

WebCams, Market Shares, Strategies, and Forecasts, Worldwide, 2015 to 2021

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Abstracts

LEXINGTON, Massachusetts (August 10, 2015) – WinterGreen Research announces that it has published a new study WebCams: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021. Next generation webcams multifunction webcams are very sophisticated, they can do facial recognition, they are used in security systems, and for on line education. They are used for 3D mapping, commercial pipeline observation, border patrol, package delivery, photography, and agriculture are more energy efficient, last longer and when connected to automated analytics have a significantly lower cost of operation than manned security systems.

WebCam markets promise to grow significantly because of the more economical visualization and navigation provided by systems. Visualization includes mapping from the air, inspection from the air, surveillance from the air, and package delivery from the air. The unmanned aircraft equipped with cameras are able to do things that cannot be done in any other way. This bodes well for market development.

The webcam industry is characterized by short product life cycles, continual performance enhancements, and rapid adoption of technological advances. It is intensely competitive. There are retail and OEM market segments. There are security, travel, and online education segments among others.

Price sensitivity characterizes the OEM market. Virtually every tablet and smartphone will have a webcam going forward. WebCams are used in combination with instant messaging programs. YouTube is a premier video site. Microsoft Messenger, Yahoo Messenger, AOL Instant Messenger, SameTime, and Skype support video chat. Broadband connections support streaming video. Installation, image quality and performance are ways to measure the substance of the WebCam experience.



Imaging depends on quality and usefulness. Picture quality is an ongoing issue for webcams. Sample photos from each Web camera need to be tested in a variety of lighting conditions provide a good measure of quality. The standard high-resolution setting is measured in pixels and is constantly shifting for video.

Resolution used for video, e-mailing and posting on the Web varies. A Web camera includes software to help present and adjust the picture. WebCams can take high quality still pictures, with a lower quality for video. The resolution that works well for video is lower than that for still pictures that require higher resolution. Anything higher quality, anything matching the quality of the still pictures in the video would be a huge drain on the processor, and reduce resolution for this reason.

The frames-per-second (fps) rate determines how quickly a webcam can capture and move video. The fewer frames per second, the choppier the picture. Full-motion video is generally 60 frames-per-second. Instant messaging software and servers are improving in this regard.

WebCam video broadcasts are limited by the speed of Internet connections and instant messaging servers. Streaming video works best with a high-bandwidth connections. Transfer rates can be limited by instant messaging servers. Skype and MSN Messenger is offering smooth video. Skype's video chat service is increasing its user base on a daily basis.

WebCam controls include focus dials, lens covers, and pan, tilt and zoom capabilities. Computer sound cards and microphones mean the Webcam includes a built-in microphone or comes with a headset. WebCams come bundled with video-conferencing software. Packages include software for video editing, surveillance, stop motion, video conferencing or email.

Security systems provide alerts.

Inherent value of video communication is enabled. Google, YouTube, Facebook, and Skype are some of many social media applications that provide high quality free video communication. There is plenty of motivation to purchase webcams as people seem to enjoy social media as much as anything. Video conferencing is poised to become ubiquitous.

According to Susan Eustis, leader of the team that prepared the study, "Security



applications are promising to continue to grow rapidly. The ability to remotely monitor one room away or across the world using the Internet provides stunning new functionality that is enormously significant because of the automated process that implements intelligent systems. This intelligence capability promises to be used by everyone for security, security for people in their homes, businesses, police departments, universities, hospitals, and all organizations with a campus."

The WebCam market at \$3.4 billion in 2014 is expected to grow to \$15.2 billion by 2021. Strong growth is triggered by the increasing availability of broadband and Internet connectivity. The Internet protocols of Ethernet dominate all networking.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, electronics.ca, and Thompson Financial. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.



Contents

WEBCAM EXECUTIVE SUMMARY

WebCam Market Driving Forces
WebCam Image Quality
WebCam Shutter Speed
WebCam Network Speed
WebCam Sensitivity
WebCam Market Shares

1. WEBCAM MARKET DESCRIPTION AND MARKET DYNAMICS

- 1.1 WebCam Market Description and Market Dynamics
 - 1.1.1 Kinds of WebCams

WebCam Market Forecasts

- 1.1.2 Standalone WebCams
- 1.1.3 Network WebCam Cameras
- 1.2 Trends In The WebCam Market
 - 1.2.1 WebCam Vendor Competitive Strengths
- 1.3 Global Presence Issues
 - 1.3.1 Logistics And Supply Chain Infrastructure
- 1.4 Webcam Wireless Network Monitoring Uses
 - 1.4.1 WebCam.Com Adult Entertainment
 - 1.4.2 Personal Cameras Connected To A Home PC
 - 1.4.3 Webcam Pointing At A Scene
 - 1.4.4 WebCams for Promotion; WebCam Toolkit
 - 1.4.5 Home Video Production
- 1.5 Consumer WebCams
 - 1.5.1 Consumer WebCams Quality Of The Lens
 - 1.5.2 WebCam Bandwidth Requirements
 - 1.5.3 Skype Web-calling
- 1.6 Community Police Scanning
- 1.7 Entertainment Web Cams
 - 1.7.1 Big Ben WebCam
- 1.8 WebCam View Overlooking
- 1.9 Camera Types Of Webcams

