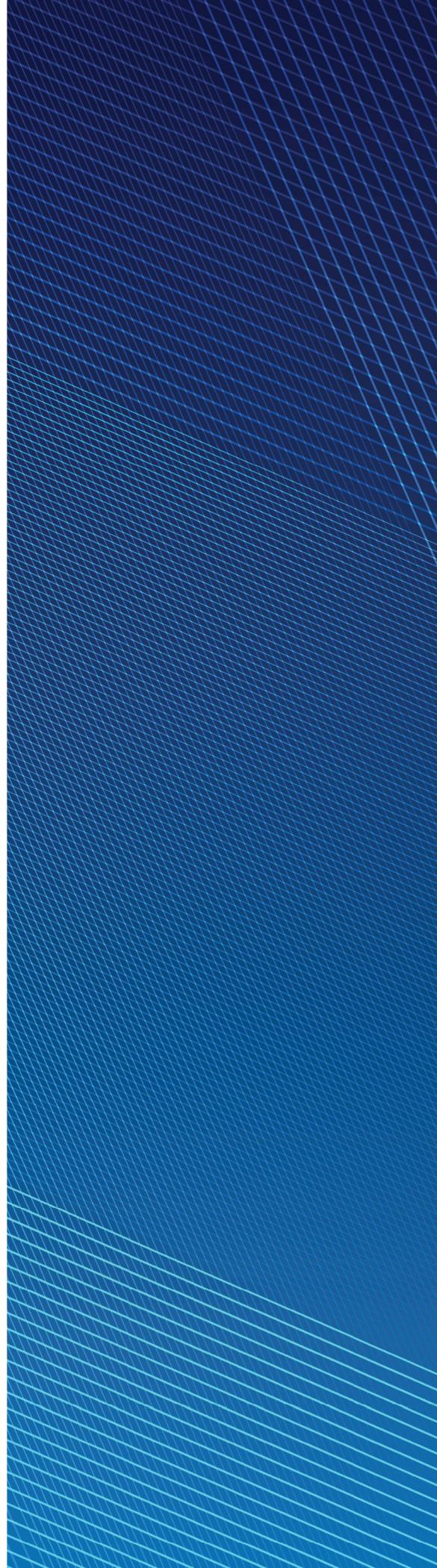


# **HUDDLY** **RECEIVES THE 2023** NEW PRODUCT INNOVATION AWARD

---

*Identified as best in class in the North American  
professional video peripherals industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Huddly excels in many of the criteria in the North American professional video peripherals space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

### *Creating an Inclusive and Equitable Meeting Experience*

Founded in 2013 and headquartered in Oslo, Huddly—as the name might suggest—initially set out to reinvent the meeting experience in huddle rooms with a sophisticated camera that captured more of the scene. Huddly has come a long way since then and is now in the top 5 companies for USB conference room camera revenue, according to Frost & Sullivan’s October 2022 study, “State of the Global Video Conferencing Devices Market”. Huddly leads the industry in innovation, and its market share is also comfortably ahead of several household-name brands that have been on the market for much longer.

True to its ethos of creating an inclusive and equitable experience for everyone, the company launched Huddly Crew in January 2023. It is the world’s first multi-camera system that harnesses artificial intelligence (AI) to mimic the creative choices of a film director. Huddly Crew consists of three wall or floor stand-mounted, networked Huddly L1 cameras that are cabled to a power over Ethernet (PoE) switch. AI functionality is active on each camera. Throughout the meeting, the cameras analyze audio and video input in real-time, exchanging metadata about the meeting dynamics so the AI director can determine which shot to display at any given moment.

Huddly is an engineering-led company driven by the desire to explore new ideas that challenge the status quo. It is careful to enlist end users from outside the AV industry to appreciate their thought processes, understand their priorities, and test new concepts. Huddly came up with the idea of Huddly Crew to break the monotony of static meetings and recruited a TV production crew to take inspiration from the techniques the entertainment industry uses to hold people’s attention. Observing how the crew would film a meeting as a talk show, Huddly gained valuable insight into making the experience more immersive

and engaging. It harnessed this insight to train the AI neural networks of Huddly Crew.

