



**AVer VC520 PRO Video
Conferencing System
Runs the Analyst's Gauntlet**

Powering clients to a future shaped by growth

Frost & Sullivan's Analyst Gauntlet is a structured program wherein participating vendors and service providers give industry analysts deep dives and demonstrations of their collaboration solution. The analyst then uses the collaboration solution over a period of time and provides candid feedback based on his/her user experience with the specified tool.

With some assistance from my Connected Work research teammates, I evaluated the [AVer VC520 PRO](#) video conferencing system. The newest product in the broad and deep AVer 520 family, the VC520 PRO is also the most powerful. It is positioned as an enterprise-grade video conferencing system for mid- to large-size conference rooms with 18X total zoom (12X optical), motorized PTZ, IP-based web management, native RTSP/RTMP streaming, and support for wide dynamic range (WDR) lighting exposure control. The camera ships as part of a kit along with the VC520 PRO Speakerphone, a full-duplex tabletop speakerphone with touch controls and a 15-foot diameter audio pickup capability that can be doubled to 30 feet by adding an expansion speakerphone. As the successor to the AVer VC520+, AVer emphasizes the new product's advanced capabilities that enable more productive meetings, including SmartFrame automated framing sensors to support facial detection for people counting, as well as color and light optimization.

The AVer VC520 PRO video conferencing system package that I evaluated consisted of VC520 PRO camera and speakerphone units, CAT6/Ethernet speakerphone cable (10m/33ft), power adapter cable (1.8m/6ft), USB 3.1 Type-B to Type-A camera cable (3m/10ft), 3.5mm auxiliary cable (0.9m/3ft), quick-start guide, wall-mount bracket and screws, warranty card and remote control with batteries.



We tested using a Samsung 42" 4K television serving as the monitor, with both the monitor and VC520 PRO placed on a credenza (not wall- or rack-mounted) and VC520 PRO speakerphone on the meeting tabletop along with a Windows 10 PC. We did not deploy expansion Speakerphone, extension mics or speakers. The VC520 PRO speakerphone also offers a phone-in port to connect landline phones for high-quality audio in-room conferencing; however, we did not use this in our application.

We hosted or joined a number of video conference sessions on various platforms throughout our evaluation, including Webex, GoToMeeting, Zoom, Fuze, Microsoft Teams and Skype for Business, and others.

Highlighted components of our evaluation included:



VC520 PRO Camera:

- Sony Exmor: 1/2.8 low lux CMOS 2M pixel sensor
- Highly adjustable resolution through 4K
- WDR up to 120db
- 18X total zoom; 12X optical
- 820 FoV with automatic adjustment via SmartFrame technology
- PTZ: 1700 pan; 900 tilt up, 300 tilt down
- Minimal focal distance 1.5m
- Maximum zoom distance 15m
- Wall- or ceiling-mount options with camera flip
- Standard tripod and Kensington lock support



VC520 PRO Speakerphone:

- Full-duplex dual mic array with echo cancellation
- Adjustable volume to 90dB SPL at 0.5m
- Advanced noise suppression capabilities
- 5.4mm phone and line out interfaces
- Touch controls: volume up/down, mute, phone call, and end call
- Kensington lock support



Connectivity:

- 1 12V/2A power adaptor for camera
- 1 USB Type-B to Type-A connection from camera to PC
- 1 Cat6/Ethernet camera to speakerphone connection
- 1 phone-in (3.5mm audio jack) speakerphone jack
- 1 speakerphone extension unit input
- 1 camera LAN port
- 1 camera RS232 in/out interface

ADMINISTRATOR EXPERIENCE

The VC520 PRO system took only a few minutes to install and would likely have taken even less time had I not committed to fully reading the instructions first. That said, the device achieves its positioning as an easy-to-deploy solution. The additional setup and adjustments for our test environment were likewise easy to perform using the AVer PTZApp for Windows. It is well worth spending the additional few minutes to program presets and adjust lighting and other nuances so users can focus on their meetings. As with any conference room system, it is important to ensure the audio/video coverage and cabling specification are appropriate for a given space. VC520 PRO is, overall, well-designed for mid- and large-size meeting rooms with long tables (we did not test the system in U-shape, square or other configurations). The system performed equally well for us with the more than half-dozen video conferencing platforms that we used. We have no major concerns or complaints about the system.