2. WEBCAM MARKET SHARES AND MARKET FORECASTS



- 2.1 WebCam Market Driving Forces
 - 2.1.1 WebCam Image Quality
 - 2.1.2 WebCam Shutter Speed
 - 2.1.3 WebCam Network Speed
 - 2.1.4 WebCam Sensitivity
- 2.2 WebCam Market Shares
 - 2.2.1 Logitech Full HD 1080p with Skype Video Calls
 - 2.2.2 Microsoft LifeCam Studio
 - 2.2.3 Sony Playstation Eye Webcam USB 2.0
 - 2.2.4 Lorex HD Security Camera System
 - 2.2.5 Philips SPZ5000/00
 - 2.2.6 D-Link Cloud Camera 1000, Day Network Cloud Camera
 - 2.2.7 Creative Dell Webcam Central
 - 2.2.8 iMicro
 - 2.2.9 Cisco Linksys Wireless-G Direct Internet Home
 - 2.2.10 Flir
 - 2.2.11 Vimicro Software
 - 2.2.17 Vimicro
 - 2.2.18 Vivint
 - 2.2.19 Vivint Doorbell Camera
 - 2.2.20 Omega Value Line Web Cams
 - 2.2.21 10moons
 - 2.2.22 A4Tech
 - 2.2.16 IPEVO's Interactive Teaching Tools
 - 2.2.23 Nikon
- 2.3 WebCam Market Forecasts
 - 2.3.1 WebCam Market Segments
 - 2.3.2 WebCam Small/Mid-Size Business Security Market Segment
 - 2.3.3 WebCam Municipal/Campus Security Market Segment
 - 2.3.4 WebCam Market Business Advertising Segment Forecasts
 - 2.3.5 WebCam Enterprise Conferencing Market
 - 2.3.6 WebCam Market Skype/Notebook/Social Forecasts
 - 2.3.7 WebCam Market Business Advertising Segment, Forecasts
 - 2.3.8 WebCam Remote Education Market Segments
 - 2.3.9 Technology Trends In The Webcam Consumer Market
 - 2.3.10 WebCam Architecture Revolution
 - 2.3.11 WebCam Value of Innovation
 - 2.3.12 Remote Learning WebCams



- 2.4 WebCam Prices
- 2.5 WebCam Regional Market Segments

3. WEBCAM PRODUCT DESCRIPTION

- 3.1 Logitech
 - 3.1.1 Logitech Full HD 1080p with Skype Video Calls
 - 3.1.2 Logitech HD Webcam C615
 - 3.1.3 Logitech HD Webcam C525
 - 3.1.4 Logitech HD Webcam C270
 - 3.1.5 Logitech HD Webcam C310
 - 3.1.6 Logitech Premium Webcam Offerings
 - 3.1.7 Logitech Mid-Range Webcams
 - 3.1.8 Logitech Performance Webcams
 - 3.1.9 Logitech Family Of Webcams
 - 3.1.10 Logitech QuickCam Orbit AF
 - 3.1.11 Logitech Style
 - 3.1.12 Logitech QuickCam Orbit AF Security Camera
 - 3.1.13 Logitech Indoor Camera Video Security
 - 3.1.14 Logitech WiLife Outdoor Camera
- 3.2 Microsoft
 - 3.2.1 Microsoft LifeCam Studio
 - 3.2.2 Microsoft LifeCam Cinema
 - 3.2.3 Microsoft LifeCam HD-3000
 - 3.2.4 Microsoft Kinect for Xbox 360
 - 3.2.5 Microsoft Kinect for Xbox One
 - 3.2.6 Microsoft LifeCam VX-1000
 - 3.2.7 Microsoft LifeCam VX-3000
 - 3.2.8 Microsoft LifeCam VX-7000
 - 3.2.9 Microsoft LifeCam VX-5000
 - 3.2.10 Microsoft Notebook Computer LifeCam NX-6000
- 3.3 Philips
 - 3.3.1 Philips SPZ5000/00
 - 3.3.2 Philips SPC1330NC Webcam
 - 3.3.3 Philips PZ2500/00
 - 3.3.4 Philips SPC900NC/37
 - 3.3.5 Philips SPC 900NC Best In Class Webcam
 - 3.3.6 Philips SPC710NC/00 Webcam
 - 3.3.7 Philips SPC611NC/37 Webcam



- 3.3.8 Philips SPC1300 Webcam
- 3.4 Sony WebCams
 - 3.4.1 Sony PLAYSTATION Eye Webcam USB 2.0
 - 3.4.2 Sony SNC-EP520 36x Day/Night IP PTZ Camera
 - 3.4.3 Sony EVI D100 Camera
 - 3.4.4 Sony EVI H100V/W Camera PTZ
 - 3.4.5 Sony EVI HD7V Camera PTZ
 - 3.4.6 Sony EVI HD3V Videoconferencing Camera PTZ 2 MP
- 3.4.7 Sony IPELA SNC-DH240 Network Dome Camera 3.3 MP 1080p 600 TVL Day/Night
 - 3.4.8 Sony BRC-Z330 Camera PTZ
 - 3.4.9 Sony BRC-Z700 Camera PTZ 1.1 MP
- 3.4.10 Sony SNC-DH280 1080p HD Vandal Resistant Minidome Security Camera
- 3.4.11 Sony IPELA SNC-HM662 Network Camera Outdoor Waterproof/Vandalproof
- 5 MP Day/Night
 - 3.4.12 Sony SNC-ER580 20x 1080p HD PTZ IP Security Camera
- 3.4.13 Sony IPELA SNC-DH120 Network Dome Camera 1.4 MP 720p Day/Night
- 3.4.14 Sony SRG-120DH Camera PTZ 2.1 MP
- 3.4.15 Sony EVI-D100 1/4" Pan/Tilt/Zoom Camera Kit, includes Camera,

EVID100/PAC3 CCD, 1/4", NTSC, SD, Built-in Lens, Composite, Y/C

- 3.4.16 Sony IPELA SNC-DH240T Network Dome Camera Vandalproof 3.3 MP -
- 1080p 600 TVL Day/Night
- 3.4.17 Sony SNC-ER550 28x 1080p HD PTZ Security Camera
- 3.4.18 Sony IPELA SNC-DH220T Network Dome Camera Vandalproof 3.3 MP Day/Night
- 3.4.19 Sony IPELA SNC-DH160 Network Dome Camera Outdoor Vandalproof 1.4 MP 720p Day/Night
 - 3.4.20 Sony IPELA SNC-EP580 Network Camera PTZ 3.3 MP 1080p Day/Night
 - 3.4.21 Sony Surveillance WebCams
 - 3.4.22 Sony PlayStation Web Camera
 - 3.4.23 Sony PlayStation Eye
 - 3.4.24 Sony CMU-BR100 Camera and Microphone for Skype
 - 3.4.25 Sony IP WebCam Specifications
 - 3.4.26 Sony WebCam Innovations
- 3.5 Creative Technology
 - 3.5.1 Creative Webcams
 - 3.5.2 Creative Dell Webcam Central
 - 3.5.3 Creative Dell Webcam Manager
 - 3.5.4 Creative Dell Webcam Center



