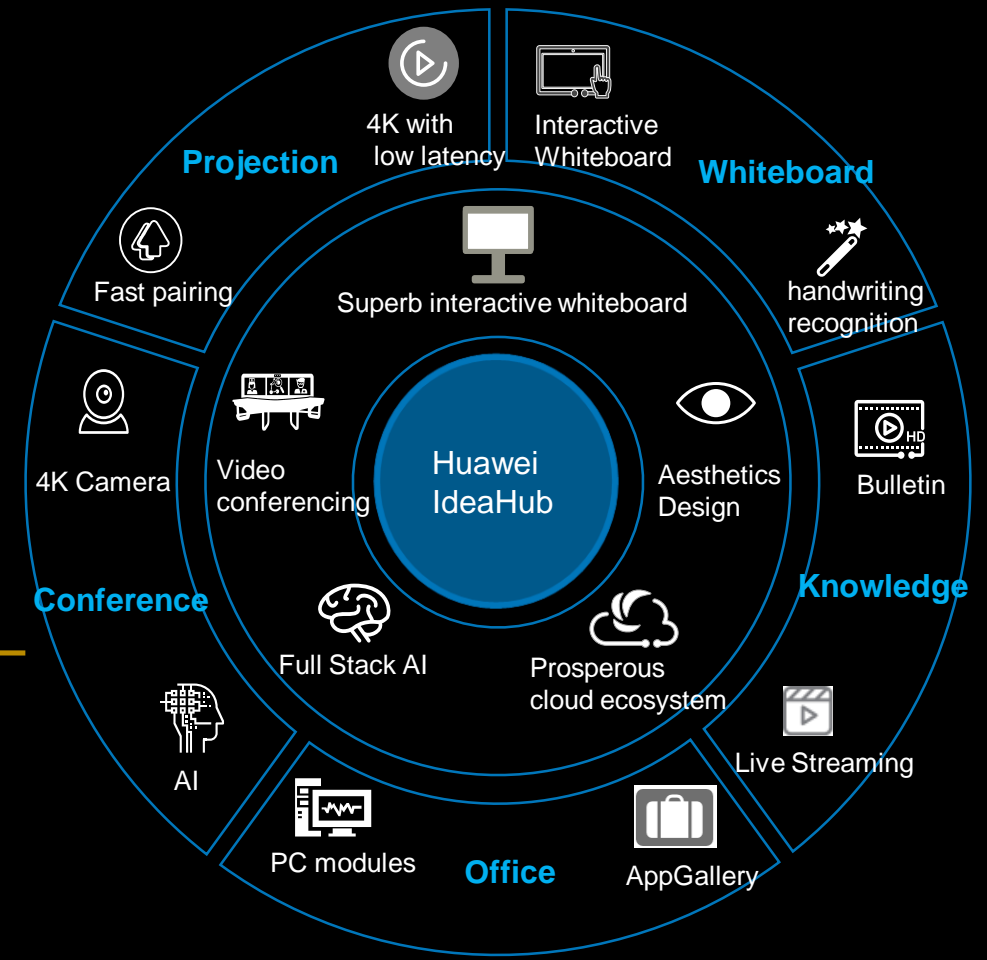


HUAWEI IdeaHub

Incorporation of 5 major capabilities

High integration

Substitution of whiteboard and projector



Make it Easy, Building a Digital Office Space

IdeaHub, an all in one collaborative board, integrates necessary functions in 4 scenes, which are Interactive Whiteboard, presentation projection, video conference, Open Office Apps. It breaks the limitation of traditional conference and space to have more efficient teamwork.

Interactive Whiteboard

Wireless Projection

Video Conference

Office Apps



VS



Traditional conference room

Conference terminals, projector, projection screen, whiteboard, conference control tablet, microphone...

Digital conference room

All in one collaborative telepresence

Typical office Scenarios of IdeaHub

Open area



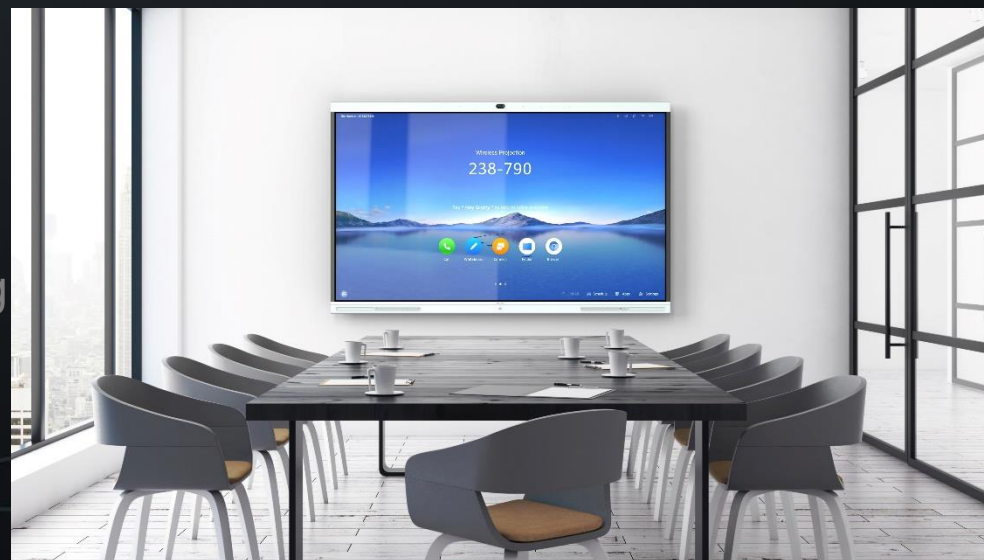
Huddle room



CXO room



Meeting room



Typical industry Scenarios of IdeaHub

Smart finance



Smart healthcare



Smart teaching



Smart education



IdeaHub Product Portfolio



IdeaHub S Jade White

1080p camera | 1080p data sharing |
Auto-framing



IdeaHub Pro Jade White

4K camera | 4K data sharing | Speaker tracking



IdeaHub Enterprise Titanium Gray

4K camera | 4K data sharing | Speaker tracking
Real-time captioning and translation |
Multi-modal meeting recording

