

## COMM-TEC is the new distributor for video conference cameras from Huddly

COMM-TEC announces sales launch of Huddly's AI-based conference cameras in Germany, Austria and Switzerland

Uhingen, February 20th, 2020

**[COMM-TEC GmbH](#) is now expanding its portfolio of innovative video conferencing solutions by incorporating [Huddly](#) wide-angle video conference cameras based on artificial intelligence (AI). COMM-TEC partners in Germany, Austria and Switzerland have now access to the AI-operated wide-angle video conference cameras.**

Huddly's flagship product, the [Huddly IQ camera](#), has been named "Communication Technology of the Year" at the AV Awards 2019. Huddly IQ is the very first device of a special technology: An AI-based collaboration camera that offers a whole new video conferencing experience:

- 150° wide-angle video with 1080p,
- Embedded microphone array,
- Artificial intelligence (AI) functions,
- Huddly InSights Analysis API.

IQ is compatible with any common platform and is perfectly designed for small group rooms, medium-sized meeting rooms and open collaboration rooms. An embedded neural engine enables IQ to see, understand and react to its environment in real time. With the "Genius Framing" function, it can recognize people in its field of view and automatically adjust the camera angle. The Huddly InSights API also provides revealing analytical data about room utilization, helping organizations to improve the ROI of office real estate and equipment and enable teams to be more productive. When used in combination with digital room booking system doorplates such as those from Joan, the Huddly IQ detects if the room is still unoccupied after a booking has been made, and thus it releases the room after a certain period of time. No additional hardware or software is required.

Trond Bale, Huddly's VP Sales and Channel EMEA, is pleased to announce: "Exertis has an outstanding reputation for providing excellent solutions to companies around the world and we are excited to bring our award-winning technology to even more customers with COMM-TEC as part of our existing partner Exertis. We have long-term oriented relationships with the industry's largest platform partners, including Google, Zoom and Microsoft."

"Huddly is compatible with all COMM-TEC videoconferencing platforms such as Lenovo, Vidyo, Lifesize and in the future Barco ClickShare Conference as well as with the intelligent room

booking system Joan. It thus completes the COMM-TEC portfolio in the area of UCC and collaboration in an ideal way. In addition, customers benefit from All-in-One Solutions and COMM-TEC strengthens its position as a solution-oriented provider in the market", says Carsten Steinecker, Managing Director Business Development, at COMM-TEC.

## **Image material for press release in print resolution**

[Image Huddly IQ](#)

## **About COMM-TEC**

*For more than 30 years, COMM-TEC GmbH has been one of the largest and most renowned value-add distributors for AV media technology in Europe. The company headquarters is located in Uhingen near Stuttgart and distributes the products of more than 50 well-known manufacturers. The business units "Digital Signage & Media Solutions", "Collaboration & UCC", "Signal Management", "Pro Audio & Control", "Display Solutions" as well as "Racks & Mounts" provide master technicians, system integrators and architects with the optimal hardware for their requirements. COMM-TEC acts strongly according to its claim "Think Solutions": it creates a consciousness for thinking and acting in terms of solutions, and for offering solutions. COMM-TEC supplies everything from one source, from planning through consultation to implementation.*

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