- 3.5.5 Creative WaveStudio
- 3.5.6 Creative Live! Cam Center
- 3.5.7 Creative Desktop IM Webcam Video Effects
- 3.5.8 Desktop Creative Live! Cam Video IM Pro Webcam
- 3.5.9 Desktop Creative Live! Cam Optia Pro Webcam
- 3.5.10 Creative Technology Notebook WebCams
- 3.5.11 Creative Technology Laptop Pro Webcam
- 3.5.12 Creative Live! Cam Notebook Ultra Laptop Webcam
- 3.6 Cisco/Linksys
 - 3.6.1 Cisco Cisco TelePresence PrecisionHD USB Cameras
 - 3.6.2 Cisco Linksys Wireless PTZ Internet Camera with Audio
- 3.7 D-Link
 - 3.7.1 D-Link Cloud Camera 1000, Day Network Cloud Camera
 - 3.7.2 D-Link Instant E-mail Alerts and Auto-Recording
 - 3.7.3 D-Link Cloud Camera 1100, Day/Night Network Cloud Camera
 - 3.7.4 D-Link WebCam Night Vision Technology
 - 3.7.5 D-Link Day & Night Wi-Fi Camera
 - 3.7.6 D-Link Pan & Tilt Day/Night Network Camera
 - 3.7.7 D-Link HD Pan & Tilt Wi-Fi Camera
 - 3.7.8 D-Link HD Wi-Fi Camera
 - 3.6.9 D-Link 1 MP HD Cube PoE IP Camera
 - 3.6.10 D-Link Internet Camera Technology Supports Security Systems
- 3.7 Encore Electronics
- 3.8 iMirco Electronics
 - 3.7.9 iMicro IMC3299 USB Webcam, w/ Night Vision
 - 3.7.10 iMicro IM109N USB Webcam, w/ Microphone
 - 3.7.11 iMicro IM210 1.3MP USB Webcam w/ Clip
 - 3.7.12 iMicro IM210N 1.3MP USB Webcam w/ Clip
 - 3.7.13 iMicro IMC027 USB 2.0 Webcam for Notebook and Desktop w/ Night Vision
 - 3.7.14 iMicro CAM-IMC626 1.3MP Notebook Webcam
- 3.7.15 iMicro CAM-IMC851 1.3MP Notebook Webcam w/ Microphone
- 3.8 Relleek Electronics Co. Ltd/Custom Memory Web Cams
- 3.9 3DV
- 3.10 Flir/Lorex
 - 3.10.1 Lorex Outdoor Security Cameras
 - 3.10.2 Lorex Dome Security Cameras
 - 3.10.3 Lorex Bullet Security Cameras
 - 3.10.4 Lorex Pan-Tilt-Zoom Cameras
 - 3.10.5 Lorex Wireless Security Cameras



- 3.10.6 Lorex IP Camera For Home Monitoring
- 3.10.7 Lorex Home Security Camera Systems
- 3.10.8 Lorex Color DMC2023 PC Cam -
- 3.11 Adomax Electranic Technology (Z.Q.) Ltd WebCams
- 3.12 Platinet/Omega Technology Inc.
- 3.12.1 OMEGA WEB CAM C14 HARPY LED LIGHTS 2.0MPIX (interpolated) 480kpix optical USB
 - 3.12.2 OMEGA WEB CAM C168 SACRET 1,3MPIX + MIC. NIGTH VISION [40948]
 - 3.12.3 OMEGA WEB CAM SKYLARK C175 1,3MPix LED + MIC [40950]
 - 3.12.4 OMEGA WEB CAM C193 ICTINIA 1.3MPIX LED + MIC BLISTER
- 3.12.5 OMEGA WEB CAM C11 UNIVERSAL 300KPIX + MIC PIANO BLACK

BLISTER

- 3.12.6 OMEGA VOIP KIT OUWH-195 1,3MPIX HD 5P USB
- 3.12.7 OMEGA WEB CAM C10 12Mpix (i) + MIC BLISTER
- 3.12.8 OMEGA WEB CAM C12SB 12Mpix (i) + MIC BLISTER
- 3.12.9 OMEGA WEB CAM 1,3MPIX VALUE LINE OUW-13 BOX USB
- 3.12.10 OMEGA WEB CAM 1,3MPIX VALUE LINE OUW-13 BOX USB
- 3.13 Shenzhen Vigor Electronic & Technology Co.,Ltd
- 3.14 10moons Technology Development Co., Ltd
 - 3.14.1 10moons D805HD
 - 3.14.2 10moons S603HD Web Cam
 - 3.14.3 10moons S604HD
 - 3.14.4 10moons S607
 - 3.14.5 10moons S303
 - 3.14.6 10moons D503
 - 3.14.7 10moons D502
 - 3.14.8 10moons S302
 - 3.14.9 10moons D501M
 - 3.14.10 10moons D803M
 - 3.14.11 10moons D601
 - 3.14.12 10moons V806
 - 3.14.13 10moons V805
 - 3.14.14 10moons V804
 - 3.14.15 10moons V803HD
 - 3.14.16 10moons V602
 - 3.14.17 10moons V802
 - 3.14.18 10moons V801
 - 3.14.19 10moons V601
 - 3.14.20 10moons D804