ADMINISTRATOR EXPERIENCE ANALYSIS

Pros

- ▶ AVer VC520 PRO is a robust system that requires little IT expertise to install. The device requires minimal wired connections to install and several interfaces are color-coded for even more intuitive deployment.
- ▶ The VC520 PRO Speakerphone is powered over a Cat6 connection to the camera, rather than its own AC power cord. This keeps cords and cables on the conference table to a minimum, achieving a less cluttered and simple meeting environment.
- ▶ The camera PTZ, SmartFrame and lighting may be controlled via the AVer PTZApp for PC/Mac or remote control. Similarly, the VC520 PRO Speakerphone audio can be adjusted using the device's onboard touch controls or video conferencing soft client (e.g., BlueJeans, Cisco Webex, GoToMeeting, Microsoft Teams/Skype for Business, Zoom, and many others).
- ▶ VC520 PRO is a network-connected device that can be managed from anywhere using the browser-based admin page or AVer EZ Manager application, making it an efficient solution to deploy at scale or in locations without local IT support.
- ▶ [REDACTED] the VC520 PRO kit is competitively priced with well-competing products in its class offering similar features and quality of performance.
- ▶ VC520 PRO Camera can be wall- or ceiling-mounted, or placed on a shelf, credenza or other furniture in the front of the room. Speakerphones may be ceiling-mounted or placed on tabletops. The kit also supports a wide variety of AVer accessories (extension mics and speakers, various optional cable lengths, etc.) for effective implementation in rooms of differing configurations.
- ▶ The AVer Analytics API connects enterprises and third-party software providers to obtain people-counting data for better understanding of meeting space usage.

Cons

- ▶ Not all aspects of controls can be consistently accessed across the PTZApp, onboard device options and remote. For example, while all control features are available in the PTZApp, a more limited selection is accessible from the remote, and still-fewer onboard device controls.
- ▶ As found with a number of newer camera designs, the AVer VC520 PRO is intended to be always on and ready for use; it can only be powered off by unplugging the AC cord. There are no power options on the camera, speakerphone, remote control, or in the PTZApp.

USER EXPERIENCE

The AVer VC520 PRO video conferencing system provides the ease of use that is needed to drive adoption of contemporary cloud video conferencing services in meeting rooms. Controlling audio, camera focus, lighting and other aspects of the meeting is fairly easily performed across several interfaces—remote control, AVer PTZApp, onboard the speakerphone or via video conference soft client—to give users confidence, regardless of the video conferencing service they use. SmartFrame automated participant framing, face detection, WDR lighting adjustment and other automation features further simplify life for in-room meeting hosts by automatically reducing distractions, making meetings more seamless, and enhancing the overall user experience for all participants. I did need to make some lighting, focus and other adjustments for various video services that I used. However, these were easily performed using the various VC520 PRO control utilities. Overall, we found the ease of use, feature functionality and performance to be solid.

USER EXPERIENCE ANALYSIS

Pros

- ▶ Ten unique camera presets enable users to quickly and easily adjust to any saved camera and PTZApp settings to accommodate various physical room configurations (e.g., table, chair, whiteboard arrangements) and number of participants in shared meeting spaces.
- ▶ SmartFrame face detection, WDR lighting adjustment and other automation features reduce distractions, make meetings more seamless, and enhance the overall user experience by empowering users to focus on their interactions and content.
- ▶ VC520 PRO works seamlessly with different video conferencing solutions, allowing users to use any service of their choice or join as a guest on any service with confidence.



Cons

- ▶ Users without the PTZApp installed on their computers have far less control over VC520 PRO settings. For example, noise filter, frequency, sharpness, and many other settings are not accessible from the remote control, camera or speakerphone devices.
- ▶ The VC520 PRO Speakerphone has onboard buttons for call pick-up and termination, as well as audio controls (volume up, down and mute). However, the device lacks touchscreen and soft client support available with competing, albeit more expensive, tabletop conference devices.

ANALYSIS SUMMARY

The AVer VC520 PRO system represents the future of video conferencing for this product class, with its high-power video capabilities, excellent audio quality as well as deployment versatility with easy installation.

Designed for connection to cloud conferencing services in mid- and large-size conference rooms, VC520 PRO delivers the advanced features and ease of use that IT and business leaders want.



NEXT STEPS

- ① **Schedule a meeting with our global team** to experience our thought leadership and to integrate your ideas, opportunities and challenges into the discussion.
- ② Interested in learning more about the topics covered in this white paper? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.
- ③ Visit our **Digital Transformation** web page.
- ④ Attend one of our **Growth Innovation & Leadership (GIL)** events to unearth hidden growth opportunities.

Silicon Valley

3211 Scott Blvd
Santa Clara, CA 95054
Tel 650.475.4500
Fax 650.475.1571

San Antonio

7550 West Interstate 10
Suite 400
San Antonio, TX 78229
Tel 210.348.1000
Fax 210.348.1003

London

Floor 3 - Building 5,
Chiswick Business Park
566 Chiswick High Road
London W4 5YF
Tel +44 (0)20 8996 8500
Fax +44 (0)20 8994 1389

✉ myfrost@frost.com

☎ 877.GoFrost

🌐 <http://www.frost.com>

FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

For information regarding permission, write:

Frost & Sullivan

331 E. Evelyn Ave., Suite 100

Mountain View, CA 94041