Contents

01 IdeaHub Product Overview

02 IdeaHub Highlights

03 Sales and Strategies



3 Core Capabilities to Change Traditional Conference and Whiteboard

Superb Interactive Whiteboard

- Faster and smoother Content sharing
- Multiple sharing modes
- Lowest writing delay

Professional Video Conferencing

- Native and professional VC
- H.265 HD video conference, 4K experience
- SVC multi-stream, Acoustic baffle, Speaker tracking

Prosperous Cloud Ecosystem

- Large-screen Huawei appGallery
- Enterprise Bulletin Board
- Open Software and Hardware

3 Core Capabilities, faster and smoother content Sharing

60 fps

dedicated graphics processing chip ensure
Smoother projection

4K H.265

Higher coding efficiency and 50% lower bandwidth
Higher-definition pictures

Ultra-low cursor latency

More accurate mouse-pointing



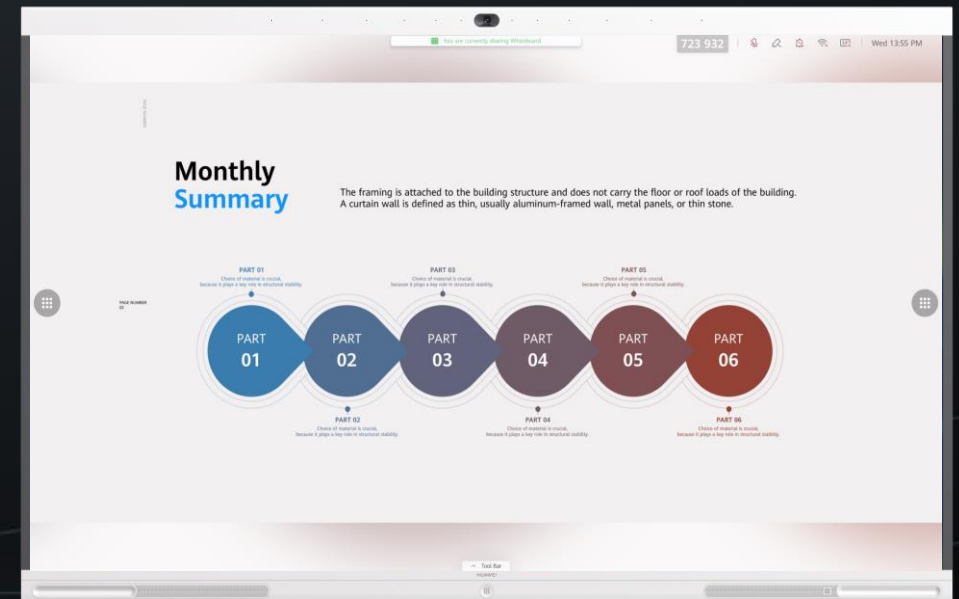
Multiple wireless projection modes, enabling desktop sharing from computers and mobile phones efficiently

Ideashare App

- Desktop sharing on computers and mobile devices is implemented without complex cable connections.
- A maximum of 20 wireless projection sources can be connected.

Ideashare Projector

- Supports one-click projection through the USB port of the Ideashare projector and one-click display of content on the video wall.