- 3.14.21 10moons D802
- 3.14.22 10moons D801
- 3.14.23 10moons S606
- 3.14.24 10moons S605
- 3.14.25 10moons S601
- 3.14.26 10moons S602
- 3.14.27 10moons S301
- 3.15 Vivint
 - 3.15.1 Vivint Doorbell Camera Technology
 - 3.15.2 Vivint Doorbell Camera
- 3.16 Vimicro International Corporation
 - 3.16.1 Vimicro Surveillance Solutions
 - 3.16.2 Vimicro Surveillance Hardware
 - 3.16.3 Vimicro Software
 - 3.16.4 Vimicro Digital Video Processing SoC (System on Chip) for Surveillance

Cameras

- 3.17 3DV 3D Imaging Camera for Gaming Application
- 3.18 Samsung Camera CMOS Image Sensor System-on-Chip Real-Time HD Video
 - 3.18.1 Samsung SmartCam
 - 3.18.2 Samsung S5K4AW CMOS Image Sensors Applications
 - 3.18.3 Samsung Video Technique Called Binning
- 3.19 Annke SP1 HD Wireless IP Camera
 - 3.19.1 Annke 4CH 720P HD PoE NVR Security Systems
 - 3.19.2 Annke HD IP Security Camera Remote Access via Smartphone
 - 3.19.3 Annke Power Over Ethernet
- 3.20 Intel RealSense 3D Camera
 - 3.20.1 Intel RealSense 3D Camera Lenses Allow Device To Infer Depth
 - 3.20.2 Intel Next Generation Apps Use Video to Detect Motion
- 3.21 B2 1000PC Webcam
- 3.22 Trust
 - 3.22.1 Trust Trino Hd Video Webcam
 - 3.22.2 Trust Elight Full HD 1080P Webcam
 - 3.22.3 Trust Primo Webcam
 - 3.22.4 Trust Exis Chatpack
 - 3.22.5 Trust Spotlight Webcam Pro
 - 3.22.6 Trust Verto Wide Angle Hd Video Webcam
- 3.23 Rosewill RCM-8163 True 1.3 M Effective Pixels USB WebCam
- 3.23.1 Rosewill RCM-8164V 1.3 M Effective Pixels USB 2.0 WebCam
- 3.23.2 Rosewill RCM-3640HD 3.0M pixels WebCam



- 3.23.3 Rosewill RIWC-11001 2.0M pixels UVC Webcam
- 3.24 IPEVO Point 2 View USB Document Cam
 - 3.24.1 IPEVO Point 2 View USB Document Cam Close Up Shots
- 3.25 Nest Cam
 - 3.25.1 Nest Cam Video History
 - 3.25.2 A Nest home.
- 3.26 Netgear Wireless IP Cameras
 - 3.26.1 Netgear Ocuity 500 Wireless IP Camera
- 3.27 Withings Home Camera
- 3.28 Genius

4. WEBCAM TECHNOLOGY

- 4.1 Multimedia SoC Design, Video, and Imaging
 - 4.1.1 Multimedia SoC Design, Video, and Imaging Standards
 - 4.1.2 Image Processing Algorithm Technologies
 - 4.1.3 WebCam Audio
- 4.2 Embedded DSP and Multimedia Signal Processing Algorithms
- 4.3 WebCam Video Architecture Revolution
- 4.4 Web Camera Image Sensor Control Interface
 - 4.4.1 Detailed System Blocks Description
- 4.5 Sony Image Sensor
- 4.6 Webcam Application Module
- 4.7 Router Provides Secure Wireless Video Communications
 - 4.7.1 Micron DigitalClarity Technology
- 4.7.2 Active-Pixel Image Sensors Minimize Artifacts, Smear, Or Blooming For Higher-Quality Images
 - 4.7.3 Smart Camera Function Evolving Technology
 - 4.7.4 24-Bit Colors RGB
 - 4.7.5 Adjusting for the Effect of Light Source
 - 4.7.6 Aperture Correction
- 4.8 Real Time Mixed Reality Video
- 4.9 Micro Lenses and Color Filter Arrays
 - 4.9.1 CMOS Image Sensor Portfolio
 - 4.9.2 Analog-to-Digital Conversion
- 4.10 Telerobotic WebCams
- 4.11 WebCam Speed
 - 4.11.1 Sensitivity
- 4.12 Network Camera Software for the Enterprise



4.13 YouTube WebCam/Virtual 3D

5. WEBCAM COMPANY PROFILES

- 5.1 10 moons
 - 5.1.1 10Moons Revenue
- 5.2 A4Tech
- 5.3 Annke
- 5.4 B2
- 5.5 Blackstone Group/Vivant
 - 5.5.1 Vivint Corporate Philanthropy
- 5.6 Brother
- 4.14 Workforce Breakdown by Region (As of March 31, 2015)
 - 5.6.1 Brother NW-1000
- 5.7 Canon
 - 5.7.1 Canon Strategy
 - 5.7.2 Canon Products
 - 5.7.3 Canon In The Monochrome Laser Printer Market
 - 5.7.4 Canon In The Multi Device Platform Printer Market
 - 5.7.5 Canon Products
- 5.8 Creative Technology Ltd
 - 5.8.1 Creative Technology Revenue
 - 5.8.2 Creative Personal Computer Interactive PDE Product Set
 - 5.8.3 Creative's Worldwide Network
 - 5.8.4 Creative Labs Americas
 - 5.8.5 Creative Labs Europe
 - 5.8.6 Creative Labs Asia
- 5.9 D-Link
 - 5.9.1 D-Link USB-Powered Monitor for Multi-Tasking PC Users
- 5.10 Encore Electronics
- 5.11 FLIR/Lorex
 - 5.11.1 FLIR Systems 2014 and Second Quarter 2015 Revenue
 - 5.11.2 FLIR Systems
 - 5.11.3 Lorex
- 5.12 Genius
- 5.13 iMirco Electronics
 - 5.13.1 iMirco Electronics Products
 - 5.13.2 iMirco Electronics Services
- **5.14 IPEVO**



