

MICROSOFT LIFECAM CINEMA

August 2009



LifeCam Cinema brings cinematic video into the home as the first consumer webcam to offer widescreen video with a native 720p sensor.¹

LifeCam Cinema's video is smooth and clear with Auto Focus, a high-precision glass element lens, and Microsoft's new ClearFrame Technology, which helps ensure clear video quality in virtually any lighting condition and at any resolution. With 16:9 widescreen video capture, LifeCam Cinema is a great option for recording widescreen videos to upload to social networking sites such as Facebook and YouTube; videos will look more professional.

Top Features and Benefits

- **New! First consumer webcam with 720p high definition (HD) sensor¹** delivers widescreen video at 16:9 at up to 30 frames per second.
- **New! Auto Focus** keeps video sharp from far away to extreme close-ups (4 inches from the webcam). No need to tinker with webcam settings — everything is done automatically.
- **New! ClearFrame Technology** provides smooth, detailed video with an improved de-noiser, which reduces image graininess — especially in low light — to keep video sharp and clear, and a faster image-processing technology keeps video smooth at any resolution.
- **High-precision glass element lens** offers clear video quality: no more blurry corners in videos.
- **5.0 megapixel stills** deliver crystal-clear photographs to share with friends and family.
- **Digital, noise-canceling microphone** isolates background noise and lessens interference from other electronic devices to improve audio quality.
- **Flexible attachment base** bends to fit on most surfaces, including on top of flat-screen monitors and notebook screens, or directly on the desk.
- **Windows Live Movie Maker** integration allows people to easily turn photos and video memories into extraordinary movies and upload them to popular sharing sites such as YouTube with one click.
- **Windows Live Photo Gallery** lets people easily upload a photo to edit, tag and share with friends and family.

Read on for more information about the following:

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Behind the Scenes

Did You Know?

The majority of video calls are made in low-light situations.² Microsoft's ClearFrame Technology keeps video looking its best in virtually any lighting condition.

Widescreen Is Everywhere!

Widescreen technology is now built into virtually every new notebook, desktop monitor and flat-panel TV — more than 95 percent as of June 2009.³

Did You Know?

More than 10 million videos are uploaded to Facebook every month.⁴ Use LifeCam Cinema to upload professional-looking widescreen videos.

Ask Stuart!

Stuart Milton, one of the program managers behind LifeCam Cinema, worked to ensure this webcam offered superior high-definition video. He is available for interviews if you are interested in learning more about the creation of LifeCam Cinema.

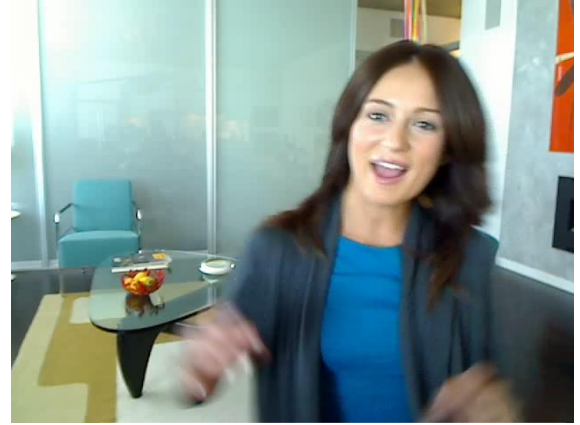
See the Difference

Widescreen Video With 720p HD Sensor

With more and more people uploading and sharing personal videos with friends and family, widescreen video was a must-have for LifeCam Cinema. Not only does widescreen fit better with newer widescreen displays, but it also enables multiple chat participants to comfortably fit in the 74-degree field of view — Microsoft's widest angle ever for the LifeCam.



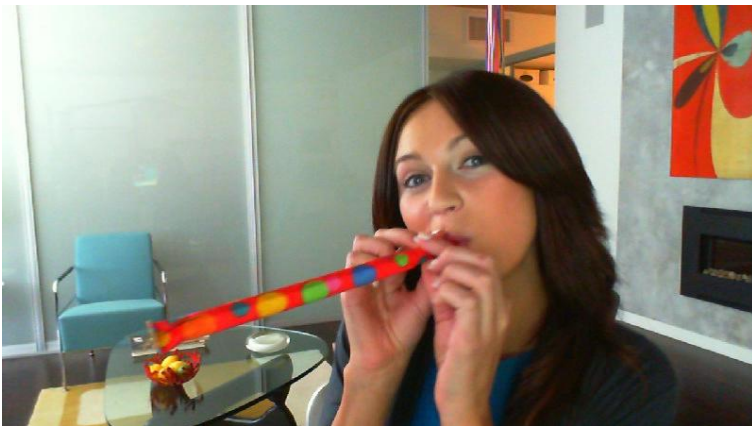
LifeCam Cinema



Leading Competitive Webcam

Top Performance in Low Light

Another critical element of LifeCam Cinema is low-light performance. Research shows that more than half of all video calls are made in low-light conditions, meaning people may only have one lamp to the side of the computer or the light from their monitor. Compared with a leading webcam competitor, LifeCam Cinema delivers higher frames per second in every lighting scenario, helping to ensure that lighting remains natural and video performance is smooth. Microsoft programmed LifeCam Cinema to guarantee that the frame rate never goes below 7.5 frames per second, whereas competitive cameras can drop as low as 5 frames per second, leading to jerky and blurred video.