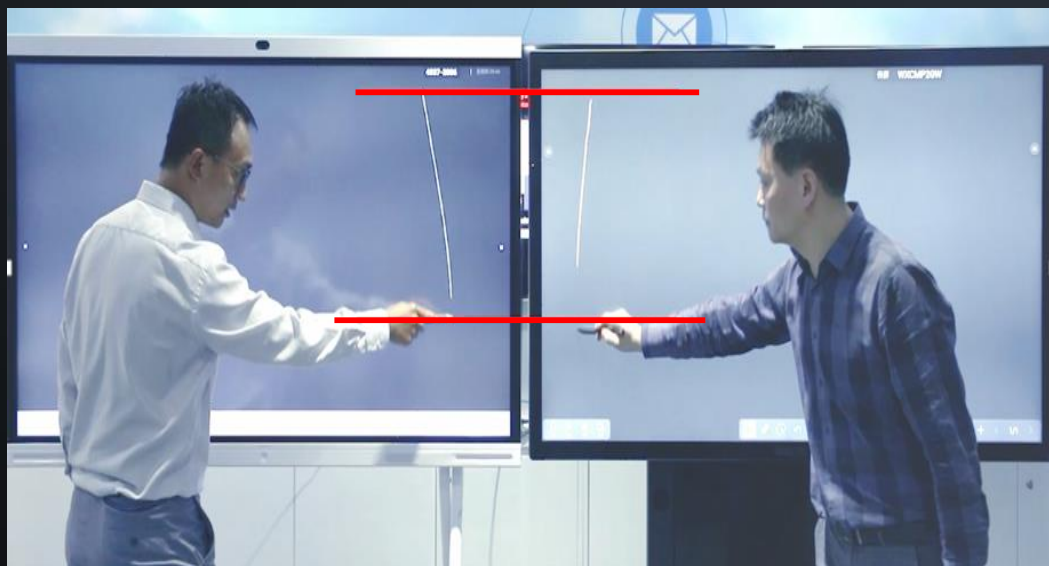


35ms Ultra-low Writing Latency

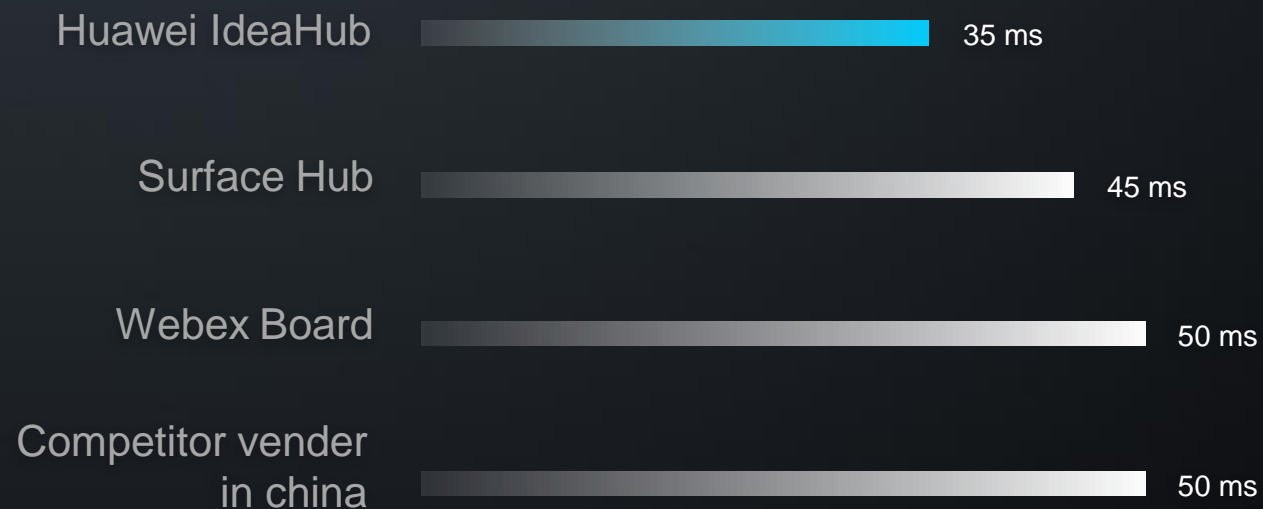
Huawei IdeaHub Pro



Others



Write Delay Comparison

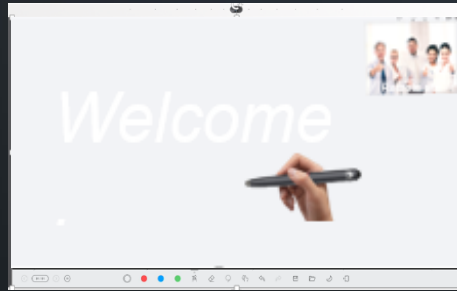


*Tested with 4K whiteboard in Huawei lab

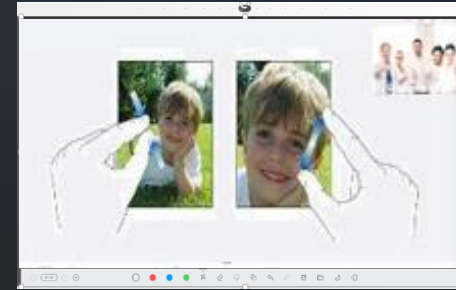
Dedicated chip: dual-chip (4-core 1.5 GHz+4-core 1.8 GHz), dedicated graphics processing chip (4-core 1.5 GHz), and video conference codec and AI algorithm processing chip (4-core 1.8 GHz)

High accuracy: The Writing precision reaches 1 mm, and the whiteboard writing is more accurate.

Scenario-based Intelligent Control



Different writing speed presents different strokes of different thickness, to reproduce the true writing scenario.

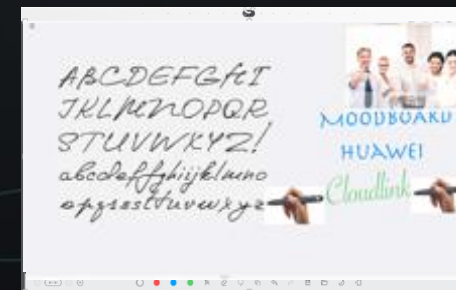


The pictures or texts can be zoomed in or zoomed out by gestures, for quick locating.

Erasing while writing makes writing/drawing more subtle and smooth.