5.15 Logitech International

- 5.15.1 Logitech International S.A. Is a Swiss Holding Company
- 5.15.2 Logitech PC Headsets and VoIP Handsets
- 5.15.3 Logitech Trends in Business
- 5.15.4 Logitech Trends in OEM sales
- 5.15.5 Logitech Trends in Retail Seasonality
- 5.15.6 Logitech Business Strategy
- 5.15.7 Logitech In the Office Environment
- 5.15.8 Logitech In the Digital Home Environment
- 5.15.9 Logitech In the Mobile Environment
- 5.15.10 Logitech Lagging in Europe
- 5.16 Micron
 - 5.16.1 Micron/Aptina Imaging
- 5.17 Microsoft
 - 5.17.1 Microsoft .Net SOA
 - 5.17.2 Microsoft .Net Open Source
 - 5.17.3 Microsoft .NET Framework
 - 5.17.4 Microsoft Key Opportunities and Investments
 - 5.17.5 Microsoft Smart Connected Devices
 - 5.17.6 Microsoft: Cloud Computing Transforming The Data Center And Information

Technology

- 5.17.7 Microsoft Entertainment
- 5.17.8 Microsoft Search
- 5.17.9 Microsoft Communications And Productivity
- 5.17.10 Microsoft Revenue
- 5.17.11 Microsoft Customers
- 5.17.12 Microsoft Software
- 5.18 Nest
- 5.19 Netgear
 - 5.19.1 Netgear For Business
 - 5.19.2 Netgear For Service Providers
- 5.20 Nikon
- 5.21 Platinet
 - 5.21.1 Platinet Products
 - 4.14.1 Platinet/Omega Technology
- 5.22 Philips
 - 5.22.1 Philips Market Opportunities
 - 5.22.2 Philips SPZ5000/00 Web Cam
 - 5.22.3 Philips Lighting Positioning



- 5.22.4 Royal Philips Electronics of the Netherlands
- 5.22.5 Philips Enables Consumer Lifestyle
- 5.22.6 Philips Lighting
- 5.22.7 Philips Market Opportunity
- 5.22.8 Phiips Visicu
- 5.22.9 Philips Addresses Healthcare Landscape
- 5.22.10 Philips/Respironics Monitoring Solution Powered By Cinterion TC65i:
- 5.22.11 Philips Healthcare Revenue
- 5.22.12 Philips Accelerate! Positioning
- 5.23 Proxicast
- 5.24 Relleek Electronics
- 5.25 Rosewill
- 5.26 Sakar International/Vivitar
- 5.27 Samsung Electronics
 - 5.27.1 Samsung Finds Talent And Adapts Technology To Create Products
 - 5.27.2 Samsung Adapts to Change, Samsung Embraces Integrity
 - 5.27.3 Samsung Telecom Equipment Group
 - 5.27.4 Samsung Memory Over Logic
- 5.28 Shenzhen Vigor Electronic Co.
- 5.29 Sony
 - 5.29.1 Sony PLAYSTATION Eye Webcam USB 2.0
 - 5.29.2 Sony SNC-EP520 36x Day/Night IP PTZ Camera
- 5.30 Trust
- 5.31 Vimicro International Corporation
 - 5.31.1 Vimicro International Video Surveillance Solutions Reference Accounts
 - 5.31.2 Vimicro Revenue
 - 5.31.3 Vimicro International Customers
 - 5.31.4 Vimicro Strategy
 - 5.31.5 Vimicro Guangdong Continuous Expansion in China's Video Surveillance

Market

- 5.31.6 Vimicro Next Generation Flagship Starlight Camera
- 5.31.7 Vimicro Video Surveillance Products
- 5.31.8 Vimicro Competitive Strengths
- 5.31.9 Vimicro Leading Role In Developing the SVAC Standard
- 5.31.10 Vimicro Expertise
- 5.31.11 Vimicro Leading and Robust Design and Development Capabilities
- 5.31.12 Vimicor Architecture Revolution
- 5.31.13 Vivitar DVR 936 Wi-FI Life Cam Wearable Camcorder
- 5.32 Withings



5.33 Selected Webcam Vendors

- 5.33.1 Astak
- 5.33.2 D-Link
- **5.33.3 ENCORE**
- 5.33.4 iMicro
- 5.33.5 Linksys
- 5.33.6 Logitech
- 5.33.7 Microsoft
- 5.33.8 Zonet
- 5.33.9 Selected Web Cam Drivers
- 5.33.10 Selected Webcam Vendors In China