### ***Carving Out a Whole New Product Segment to Serve Unmet Needs***

Video conferencing has been a static concept for 20 years. Most vendor effort has always gone into curating the in-room experience with advances in screens, interactive whiteboards, loudspeakers, furniture, and bring-your-own-meeting connectivity. However, with the dramatic increase in video meetings that occurred worldwide from 2020 to 2021, it became clear that remote meetings did not resemble human interaction.

Huddly Crew addresses the largely unmet need for equitable meetings where everyone gets screen time, no matter where they are based, and can employ basic human emotional intelligence to support how they

*“Huddly Crew addresses the largely unmet need for equitable meetings where everyone gets screen time, no matter where they are based, and can employ basic human emotional intelligence to support how they would naturally interact with each other face-to-face.”*

**- Alexander Michael,  
Vice President**

would naturally interact with each other face-to-face. Listening shots, reaction shots, and overview shots loop in listeners to transmit non-verbal cues like facial expressions and gestures and provide the context of the room. Bringing remote participants more into the room also solves the mounting problem of digital fatigue.

The current beta version of the software uses AI optimized for conversations, but Huddly plans to teach its AI how to power numerous other use cases,

including presentations and training. Because the Huddly Crew components can be mounted on mobile floor stands, the solution is also suitable for flexible meeting spaces with glass or movable walls and soft seating.

According to Frost & Sullivan research, 80% of professional video peripheral investment goes into mid- and large-sized rooms. At its launch, Huddly Crew is best suited to medium and large spaces, 10 to 30 feet in depth. Huddly is keen to develop a concept for 60-foot boardrooms and explore education spaces and auditoriums. It is possible, for example, that future versions of the product would integrate more than three cameras to transform how users consume and spend time on video conferencing in large or odd-shaped spaces. Frost & Sullivan believes that Huddly Crew, in conjunction with other human-centric technology, could help organizations solve the quandary of remote and hybrid work.

### ***Setting a New Standard for Ease of Installation and Use***

Huddly Crew is platform-agnostic and appears to platforms as an ordinary video peripheral. The solution does not fit within the boundaries of any existing device certification program, but the Huddly L1 camera is individually certified for Microsoft Team Rooms.

Huddly Crew requires no configuration and no setup. Any non-AV specialist is capable of connecting the cables and mounting the cameras, making high-end video possible in organizations that do not have a large IT or AV department.

### ***Offering Unrivalled Price/Performance Value***

With a manufacturer's suggested retail price of \$11,990 per kit, Huddly Crew is affordable to any

organization that cares about the meeting quality experienced by employees, partners, and customers. Moreover, the kit ships with all the cables and wall-mounting brackets a user would need to create a fully functional installation.

No comparable video camera solution on the market today can offer such a high-end experience at such a moderate price point. The build quality is equally high, and the elegant design is inspired by the Scandinavian minimalistic design tradition characterized by timeless, clean lines.

*“No comparable video camera solution on the market today can offer such a high-end experience at such a moderate price point. The build quality is equally high, and the elegant design is inspired by the Scandinavian minimalistic design tradition characterized by timeless, clean lines.”*

**- Alexander Michael,  
Vice President**

Piecing together an equivalent experience using competing technology would require a significantly higher investment in the \$60,000 to \$100,000 range with controllers and external processing power to handle the editing of the video feeds. Significant installation and rigorous setup, configuration, and testing would be necessary, and users would often need to fall back on AV technicians to assist them during meetings.

Other than creating a vast addressable market for Huddly Crew, its attractive price/performance relationship allows organizations to make a high-quality meeting experience available to every employee in every space, which is the true realization of Huddly's meeting-democratization ethos.