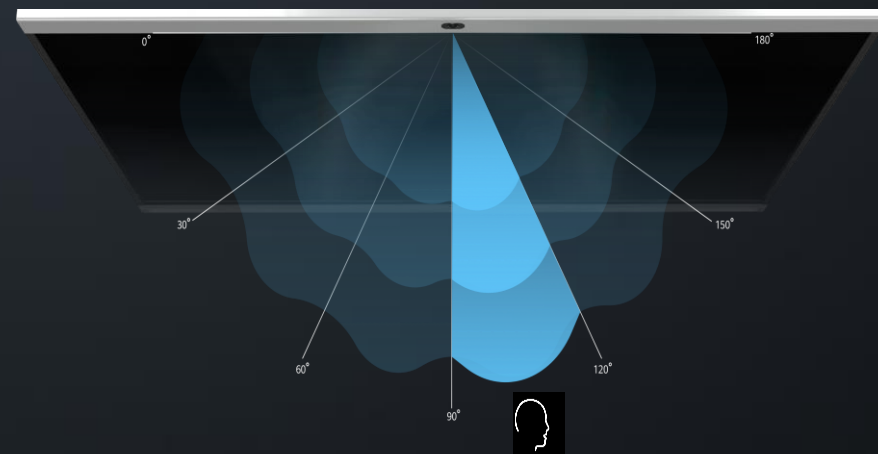


After locking the page, two authors can write simultaneously, thus promoting collaboration efficiency.



Delicate Design, professional hardware capability delivers native and super conferences experience

Integrates multiple core components, such as the 4K touchscreen display screen, 4K professional camera, microphone array, high-fidelity speaker, and high-quality aluminum alloy body, which can deliver native video conference without an external OPS



4K professional camera

Huawei

- 1800 lines 4K 30 fps video, clearer presentation
- PLNC new-generation imaging technology with low noise
- 30,000 hours of stable operation

VS

Consumer-level camera

Industry

- 1400 lines, 4K, 10 fps video
- Common camera with much noise
- consumption level. No such specification statement

12 linear microphone array

Huawei

- Beamforming, 180° front coverage, 8-meter radius for audio pickup
- 0.5° precise sound source positioning
- 100–20 kHz full-band audio pickup

VS

Six microphones

Industry

- Less than 180°, 6m sound pickup
- No such specification statement
- 100 Hz to 8 kHz audio pickup for parts of bands

Ultra-HD 4K content presentation, Low Bandwidth, High Reliability

- Latest **H.265** codec technology, supports **4K** ultra HD presentation, **4K** presentation with more clear picture and more smooth color.
- Unique VME technology supports 1080P HD video only with **384Kbps**, the lowest bandwidth to have HD experience in the industry.
- IRC intelligent bandwidth adjustment, **SEC** super error concealment, VTP data anti-jitter, **30% packet loss concealment** of video

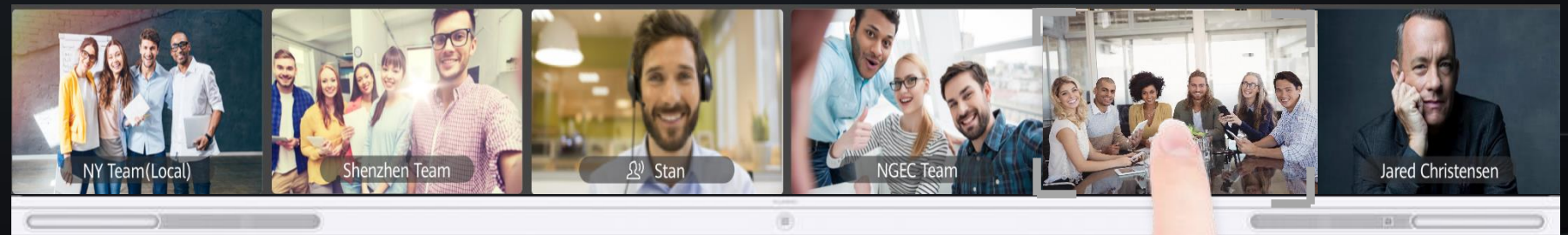
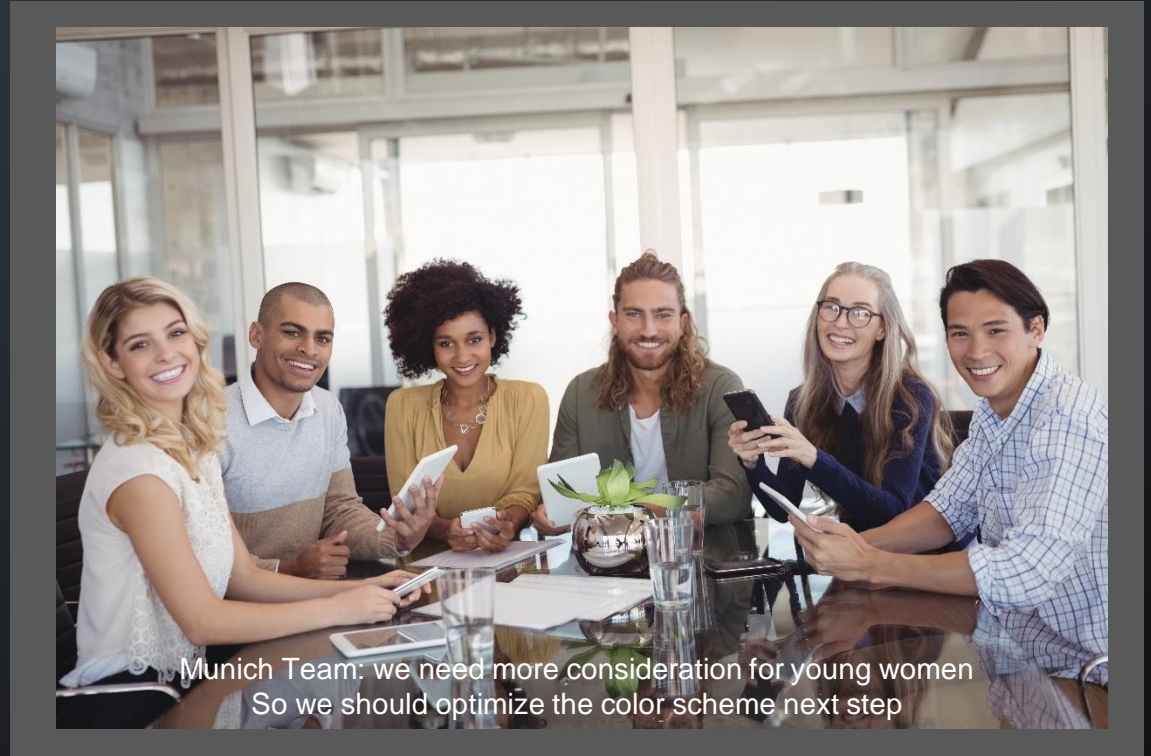