List Of Tables

LIST OF TABLES AND FIGURES

TAR	I F	FS-1	WERCA	11/1/1/	RKET	DRIVING	3 FOR	CES
		E - 1	VVEDU	-∖ 1VI 1VI <i>I</i> -	(C)		J FUR	しここ

TABLE ES-2 WEBCAM MARKET CHARACTERISTICS

Figure ES-3 WebCam Market Shares Dollars, Worldwide, 2014

Figure ES-4 WebCam Market Shipments Forecasts Dollars, Worldwide, 2015-2021

Figure 1-1 Variety of WebCams

Table 1-1 Trends In The WebCam Market

Table 1-2 Risks Inherent In Doing Business In International Markets

Table 1-2 (Continued) Risks Inherent In Doing Business In International Markets

Table 1-3 Webcam Wireless Network Monitoring Home Applications

Figure 1-4 Las Vegas Treasure Island Cam

Table 1-5 Consumer WebCam Applications

Table 1-6 London Tourist WebCams

Table 1-6 (Continued) London Tourist WebCams

Figure 1-7 Typical WebCam Views

TABLE 2-1 WEBCAM MARKET DRIVING FORCES

TABLE 2-2 WEBCAM MARKET CHARACTERISTICS

Figure 2-3 WebCam Market Shares Dollars, Worldwide, 2014

Table 2-4 WebCam Market Shares Dollars, Worldwide, 2014

Table 2-5 WebCam Market Shares, Units, Worldwide, 2014

Figure 2-6 Microsoft LifeCam Studio

Figure 2-7 Sony Playstation Eye Webcam - USB 2.0

Figure 2-8 Philips SPZ5000/00 Web Cam

Table 2-9 Philips SPZ5000/00 Web Cam Upload For YouTube Features

Table 2-10 D-Link Cloud Camera 1000 Features

Table 2-11 Cisco/Linksys Wireless-G Internet Home Monitoring Camera

Figure 2-12 Cisco/Linksys Wireless-G Internet Home Monitoring Camera

Table 2-13 WebCam Market Shares, Small, Mid Range, and Large Units. Dollars,

Worldwide, 2014

Figure 2-14 WebCam Market Shipments Forecasts Dollars, Worldwide, 2015-2021

Table 2-15 WebCam Market Forecasts, Dollars, Worldwide, 2015-2021

Table 2-16 WebCam Market Shares, Units, Worldwide, 2014

Table 2-17 WebCam Market Forecasts, Units and Installed Base, Worldwide,



2015-2021

Table 2-18 WebCam Market Segments

Table 2-19 WebCam Market Segments, Home Security, Small/Mid Size Business

Security, Municipal/Campus Security, Enterprise Conferencing, Skype/Notebook/Social,

Business Advertising, Remote Education, Adult Entertainment, Forecasts, Units and

Dollars, Worldwide, 2015-2021

Table 2-20 WebCam Market Segments, Home Security, Small/Mid-Size Business

Security, Municipal/Campus Security, Enterprise Conferencing, Skype/Notebook/Social,

Business Advertising, Remote Education, Adult Entertainment, Percent Dollars,

Worldwide, 2015-2021

Table 2-21 WebCam Small/Mid-Size Business Security Market Segment, Forecasts,

Units and Dollars, Worldwide, 2015-2021

Table 2-22 WebCam Municipal/Campus Security Market Segment, Forecasts, Units and

Dollars, Worldwide, 2015-2021

Table 2-23 WebCam Market Business Advertising Segment Forecasts, Units and

Dollars, Worldwide, 2015-2021

Table 2-24 WebCam Enterprise Conferencing Market Forecasts, Units and Dollars,

Worldwide, 2015-2021

Table 2-25 WebCam Market Skype/Notebook/Social, Forecasts, Units and Dollars,

Worldwide, 2015-2021

Table 2-26 WebCam Market Business Advertising Segment, Forecasts, Units and

Dollars, Worldwide, 2015-2021

Table 2-27 WebCam Remote Education Market Segments, Forecasts, Units and

Dollars, Worldwide, 2015-2021

Figure 2-28 Technology Trends in the WebCam Consumer Market

Figure 2-29 WebCam Regional Market Segments, Dollars, 2014

Figure 2-30 WebCam Regional Market Segments, Dollars, 2014

Figure 3-1 Logitech HD Pro Webcam C920

Table 3-2 Logitech HD Pro Webcam C920 Features

Table 3-3 Logitech HD Pro Webcam C920 Functions

Table 3-4 Logitech HD Pro Webcam C920 Benefits

Figure 3-5 Logitech HD Webcam C615

Table 3-6 Logitech HD Webcam C615 Functions

Table 3-7 Logitech HD Webcam C615 on Facebook, Twitter, YouTube, Windows, and

Mac

Figure 3-8 Logitech HD Webcam C525

Table 3-9 Logitech HD Webcam C525 Features

Figure 3-10 Logitech HD Webcam C270

Table 3-11 Logitech HD Webcam C270 Features



Figure 3-12 Logitech HD Webcam C310

Table 3-13 Logitech HD Webcam C310 Features

Table 3-14 Logitech Premium Webcam Offerings

Table 3-15 Logitech Mid-Range Webcams

Table 3-16 Logitech Performance Webcams

Figure 3-17 Logitech Webcam

Figure 3-18 Logitech Standalone Webcam

Figure 3-19 Logitech Lens

Table 3-20 Logitech QuickCam Orbit AF Performance

Table 3-20 (Continued) Logitech QuickCam Orbit AF Performance

Table 3-21 Logitech Style Features

Table 3-21 (Continued) Logitech Style Features

Table 3-22 Logitech Instant Messaging IM Applications Supported

Table 3-23 Logitech QuickCam Orbit AF Technical Specifications

Figure 3-24 Logitech QuickCam Orbit AF Security Camera

Table 3-25 Logitech Indoor Add-On Security Camera WiLife Indoor Master System

Features

Table 3-25 (Continued) Logitech Indoor Add-On Security Camera WiLife Indoor Master System Features

