

newline

Sales Battle Card



Beat the competition





VS



DESCRIPTION



DTEN' s Zoom certified appliances and integrated service subscriptions revolutionize the way teams around the world connect, communicate and collaborate. Wins 2019 Red Dot Best Of The Best Award.

- Founded 2015
- Located: HQ in San José (US)
- Worldwide availability.
- Key Traits: Zoom partnership

PRODUCT OVERVIEW

For your home Office.
27", Smart camera array (3 cameras, 160° combined). Ultra responsive Multi-touch display. Whiteboarding and annotating. 8 Microphone array. Crystal clear audio. Ultrathin, lightweight and portable

Price: Starting at 599\$

PROS

- Attractive price point
- High quality audio
- High quality mic array
- Zoom integrated

CONS

- Not an extended touch display
- 1080p display resolution
- Not optically bonded
- On-board OS only supports Zoom
- No camera or display tilt
- 160° with 3 cameras provide dead angles and/or distortion
- No USB-C connection

PRODUCT COMPARISON	NEWLINE FLEX	DTEN ME
MSRP	799€	599\$
Size	27"	27"
Resolution	4K, 16:9	1080p
System	NEWLINE OSD	DTEN OS
Touch	Multi-touch PCAP	Multi-touch PCAP
Camera	4K@30HZ	1080p camera x3
Audio Input	8-mic array	8-mic array
Speakers	2.1 Channel	Integrated
USB Type C	USB Type-C 3.1 1 st Gen	-
Other Ports	HDMI 2.0, USB 3.0 touch	HDMI x1
RJ45 – LAN	Yes	Yes

LOCAL CHALLENGES

Apart from the product comparison, local factors may influence your sales battle as well. Please find information on the competitor's product in your local market. Think of pricing, proprietary offerings, services and consider environmental influences like governmental decisions etc.

PRICING

Describe the competition's pricing strategy.

Example: This competitor is the loss leader or premium offering in our industry. They have subscription pricing.

PROPRIETARY OFFERINGS

List the competition's proprietary offerings. Example: More than 1000 panels a year is xx% discount

SERVICE

Example: free install, Warranty, local demo team.

ENVIRONMENT

E.g. governmental funds available, etc.

THE BATTLE OF **THE KILL POINTS**

NEWLINE | FLEX

Price starting at 799€

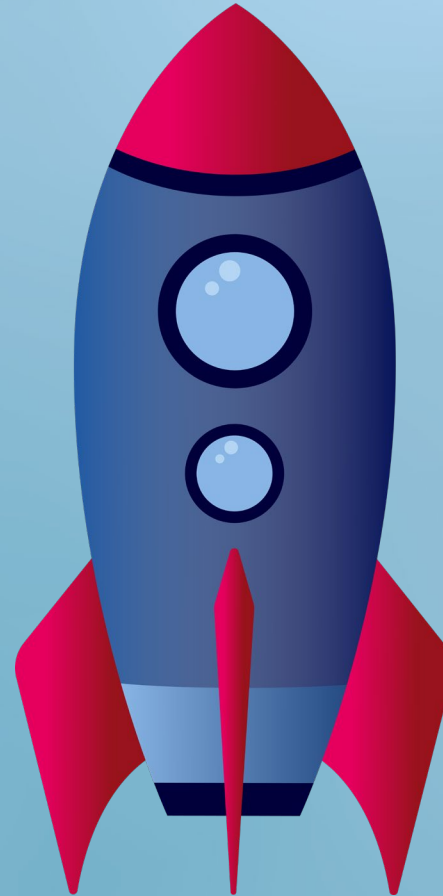
Screen resolution 4K@60Hz, optically bonded

Tilt the angle to different positions

Camera Tile 100° vertical adjustment

OS open to any VC software tool

SDM slot available



DTEN | DTEN ME

Price starting at \$599

Screen resolution 1080p

One position

3 fixed cameras, dead angles.

Onboard OS only supports Zoom

No SDM slot



VS



DESCRIPTION

Lenovo IDEACENTRE A540

Lenovo designs, develops, manufactures, and sells personal computers, tablet computers, smartphones, workstations, servers, supercomputers, electronic storage devices, IT management software, and smart televisions.