4K content provision



SVC Multi-stream Viewing Selection

- H.264 SVC technology meets the networking requirements of different bandwidths, devices, and networks.
- Support hybrid SVC and AVC conferences
- **Flexible layout adjustment,**
Drag and select a site to view it.





Block Noise via Acoustic Baffle Building Dedicated Conferences Space with AI

Huawei's enterprise smart display uses 12 microphone arrays, beamforming technology, and unique AI algorithms to form a sector in front of the smart display. The sector is like two invisible sound walls. The sound inside the sound walls can be picked up, and the sound outside the walls is blocked.

Intelligent Tracking Enables Auto-Zoom of the Speaker

Close-up picture



By using the built-in **12 microphone array** and **4K camera**, IdeaHub can localize spokesman voice and shoot the spokesman automatically to display the close-up picture of spokesman.

- Innovative voice-based location and face detection technologies
- Supports speaker close-up, Auto-Framing panorama adaptation
- Intelligent focus based on face information

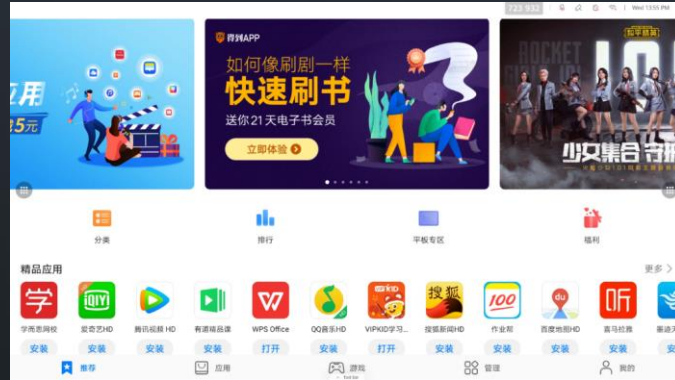


Large-screen dedicated app market



Built-in high-frequency applications

Provides common office applications and supports customized home page applications. Apps can be strongly bound to Huawei AppGallery to provide various apps that have been adapted to large screens.



Huawei AppGallery

Provides app stores that contains abundant HD apps, covering office, news, life, and video and audio recording. Users can download their favorite apps as they like. Other board vendors do not have similar application markets.



Web application entry

For large enterprises, the management platform can push existing web applications to the smart display for unified application distribution and management.

Open software & hardware capabilities, building an industry application portal

Office platform expansion

Optional OPS module for Windows expansion, The Windows OS can be started preferentially.

Open SDK, enabling the ecosystem

Open SDK, allowing third-party applications to obtain hardware peripherals and audio and video encoding and decoding capabilities



Finance



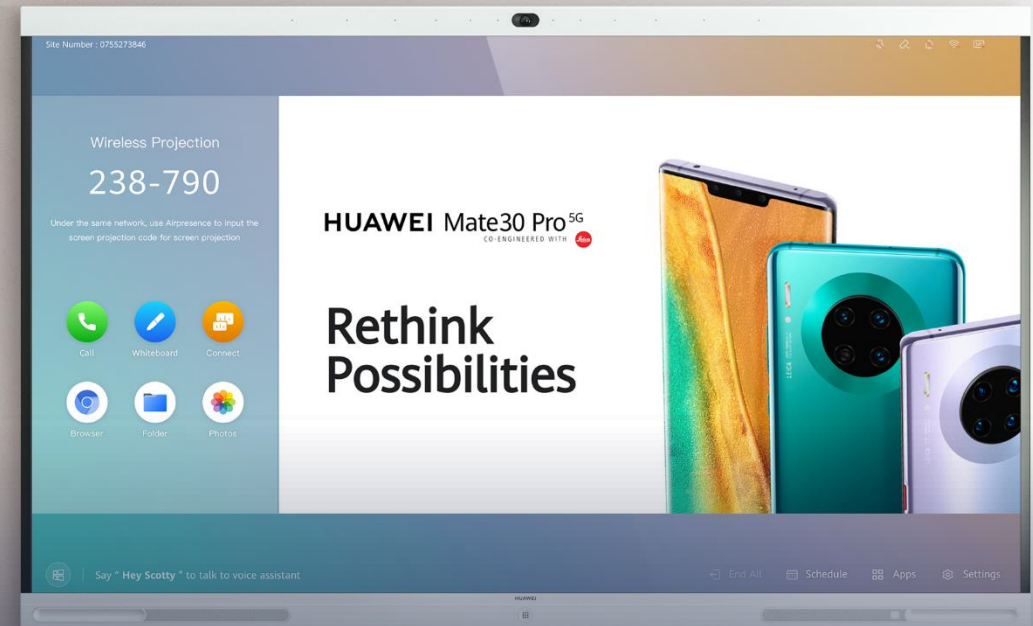
Education



Medicine



Bulletin Board



Information Window, a New Position for the Construction of Enterprise Culture

- Corporate culture publicity, team style display, real-time transmission of enterprise value concept.
- Internal information and news bulletins are released in real time, improving the efficiency of internal information publication.
- Content can be managed by level. Content can be flexibly defined based on scenarios.