Table 3-26 Logitech Automatic Video Storage Functions

Table 3-27 Logitech Intelligent Indoor Camera Security Components

Table 3-28 Logitech Intelligent Outdoor Camera Components

Table 3-29 Logitech Outdoor Camera Specifications

Table 3-29 (Continued) Logitech Outdoor Camera Specifications

Figure 3-30 Microsoft LifeCam Studio

Table 3-31 Microsoft LifeCam Studio

Figure 3-32 Microsoft LifeCam Cinema

Table 3-33 Microsoft LifeCam Cinema Features

Figure 3-34 Microsoft LifeCam HD-3000

Table 3-35 Microsoft LifeCam HD-3000 Features

Figure 3-36 Microsoft Kinect for Xbox 360

Table 3-37 Microsoft Kinect For XBox 360 Features

Figure 3-38 Microsoft Kinect for Xbox One

Table 3-39 Microsoft Kinect for Xbox One Features

Table 3-40 Microsoft LifeCam Webcams & Headsets

Figure 3-41 Microsoft LifeCam VX-1000

Figure 3-42 Microsoft MS Wired Lifecam VX-1000

Table 3-43 Microsoft LifeCam VX-1000 Features

Table 3-44 Microsoft LifeCam VX-1000 Optimized for Windows Live Messenger



Figure 3-45 Microsoft LifeCam VX-3000

Figure 3-46 Microsoft LifeCam VX-7000

Figure 3-47 Microsoft LifeCam VX-5000 Red/Blue/Green

Figure 3-48 Microsoft LifeCam VX-5500

Figure 3-49 Microsoft LifeCam NX-6000

Figure 3-50 Microsoft LifeCam HD-3000 Microphone Functions

Figure 3-51 Microsoft LifeCam HD-3000 Camera Aim Functions

Figure 3-52 Philips SPZ5000/00 Web Cam

Table 3-53 Philips SPZ5000/00 Web Cam Upload For YouTube Features

Table 3-54 Philips SPZ5000/00 Web Cam Features

Table 3-55 Philips SPZ5000/00 Web Cam Functions

Table 3-56 Philips SPC1330NC Webcam HD Video Quality Features

Table 3-57 Philips SPC1330NC Webcam HD Video Quality Features

Table 3-58 Philips SPC1330NC Webcam HD Video Framing Features

Table 3-59 Philips SPC1330NC Webcam HD Wide-Angle Video and Two Microphones

Features

Figure 3-62 Philips PZ2500/00

Figure 3-63 Philips SPC900NC/37 Webcam

Table 3-64 Philips SPC 900NC Best In Class Webcam Features

Table 3-65 Philips SPC 900NC Best In Class Webcam Precision Glass Lens Features

Table 3-66 Philips SPC 900NC Best In Class Webcam Features

Figure 3-67 Philips SPC710NC/00 Webcam

Figure 3-68 Philips SPC611NC/37 Webcam

Figure 3-69 Philips SPC530 Web Cam

Figure 3-70 Philips Rotating Webcam

Figure 3-71 Philips SPC1300 Webcam

Figure 3-72 Sony PLAYSTATION Eye Webcam - USB 2.0

Figure 3-73 Sony Surveillance WebCams

Figure 3-74 Sony PlayStation Camera

Table 3-75 Sony PlayStation Camera Features

Figure 3-76 Sony PlayStation Eye

Table 3-77 Sony PlayStation Eye Features

Table 3-78 Sony SNCHM662 Web Cam Specifications

Figure 3-79 Sony WebCam Security Multiple Views

Figure 3-80 Sony exhibit at CES 2015

Figure 3-81 Sony Action Camera

Figure 3-82 Creative Webcams

Table 3-83 Creative WaveStudio Key Features:

Table 3-84 Creative Desktop IM Webcam Video Effects



Figure 3-85 Creative Live! Cam Video IM Webcam

Figure 3-86 Creative Live! Cam Video IM Pro Webcam

Figure 3-87 Creative Live! Cam Optia Pro Webcam

Figure 3-88 Creative Live! Cam Optia AF Webcam

Figure 3-89 Creative Live! Cam Notebook

Figure 3-90 Creative Live! Cam Notebook Pro Laptop Webcam

Figure 3-91 Creative Live! Cam Notebook Ultra Laptop Webcam

Figure 3-92 Cisco Cisco TelePresence PrecisionHD USB Cameras

Table 3-93 Cisco/Linksys Wireless-G Internet Home Monitoring Camera

Figure 3-94 Cisco/Linksys Wireless-G Internet Home Monitoring Camera

Table 3-95 Cisco Linksys Compact Wireless-G Internet Home Monitoring Camera Features 264

Table 3-95 (Continued) Cisco Linksys Compact Wireless-G Internet Home Monitoring Camera Features265

Table 3-96 Cisco Wireless-G Internet Home Monitoring Camera Controls

Table 3-96 (Continued) Cisco Wireless-G Internet Home Monitoring Camera Controls

Table 3-97 Cisco Linksys Wireless PTZ Internet Camera with Audio Features

Figure 3-98 Cisco Wireless-G VPN Router with Range Booster

Figure 3-99 D-Link Cloud Camera 1000, Day Network Cloud Camera

Table 3-100 D-Link Cloud Camera 1000 Features

Table 3-101 D-Link Cloud Camera 1000 Functions

Figure 3-102 D-Link WebCam Cloud Camera 1100, Day/Night Network Cloud Camera

Table 3-103 D-Link Cloud WebCam Camera 1100, Day/Night Network Cloud Camera Features

Figure 3-104 D-Link Day & Night Wi-Fi Camera

Table 3-105 D-Link Day & Night Wi-Fi Camera Features

Table 3-106 D-Link Day & Night Wi-Fi Camera Benefits

Table 3-107 D-Link Pan & Tilt Day/Night Network Camera Features

Figure 3-108 D-Link Pan & Tilt Wi-Fi Camera

Figure 3-109 D-Link Pan & Tilt Wi-Fi Camera Features

Figure 3-110 D-Link Internet Camera

Figure 3-111 D-Link Secure Cam

Table 3-112 D-Link Secure Cam Product Features:

Table 3-113 D-Life WebCam Products

Table 3-114 D-Life WebCam Product List

Table 3-114 (Continued) D-Life WebCam Product List



Table 3-114 (Continued) D-Life WebCam Product List

Table 3-114 (Continued) D-Life WebCam Product List

Figure 3-1163-Axis Lens Adjustment for Ceiling and Wall Mount Application

Figure 3-117 Encore Electronics WebCam

Table 3-118 Encore Electronics WebCam Key Features

Figure 3-119 iMicro IMC3299 USB Webcam, w/ Night Vision

Table 3-120 iMicro IMC3299 USB Webcam, w/ Night Vision

Figure 3-121 iMicro IM109N USB Webcam, w/ Microphone

Table 3-122 iMicro IM109N USB Webcam, w/ Microphone Features

Figure 3-123 iMicro IMC027 USB 2.0 Webcam for Notebook and Desktop w/ Night Vision

Table 3-124 iMicro IMC027 USB 2.0 Webcam for Notebook and Desktop w/ Night Vision

Table 3-125 iMicro CAM-IMC851 1.3MP Notebook Webcam w/ Microphone

Figure 3-126 iMirco Electronics CAM-IMV6

Figure 3-127 iMirco Electronics CAM-IMT1NB USB Webcam

Figure 3-128 iMirco Electronics Web Cams

Figure 3-129 iMirco Electronics CAM-IM628

Table 3-130 iMirco Electronics Specifications

Figure 3-131 Custom Memory Web Cams

Table 3-132 Custom Memory WebCam Specifications:

