

## LifeCam VX-7000



The Microsoft® LifeCam VX-7000 is a top-of-the-line webcam that includes a 2.0-megapixel sensor delivering High Definition video resolution and still photography at 7.6 megapixels interpolated. The LifeCam VX-7000 also brings a compact new design to desktop webcams that blends right into the computer monitor. Optimized for use with Windows Live™ Messenger, this webcam features access to Photo Swap, which allows users to share and swap photos live during a video call.

**Background and Research: Webcam Wonder**

The goal of Microsoft Corp. in developing this top-of-the-line product was simple: to create a stylish desktop webcam that makes it easier than ever before to share more of life's experiences. Featuring brilliant optics and the highest video resolution available, the LifeCam VX-7000 creates an elegant, picture-perfect experience that consumers have been craving.

Microsoft'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 access to Photo Swap. Relentless technical testing now helps ensure that family and friends' faces are crystal clear with the 2.0-megapixel sensor and high-quality glass lens construction. Plus, their voices are audibly crisp — a direct result of the built-in unidirectional microphone with acoustic noise cancellation.

The architectural design of the LifeCam VX-7000 coupled with the Universal Attachment Base allows it to fit on any monitor or sit on your desktop. Keeping in touch is as effortless as pressing the Windows Live Call Button, because seeing, hearing and sharing life's experiences should be easy.

**MICROSOFT LIFECAM VX-7000 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** 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 post photos to their Windows Live Spaces site with one touch
- **Unique and sleek design** with simple attachment base enables a webcam to be easily secured to nearly any monitor or sit on your desktop
- **Adjustable lens** allows the user to swivel the camera up and down for a perfect view
- **Brilliant High Definition video** and still photography at 7.6 megapixels interpolated
- **Built-in unidirectional microphone** with acoustic noise cancellation delivers crystal-clear audio
- **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 VX-7000 is \$99.95 (U.S.).

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### Availability

The Microsoft LifeCam VX-7000 will be widely available in late September 2007. It is now available for special pre-sale on Amazon.com, and will also be available in late September at Amazon.com, CompUSA, Circuit City, Office Depot, Staples and Fry's Electronics.

### Warranty

The Microsoft LifeCam VX-7000 will be backed by a three-year limited hardware warranty from Microsoft in the United States and Canada.

### System Requirements

- Windows Vista<sup>®</sup> or Windows<sup>®</sup> XP Service Pack 2
- Pentium 700MHz or higher processor (2.4 GHz recommended)
- 300 MB–700 MB of available hard drive space

### Other

- USB 2.0 required for 1.3-megapixel and higher video-capture resolution
- 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<sup>®</sup> 6.0 or later browser software for installation (users can maintain other default Web browsers afterward)
- Access to the Internet via MSN<sup>®</sup> or other 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 last year saw a double-digit percentage growth over the previous 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.
- The LifeCam VX-7000 has a five-element lens.
- 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.<sup>1</sup>

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