

LifeCam NX-3000



The Microsoft® LifeCam NX-3000 is a stylish wired notebook webcam offering brilliant video and High Definition still photography. Optimized for use with Windows Live™ Messenger, this sleek webcam includes a new standout feature with access to Photo Swap, which allows users to share and swap photos live during a video call. The LifeCam NX-3000 is compact and portable so users can have the ultimate video calling experience wherever the road may take them.

Background and Research: Webcam Wonder

See, hear and share the experience. Microsoft research has found that customers want better and easier ways to share their life moments; the LifeCam NX-3000 provides just that. Including Photo Swap in the LifeCam Dashboard makes this popular feature more discoverable and easier to share than ever. Microsoft Corp.'s LifeCam line continues to work closely with Windows Live Messenger, the world's largest instant messaging network, to make video calls easy and now more meaningful than ever with quick Photo Swap access.

Aesthetically speaking, "sleek and chic" best describes the LifeCam NX-3000. The new design concept allows it to blend in with consumers' laptop monitors and better complement the latest high-tech computer gadgets. A protective carrying case lets on-the-go users easily transport this small yet very effective device.

MICROSOFT LIFECAM NX-3000 PRODUCT OVERVIEW

- **One-touch Photo Swap access** allows users to share and swap photos from their PC during a live video call and see and hear the reactions of friends and family.
- **Windows Live Call Button**, located on top of the LifeCam, allows users to open their Contact Picker (a tool showing which contacts are currently online) with one touch, so they can quickly initiate video calls to friends and family.
- **LifeCam Dashboard is like speed dialing for webcams**, and integrates full LifeCam navigational controls (pan, tilt, zoom and Video Effects) within the Windows Live Messenger interface, enabling a seamless and easy navigating experience. The LifeCam software controls are where they should be — right in front of the user.
- **One-Touch Blogging** lets users immediately post photos to their Windows Live Spaces site.
- **Unique and sleek design** with simple attachment base enables a webcam to be easily secured with just one hand. The expandable clamp fits on monitors from 4mm to 15mm thick.
- **Adjustable lens** allows users to swivel the camera up and down for a perfect view.
- **Brilliant video** (640x480 pixels) and High Definition still photography (1.3 megapixels interpolated) provide high-quality images.
- **Built-in unidirectional microphone** with acoustic noise cancellation delivers crystal-clear audio.
- **Protective carrying case enables** easy and convenient portability while users are on the go.
- **Video Effects** let users personalize video calls with fun visual elements such as snow, stars and flowers.

Price

The estimated retail price of the Microsoft LifeCam NX-3000 is \$59.95 (U.S.).

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Availability

The Microsoft LifeCam NX-3000 will be widely available in September 2007. It is now available for special pre-sale on Amazon.com, and will also be available in September at Amazon.com, CompUSA, Circuit City, Office Depot, Staples, Office Max, Radio Shack, Target and Fry's Electronics.

Warranty

Microsoft LifeCam NX-3000 will be backed by a three-year limited hardware warranty from Microsoft in the United States and Canada.

System Requirements

- Windows Vista®; Windows® XP Professional, Home, Media Center or Tablet PC edition with Service Pack 2 (SP2) or later; Windows XP 64-bit Edition with Service Pack 1 (SP1) or later
- Pentium 700 MHz or higher processor (2.4 GHz recommended)
- 300 MB–700 MB of available hard drive space

Other

- 4x or faster CD-ROM drive
- Display adapter capable of 800x600 pixels or higher (1,600x1,200 required to view true 2-megapixel video)
- 16-bit color depth or higher; 2 MB or more video memory
- Microsoft Mouse or compatible pointing device or a Microsoft keyboard or other PC-compatible keyboard

Audio

- Sound card
- Speakers or headphones

Additional requirements for Internet functions (such as posting to Windows Live Spaces, sending e-mail or making video calls)

- Broadband (cable, DSL or other) modem and service
- Microsoft Internet Explorer® 6.0 or later browser software for installation (users can maintain other default Web browsers afterward)
- Access to the Internet via service provider (a separate fee may be required)
- Windows Live Messenger 8.0 or higher required for Windows Live Call Button functionality

Did you know?

- Windows Live Messenger is the world's largest instant messaging network, with more than 280 million active accounts worldwide.
- A webcam without low-light adjustment is like a camera without a flash. All Microsoft LifeCams are equipped with state-of-the-art low-light adjustment technology, so you can focus on your video conversation and not on lighting.
- Webcam sales rose by double-digits last year and are expected to continue double-digit growth in 2008.
- The LifeCam's noise-canceling microphone is suspended inside a tiny air chamber inside the webcam to prevent it from vibrating against other materials and causing excess noise.
- Companies are using webcams to reduce travel expenses and increase employee work-life balance.
- U.S. retail dollar volume for notebook PCs grew by 30 percent in 2006.¹

¹ Source: NPD Group Inc./Retail Tracking Service, January 2006 to December 2006