Table 3-132 (Continued) Custom Memory WebCam Specifications:

Figure 3-133 Custom Memory Web Cams

Figure 3-134 Custom Memory Web Cams

Figure 3-135 Lorex Outdoor Security Cameras

Figure 3-136 Lorex Wireless Security Cameras

Table 3-137 Lorex Wireless Security Cameras Features

Table 3-138 Lorex Home Security Camera Systems Functions

Figure 3-139 Lorex Color DMC2023 PC Cam

Figure 3-140 Lorex DMC2030 Color Web Camera with Night Vision & Audio

Table 3-141 Adomax Electranic Technology (Z.Q.) Ltd

Figure 3-142 Adomax Electranic Technology (Z.Q.) Ltd

Table 3-143 Omega Technology CMOS PC Camera Features

Figure 3-144 Omega Technology CMOS PC Camera

Figure 3-145 Shenzhen Vigor Electronic & Technology Co.,Ltd WebCam

Table 3-146 Shenzhen Vigor Electronic & Technology Co.,Ltd WebCam Features

Figure 3-147 10moons S603HD WebCam

Figure 3-148 10moons Technology Development Co., Ltd

Table 3-149 10moons Technology Development Co., Ltd



Table 3-150 Vimicro Surveillance Solution Components

Table 3-151 Vimicro Surveillance Solution Functions

Table 3-152 Vimicro ViSS (Video Surveillance System) Software Target Markets

Table 3-153 Vimicro ViSS (Video Surveillance System) Platform Functions

Table 3-154 Vimicro ViSS (Video Surveillance System) Software Target Applications

Table 3-155 Vimicro ViSS (Video Surveillance System) Carrier Class Software Platform

Table 3-156 Samsung SmartCam Features

Table 3-157 Samsung SmartCam

Table 3-158 Samsung S5K4AW CMOS Image Sensors Applications

Figure 3-159 Annke SP1 HD Wireless IP Camera

Table 3-160 Annke SP1 HD Wireless IP Camera Features

Table 3-161 Annke SP1 HD Wireless IP Camera Functions

Figure 3-162 Annke 4CH 720P HD PoE NVR Security Systems

Figure 3-163 Annke Video Imaging on Smartphone

Table 3-164 Intel RealSense 3D Camera Functions

Table 3-165 Intel Next Generation Apps Features

Table 3-166 Trust HD 720p Video Webcam Social Media Supported

Table 3-167 Trust HD 720p Video Webcam Features

Figure 3-168 Trust Elight Full HD 1080P Webcam

Table 3-169 Trust HD 1080p Webcam Features

Table 3-170 Trust Elight Full HD 1080P Webcam

Figure 3-171 IPEVO Point 2 View USB Document Cam

Figure 3-172 IPEVO Point 2 View USB Document Cam Switches

Figure 3-173 IPEVO Point 2 View USB Document Cam Use Case

Figure 3-174 IPEVO Point 2 View USB Document Cam Close Up Shots

Table 3-175 IPEVO Software Functions

Figure 3-176 IPEVO WebCam Camera Management Modes

Table 3-177 IPEVO Presenter OS Compatibility:

Table 3-178 Withings Home Camera Features

Table 3-179 Withings Home Camera Functions

Table 3-180 Genius WideCam F100 Features

Figure 3-181 Genius WideCam F100 Features

Table 3-182 Genius HD webcam Enhances Chatting And Video Conference

Experience, WideCam F100. Features

Table 4-1 Vimicro Signal Processing Algorithms

Table 4-2 Image Processing Algorithm Technologies

Figure 4-3 Structure of a Controller

Figure 4-4 Vicam ASCI Block Diagram

Table 4-5 Sony Image Sensor Features



Table 4-6 Sony Image Sensor Device Structure

Figure 4-7 Sony WebCam Sensor

Table 4-8 Pixel Of A CMOS Active-Pixel Image Sensor

Table 4-9 Image Pixel Of A CMOS Active-Pixel Sensor

Table 4-10 Photodiode Active-Pixel Architecture

Table 4-11 Photodiode Active- Architecture

Table 4-12 WebCam Sensor Patterns

Table 4-13 On Chip Architecture

Figure 4-14 WebCam Sensor Digital Block

Figure 5-1 Brother NW-1000

Table 5-2 Creative Personal Computer Interactive PDE Product Set

Table 5-3 Creative Technology Competitive Positioning

Table 5-4 Encore Supplies Making Connections Easy

Table 5-5 FLIR/Lorex Operating Segments

Table 5-6 iMicro, Customer Base

Table 5-7 Logitech Peripherals Product Set

Table 5-8 Logitech Webcam Offerings

Table 5-9 Logitech Product Strategy

Table 5-10 Microsoft Service Orientated Architecture SOA Functions

Figure 5-11 Philips Addresses Healthcare Continuum Market

Figure 5-12 Philips SPZ5000/00 Web Cam

Table 5-13 Philips SPZ5000/00 Web Cam Upload For YouTube Features

Table 5-14 Philips SPZ5000/00 Web Cam Features

Figure 5-15 Philips Global Presence

Figure 5-16 Philips Global Trends And Challenges

Table 5-17 Philips Positions To Simplify Global Healthcare Delivery For The Long Term

Table 5-18 Philips Healthcare Delivery Product Positioning

Figure 5-19 Philips Delivering Margin Improvement and Decreasing Manufacturing

Overhead

Figure 5-20 Philips Healthcare Information Systems Market Shares

Figure 5-21 Sony PLAYSTATION Eye Webcam - USB 2.0

Table 5-22 Vimicro Risks Associated With Projects In The Video Surveillance Market

Table 5-23 Vimicro Video Surveillance Products

Table 5-24 Vimicro Competitive Strengths

Table 5-25 Vimicro Signal Processing Algorithms



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