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ClearFrame Technology

ClearFrame Technology automatically selects the camera resolution and frame rate to match the performance of the computer, providing smooth, detailed video. It works in two ways to improve video clarity:

- First, ClearFrame features an advanced MJPEG process that keeps video smooth at any resolution — no more jerky video. It's the difference between a road with potholes and a perfectly paved road.

- Second is the de-noiser, a software feature that reduces image graininess, especially in low light, to keep video sharp and clear. Think of the de-noiser as a windshield wiper for webcams: it removes the raindrops to make the screen clear.



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Auto Focus

LifeCam Cinema also features Auto Focus, which keeps video sharp no matter how far the distance from the LifeCam — from 4 inches to infinity. This is perfect for showing off printed pictures lying around the desk or even a business card for contact information. And the great part about Microsoft's Auto Focus is that it's built right into the camera. Usually Auto Focus is a software feature, but it will work right out of the box with LifeCam Cinema.

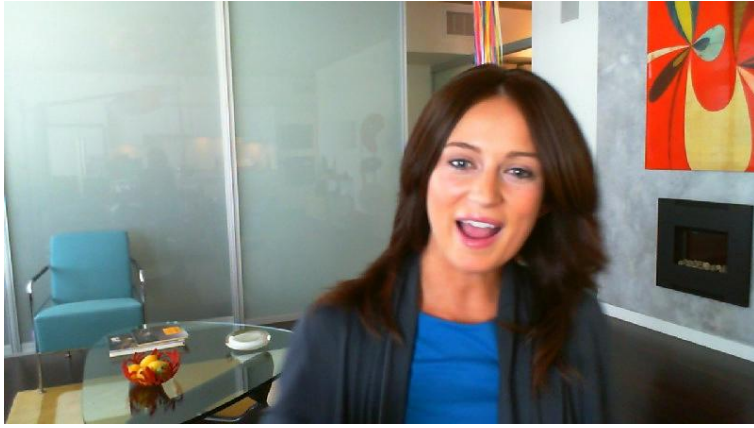


LifeCam Cinema

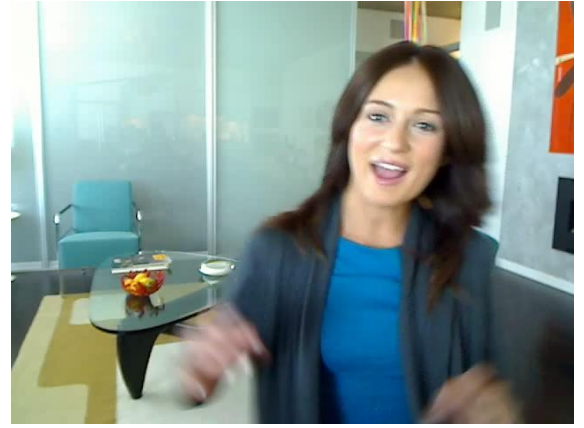
Vibrant Color

When conducting a video call, people want colors to look natural and vibrant, from the tone of skin to the color of the wall in the room to the shirt they're wearing. The LifeCam Cinema team includes a color scientist with more than 20 years of industry experience, who helped ensure that LifeCam Cinema would provide its best color possible. The following features of LifeCam Cinema make that possible:

- **Auto Exposure** adapts to the room light level and adjusts the camera settings to get its best lightness in the video.
- **Auto White Balance** adapts to the color of the light and adjusts the camera settings to remove any color cast caused by the light source, such as yellow coloring from light bulbs or blue from the sky.
- **I/R Cut Filter** blocks infrared light to improve the color of common clothing fabrics in certain light conditions.



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High-Precision Lens

LifeCam Cinema features a high-precision glass element lens to ensure superior clarity. Unlike most webcam manufacturers, Microsoft has optics experts in-house to design all the lenses. All five elements in the lens feature advanced lens coatings, which minimize reflected light from lens surfaces that add noise to the image. Without minimizing, the reflected light can cause ghosts and glare.

Industrial Design

Even the industrial design is important for maximizing the video quality with LifeCam Cinema. The design of the long body of the webcam — just like a high-end professional camera — features a built-in lens hood to minimize lens flare. Think of it as a baseball cap protecting the sensor.



System Requirements

To use LifeCam Cinema, consumers need the following:

For a PC with Windows 7, Windows Vista or Windows XP with SP2 or higher

- Intel Dual-Core 1.6 GHz or higher, 1 GB of RAM or higher
- 1.5 GB free
- CD-ROM drive
- USB 2.0
- Windows-compatible speakers or headphones
- High-speed Internet access required for certain features; Internet access fees apply.
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Availability and Pricing

Microsoft LifeCam Cinema will be available in September 2009 for an estimated retail price of \$79.95 (U.S.).⁵

LifeCam Cinema is backed by a worldwide three-year limited hardware warranty. The limited warranty and license agreement are available at <http://www.microsoft.com/hardware/warranty>.

¹ There are enterprise webcams on the market that feature 720p sensors.

² Internal Microsoft research

³ Widescreen in more than 95 percent of notebooks, desktop monitors and flat-panel TVs — NPD Group Inc., Retail Tracking Service (January–June 2009)

⁴ Facebook Statistics, <http://www.facebook.com/press/info.php?statistics>, 2009

⁵ Actual retail price may vary.

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