- Founded 1984 (under name Legend)
- Located: HQ in Beijing (China)
- Worldwide availability
- Key Traits: The World's largest PC vendor by unit sales as of July 2020

PRODUCT OVERVIEW

The thinking behind the IdeaCentre AIO 5i (27) was to make life easier. The PC lets wirelessly charge the phone and the IR camera and Windows Hello gives an easy, secure login. Inspired by the poise and balance of the cypress tree, this all-in-one desktop is itself an elegant note to any room.

Price: Starting at 1.330€ (non touch)

LOCAL CHALLENGES

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SERVICE

Example: free install, Warranty, local demo team.

ENVIRONMENT

E.g. governmental funds available, etc.

PROS

- Certified JBL speakers, Dolby Audio™ Premium
- Windows Hello compatible
- NVIDIA® GeForce® GTX1650
- Wireless phone charger

CONS

- 27" just available in some markets. 24" is the other option
- No microphone
- Built In PC means no update or hardware improvement possible
- Full HD screen resolution

PRODUCT COMPARISON	NEWLINE FLEX	DTEN ME
MSRP	799€	1.330€ (27", non touch)
Size	27"	27", 24"
Resolution	4K, 16:9	Full HD
System	NEWLINE OSD	Windows 10 Home
Touch	Multi-touch PCAP	Optional
Camera	4K@3HZ	FHD Hybrid RGB IR camera + HD cam
Audio Input	8-mic array	Headphone / mic combo port
Speakers	2.1 Channel	Certified JBL speakers, Dolby Audio™ Premium
USB Type C	USB Type C 3.1	USB-C
Other Ports	HDMI, Line-in	2 x USB 3.1 2 x USB 2.0 card reader, HDMI
RJ45 – LAN	Yes	Yes

THE BATTLE OF **THE KILL POINTS**

NEWLINE | FLEX

Price starting at 799€

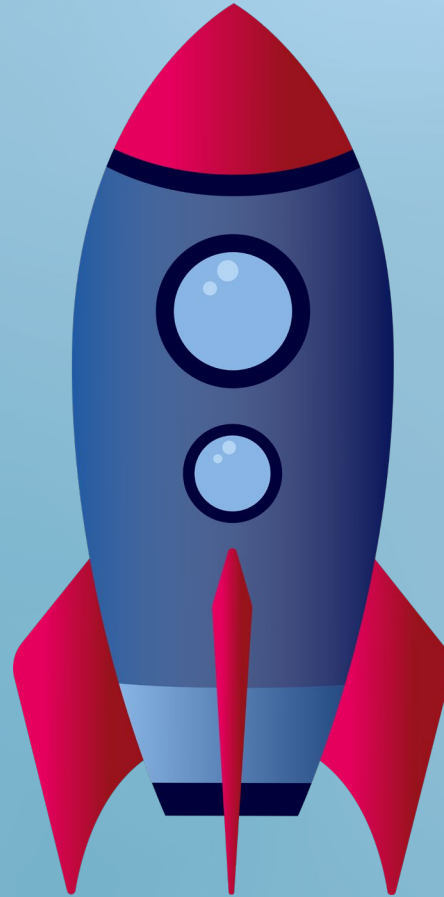
Screen resolution 4K, optically bonded

Tilt the angle to different positions

Adjustable 4K cam angle

OS open to any VC software tool

SDM slot available. 8 mic array



LENOVO | IDEACENTRE A540

Price starting at 1.330€ (non touch)

Screen resolution Full HD

One position

Fixed FHD Hybrid RGB IR camera + HD cam

Windows 10 Home open to any VC software

No SDM slot. No microphone



VS



PROS	CONS
<ul style="list-style-type: none"> • 28" • Stereo 2.1 with Dolby Speakers • Dual microphones • Graphic card NVIDIA® GeForce® GTX • Windows Hello compatible 	<ul style="list-style-type: none"> • High price • 1080p camera • No HDMI connection • Built In PC means no upgrade or hardware improvement possible