Contents

01 IdeaHub Product Overview

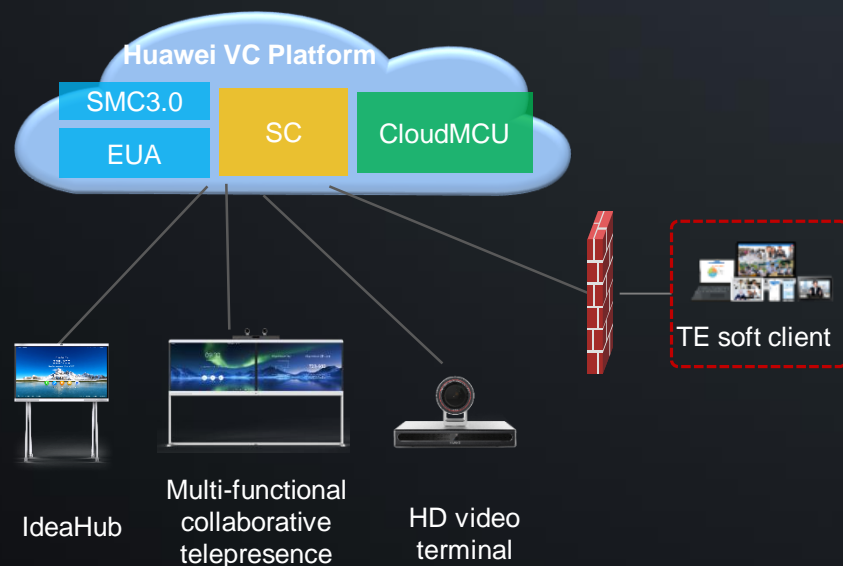
02 IdeaHub Highlights

03 Sales and Strategies



3 Sales Scenarios

Sold with Huawei VC platform



Differentiated highlights:

- **Ultra-collaborative whiteboard:** 4K ultra-HD projection, 35 ms ultra-low latency
- **Professional 4K intelligent conference experience:** super native conference experience without external OPS, intelligent audio, 20 kHz full-band sound pickup, and speaker tracking.
- **Rich cloud ecosystem:** Open APIs and Pre-integrates with Huawei AppGallery and supports the Huawei Ideahub apps zone.

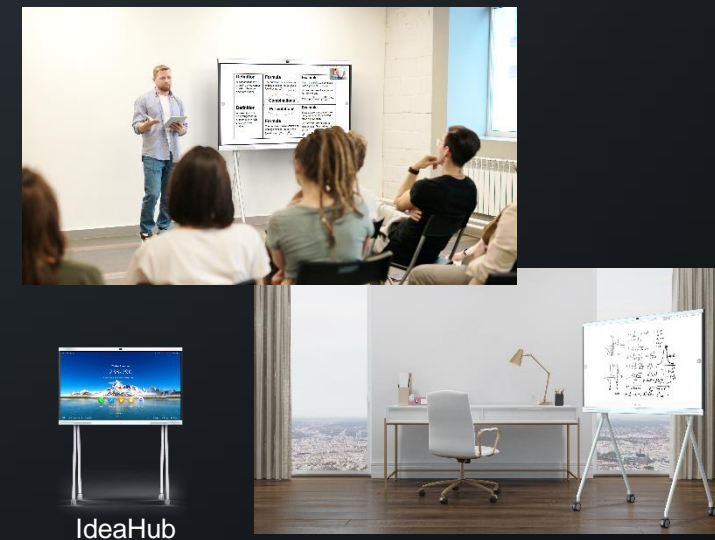
zoom and Teams public cloud



Differentiated highlights:

- **Professional hardware capabilities provide rich intelligent conference experience:** intelligent audio, 20 kHz full-band sound pickup, and speaker tracking.
- **Interconnection with third-party public clouds:** OPS windows seamlessly interconnects with Zoom and Teams
- **Rich cloud ecosystem:** Open APIs , Pre-integrates with Huawei AppGallery and supports the Huawei Ideahub apps zone.