### ***Looking After the Needs of the Entire Value Chain***

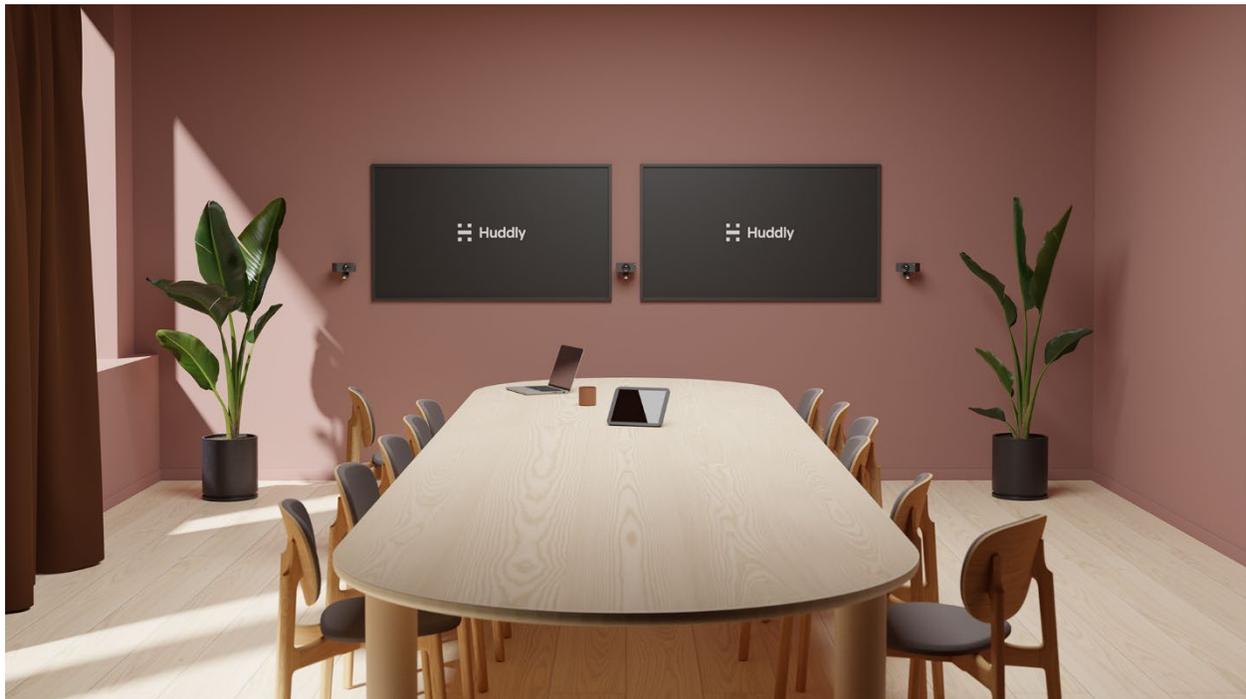
Huddly's go-to-market model relies on partners to help organizations make the right choice for their meeting spaces. It is keen to reverse the race to the bottom, where vendors compete on cheap production values from which resellers and integrators make virtually no money and which leave end users severely underwhelmed. As it climbs up the value chain, Huddly makes space for its go-to-market partners, ensuring their businesses can thrive and make money, especially in the North American market, where its presence is greater than in EMEA and APAC.

Most high-end competitors are falling over each other to claim ownership of the large-enterprise market segment. Huddly Crew, however, scales down just as easily as it scales up, taking Huddly's video camera technology leadership into meeting rooms across the world, even for small and medium businesses. Although Huddly is not a conferencing behemoth, like some of its close competitors, it is well-known for innovation in the conferencing industry. With its partner program, digital marketing initiatives, and successful participation in trendsetting trade fairs like Enterprise Connect and ISE Barcelona, the Huddly brand will easily prove strong enough to be adopted by the world's most influential companies.

## Conclusion

---

Huddly demonstrated the capacities of its new video camera solution to Frost & Sullivan, resulting in a dynamic, enjoyable experience for all participants, as Huddly Crew alternated between wide shots, medium shots, and close-ups, creating an atmosphere of connection for all involved. According to Frost & Sullivan's research, 80% of professional video peripheral investment goes into mid- and large-sized rooms. With the launch of Huddly Crew, the company positions itself favorably to compete for an attractive share of that market segment. Moreover, Frost & Sullivan believes Huddly Crew will deliver a much stronger foothold in the North American market, which remains significantly larger than EMEA and APAC. This is excellent news for Huddly's shareholders. For its strong performance, Huddly earns Frost & Sullivan's 2023 New Product Innovation Award in the North American professional video peripherals industry.



## What You Need to Know about the New Product Innovation Recognition

---

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

### Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *New Product Attributes*

**Match to Needs:** Customer needs directly influence and inspire product design and positioning

**Reliability:** Product consistently meets or exceeds customer performance expectations

**Quality:** Product offers best-in-class quality with a full complement of features and functionality

**Positioning:** Product serves a unique, unmet need that competitors cannot easily replicate

**Design:** Product features an innovative design that enhances both visual appeal and ease of use

#### *Customer Effect*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team harnesses over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Effects:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