LOCAL CHALLENGES
<p>Apart from the product comparison, local factors may influence your sales battle as well. Please find information on the competitor's product in your local market. Think of pricing, proprietary offerings, services and consider environmental influences like governmental decisions etc.</p>
<p>PRICING</p> <p>Describe the competition's pricing strategy.</p> <p>Example: This competitor is the loss leader or premium offering in our industry. They have subscription pricing.</p>
<p>PROPRIETARY OFFERINGS</p> <p>List the competition's proprietary offerings. Example: More than 1000 panels a year is xx% discount</p>
<p>SERVICE</p> <p>Example: free install, Warranty, local demo team.</p>
<p>ENVIRONMENT</p> <p>E.g. governmental funds available, etc.</p>

PRODUCT COMPARISON	NEWLINE FLEX	DTEN ME
MSRP	799€	4.149€
Size	27"	28"
Resolution	4K, 16:9	4500 x 3000, 3:2
System	NEWLINE OSD	Windows 10 Pro
Touch	Multi-touch PCAP	Multi-touch PixelSense
Camera	4K@30HZ	1080p Front camera
Audio Input	8-mic array	Dual Microphones
Speakers	2.1 Channel	Stereo 2.1 with Dolby® Audio™ speakers
USB Type C	USB Type C 3.1 1st Gen	USB-C
Other Ports	HDMI 2.0 USB 3.0 touch	4 x USB 3.0 SD card slot
RJ45 – LAN	Yes	Yes

DESCRIPTION

 **Microsoft SURFACE STUDIO 2**

Microsoft develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services, such as the Microsoft Windows operating systems, the Microsoft Office suite, the Internet Explorer and Edge web browsers, the Xbox and the Microsoft Surface touchscreen PCs.

- Founded 1975
- Located: HQ in Redmond (US)
- Worldwide availability.
- Key Traits: One of the domestic Big 5 technology companies

PRODUCT OVERVIEW

The ultimate creative studio. With Intel® Core™ i7-7820HQ processors, SSD storage for faster file handling, and more graphics memory to handle your workflow and support better gaming, mixed reality, and VR with an adjustable 28" display. The most powerful Surface yet.

Price: Starting at 4.149€



THE BATTLE OF **THE KILL POINTS**

NEWLINE | FLEX

Price starting at 799€

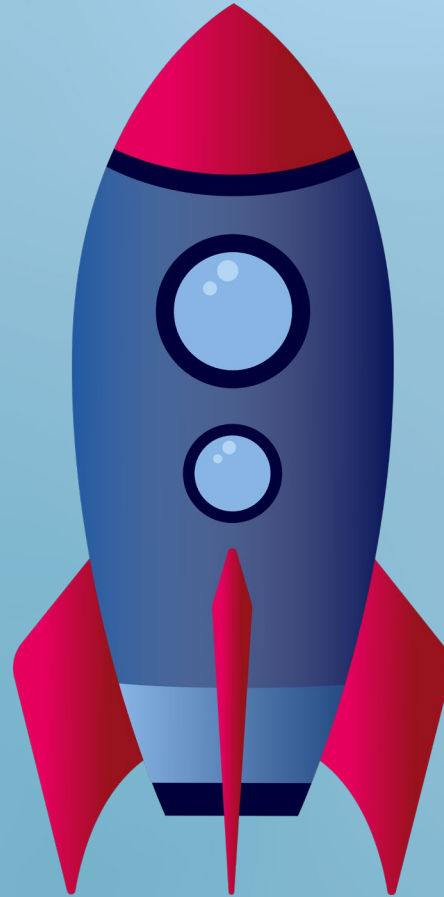
Screen resolution 4K, optically bonded

Tilt the angle to different positions

Camera Tile 100° vertical adjustment

OS open to any VC software tool

SDM slot available. HDMI connection



MICROSOFT | SURFACE STUDIO 2

Price starting at 4.149€

Screen resolution 4500 x 3000, 192 ppp

Two positions

1 fixed 1080p camera

Windows 10 Pro OS open to any VC software

No SDM slot. No HDMI connection