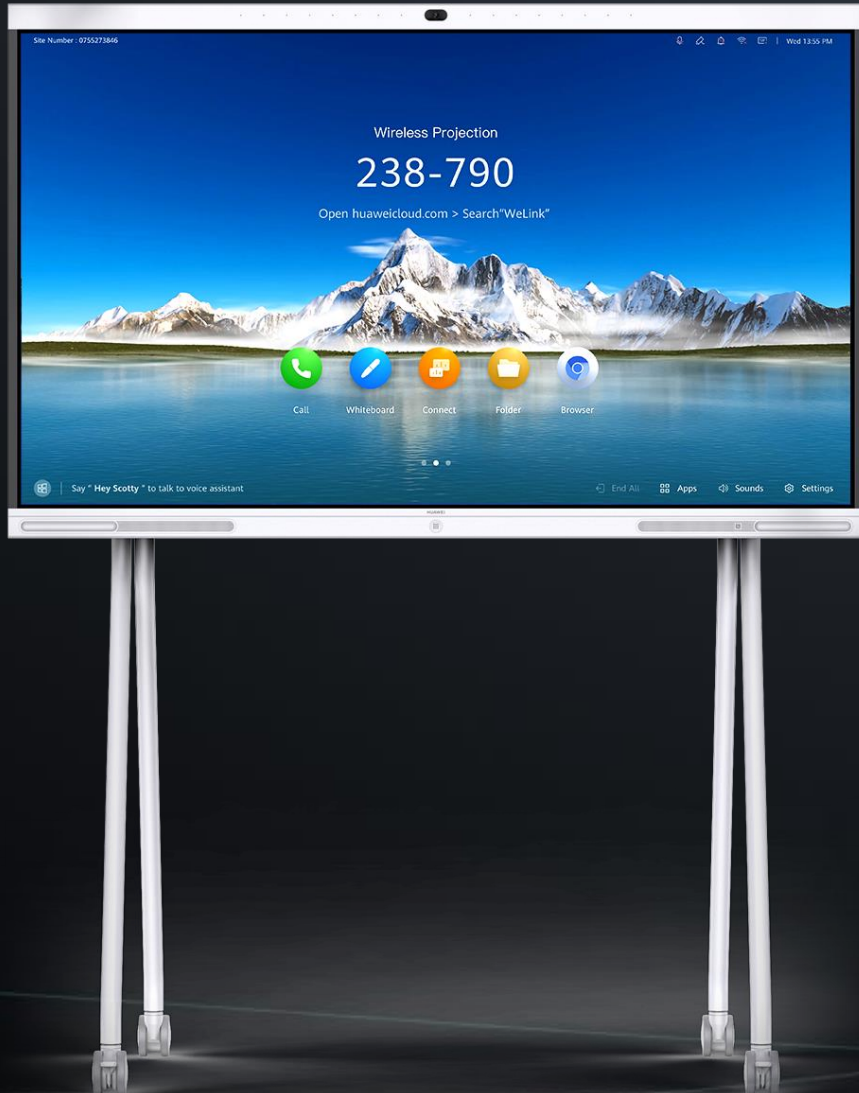
Pure electronic whiteboard



Differentiated highlights:

- **Ultra-collaborative whiteboard:** 4K ultra-HD projection, 35 ms ultra-low latency
- **HD projection:** 4K ultra-HD projection experience, support ideaShare software, hardware, and NFC projection

Specification of IdeaHub Pro



Size: 65", 86"

System: CPU: dual-chip 4-core @1.5G + 4-core @1.8G

RAM: 12 GB flash: 64 GB AI computing power: 4 TB FLOPS

Screen: 65"/E-LED, 86"/D-LED; Resolution: 4K; Writing precision: ±1 mm

Camera: built-in 4K30 camera, automatic voice tracking, AutoFrame;

Maximum wide angle: 80°; Zoom multiple: 2x digital zoom

Built-in MIC: 12+1 microphone array, 8m sound pickup, 180° front coverage, supporting external microphones

Dual-stream capability: 1080p 30fps+ 1080p 30fps (4K8fps), data conference: 4K 8 fps

Network adaptability: H.265:1080p 30 fps@384 kbit/s; H.264:1080p 30fps@512Kbps;

30% packet loss concealment

Video interface: 4 inputs and 2 outputs

Audio interface: 5 inputs and 3 outputs

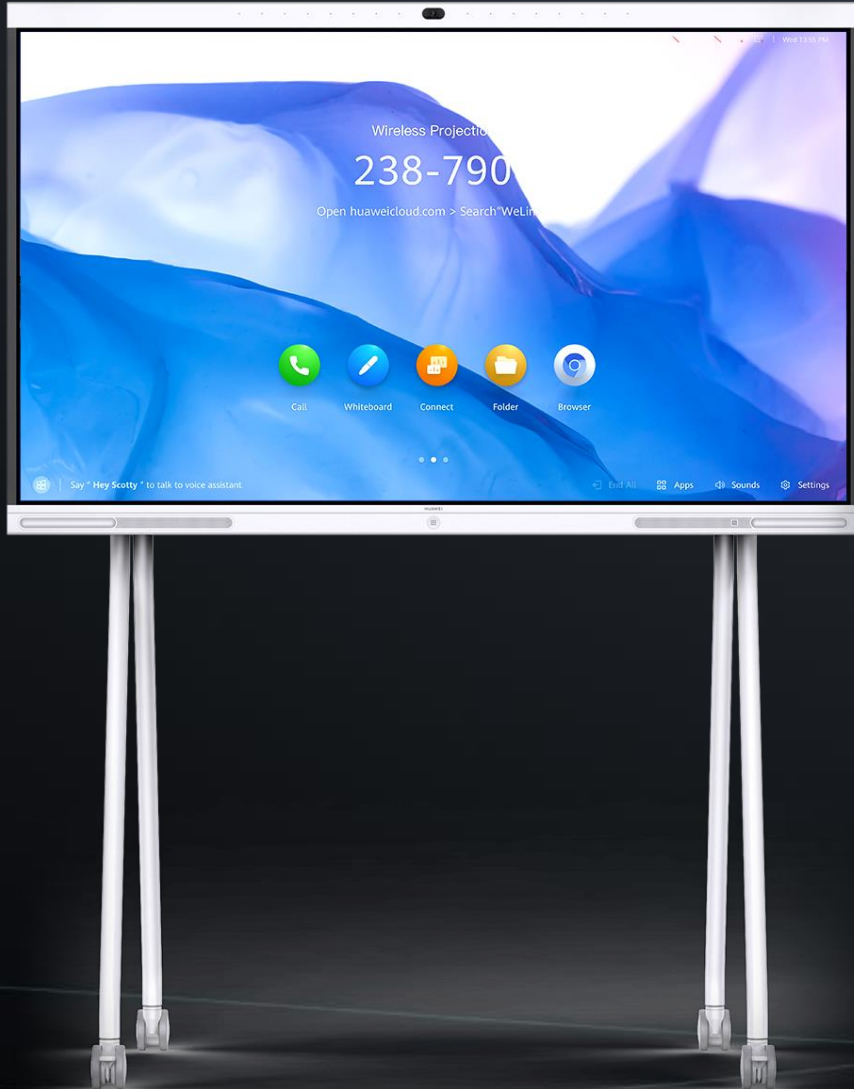
Other interfaces: 2xUSB A interface, 1xUSB B interface, 1xRJ45 (10/100/1000M LAN), and 1xRJ45 (connecting to the Touch)

Optional peripherals: floor-mount bracket (65-inch /86-inch), wall-mount bracket (86-inch standard 65-inch only), IdeaShare, and CloudLink Touch

Highlights:

- The writing delay is 35 ms, which is the lowest in the industry.
- Wired/wireless fast projection, 1080p 60 fps, clearer and smoother
- H.265 codec capability, native hardware codec conference capability, 1080p 30 fps+4K;
- Intelligent portrait tracking, automatically displaying close-up images of the speaker;
- Beam pickup and intelligent environment noise suppression, delivering clearer audio experience;
- Intelligent sound screen, automatically filtering out sounds outside the magic wall in noisy environments
- Built-in Huawei AppGallery smart screen area, providing massive office, news, life, and audio-visual applications

Specification of IdeaHub S



Size: 65", 86"

System: CPU: dual-chip 4-core @1.5G + 4-core @1.8G

RAM: 12 GB flash; 64 GB AI computing power: 4 TB FLOPS

Screen: 65"/E-LED, 86"/D-LED; Resolution: 4K; Writing precision: ±1 mm

Camera: built-in 1080p30 camera, AutoFrame intelligent optimal angle of view; Maximum wide angle: 80°; Zoom multiple: 2x digital zoom

Built-in MIC: 12+1 microphone array, 8 m sound pickup, 180° front coverage, supporting external microphones

Dual-stream capability: 1080p 30 fps+1080p 30 fps; data conference: 1080p 30 fps

Network adaptability: H.265:1080p 30 fps@384 kbit/s; H.264:1080p 30fps@512Kbps; 30% packet loss concealment

Video interface: 4 inputs and 2 outputs

Audio interface: 5 inputs and 3 outputs

Other interfaces: 2xUSB A interface, 1xUSB B interface, 1xRJ45 (10/100/1000M LAN), and 1xRJ45 (connecting to the Touch)

Optional peripherals: floor-mount bracket (65-inch / 86-inch), wall-mount bracket (86-inch standard 65-inch only), IdeaShare, and CloudLink Touch

Highlights:

- The writing delay is 35 ms, which is the lowest in the industry.
- Wired/wireless fast projection, 1080p 60 fps, clearer and smoother
- H.265 codec capability, native hardware codec conference capability, and 1080p 30 fps dual-stream;
- Beam pickup and intelligent environment noise suppression, delivering clearer audio experience;
- Intelligent sound screen, automatically filtering out sounds outside the magic wall in noisy environments
- Built-in Huawei AppGallery smart screen area, providing massive office, news, life, and audio-visual applications

Specification of IdeaHub Enterprise



Size: 65", 86"

System: CPU: dual-chip 4-core @1.5G + 4-core @1.8G

RAM: 12 GB flash; 64 GB AI computing power: 4 TB FLOPS

Screen: 65"/E-LED, 86"/D-LED; Resolution: 4K; Writing precision: ±1 mm

Camera: built-in 4K30 camera, automatic voice tracking, AutoFrame; Maximum wide angle: 80°; Zoom multiple: 2x digital zoom

Built-in MIC: 12+1 microphone array, 8 m sound pickup, 180° front coverage, supporting external microphones

Dual-stream capability: 1080p 30fps+ 1080p 30fps (4K8fps), data conference: 4K 8 fps

Network adaptability: H.265:1080p 30 fps@384 kbit/s; H.264:1080p 30fps@512Kbps;
30% packet loss concealment

Video interface: 4 inputs and 2 outputs

Audio interface: 5 inputs and 3 outputs

Other interfaces: 2xUSB A interface, 1xUSB B interface, 1xRJ45 (10/100/1000M LAN), and 1xRJ45 (connecting to the Touch)

Optional peripherals: floor-mount bracket (65-inch /86-inch), wall-mount bracket (86-inch standard 65-inch only), IdeaShare, and CloudLink Touch

Highlights:

- The writing delay is 35 ms, which is the lowest in the industry.
- Wired/wireless fast projection, 1080p 60 fps, clearer and smoother
- H.265 codec capability, native hardware codec conference capability, 1080p 30 fps+4K;
- Intelligent portrait tracking, automatically displaying close-up images of the speaker; Multi-modal meeting recording(A third-party AI server is required)
- Beam pickup and intelligent environment noise suppression, delivering clearer audio experience;
- Intelligent sound screen, automatically filtering out sounds outside the magic wall in noisy environments
- Built-in Huawei AppGallery smart screen area, providing massive office, news, life, and audio-visual applications

Thank You.

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