

CASE STUDY

AuraCam One

AI-Powered Meeting Bar

See Better.
Sound Better.
Meet Better.

All in one. Plug in. You're ready.



Every meeting starts with setup.

Professionals stack single-purpose accessories, untangle cables, and adjust settings before anyone says hello.

Desk clutter	6 devices
Cable count	7 cables
Setup time	6 minutes



Webcam
+ ring light

Microphone
+ speaker

USB hub
+ adapters

Five user groups, one recurring complaint.

Remote workers

Designers

Developers

Recruiters

Creators

78%

use three or more accessories
for a single call

PAIN POINT

6 min

average setup before an
important meeting

PAIN POINT

1 in 3

would replace every accessory
with one device

KEY INSIGHT

No single product covers the whole desk.

Premium hardware exists in every category — none of it arrives integrated.

CAPABILITY	Logitech MX Brio	Insta360 Link 2 Pro	OBSBOT Tiny 3	AnkerWork B600	AuraCam One (ours)
4K camera	Yes	—	Yes	Yes	Dual 4K
Studio lighting	—	—	—	—	Adaptive
Beamforming mics	Yes	Yes	Yes	Yes	6-mic array
Gesture control	—	Yes	Yes	—	Yes
USB-C dock	—	—	—	—	3 ports
AI meeting assistant	—	—	—	—	On device

Opportunity — no current product combines premium communication hardware into one elegant solution.

One device. Every meeting.

Camera, lighting, microphones,
speakers, dock and intelligence in a
single machined enclosure.

4K AI camera

Sony sensor, 90° FOV

Adaptive lighting

Dual LED, warm to cool

6-mic array

Beamforming, AI denoise

Stereo speakers

3W high fidelity

USB-C dock

USB-A, HDMI, PD 65W

On-device AI

Framing, gestures, notes

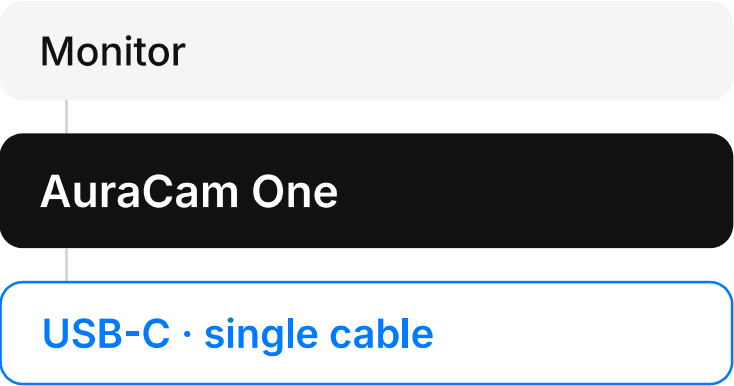
Matte black · matte silver · minimal branding



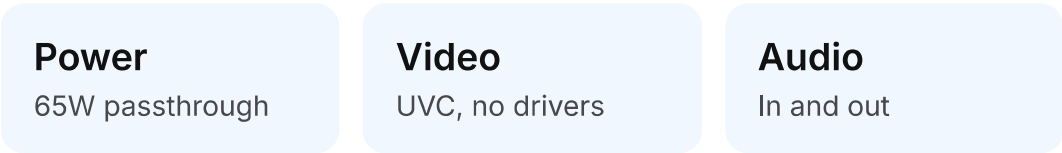
One cable in, everything out.

USB-C carries the meeting so it works offline. Wi-Fi only adds the intelligence layer.

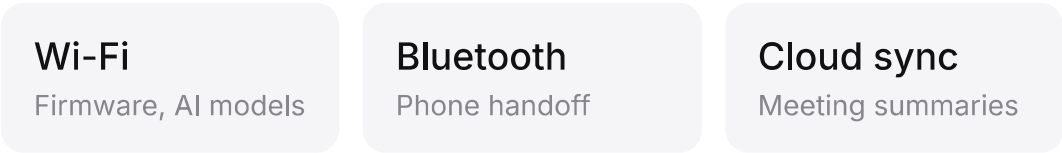
MOUNT



PRIMARY — OVER USB-C



OPTIONAL — OVER WI-FI & BLUETOOTH



Unplug the network and the bar is still a complete camera, mic and speaker. Intelligence degrades; the meeting does not.

Nine features, one bar.



AI auto framing

Keeps you centred as you move — no manual adjusting.



Gesture control

Mute, frame and light with a hand signal.



Adaptive lighting

Reads the room and matches its colour temperature.



AI noise cancelling

Removes keyboards and traffic, keeps voices.



Eye contact

You look present even while reading your notes.



Privacy shutter

A physical slide you can see from across the room.



Docking hub

USB-A, HDMI and 65W charging behind the bar.



Wireless charging

The top surface charges your phone while you talk.



AI meeting summary

Decisions and actions written before you stand up.

Three versions, one vision.

Lite

Essential. Simple. Smart.



- 1080p camera
- Dual microphones
- White LED light
- Privacy shutter
- USB-C plug and play

Home desk

Pro

Professional. Smarter. Better.



- 4K AI camera, face tracking
- Quad beamforming mics
- Adaptive dual LED
- Gesture controls
- USB-C dock

Recommended

Ultra

Advanced. Intelligent. Complete.



- Dual 4K cameras
- 6-mic array
- RGB and white studio light
- OLED touch display
- Dock and wireless charging

Studio and boardroom

Six devices down to one.

Devices on the desk

6 → 1



Setup time before a call

6 min → 40 sec



Cables to manage

7 → 1



4K

video, every call

+38%

speech clarity

0

drivers to install

WORKFLOW · BEFORE

- 1 · Open laptop
- 2 · Connect webcam
- 3 · Connect light
- 4 · Connect microphone
- 5 · Adjust settings
- 6 · Fix what broke
- 7 · Join late

WORKFLOW · WITH AURACAM ONE

- 1 · Open laptop
- 2 · Plug in USB-C
- 3 · Start meeting

Seven steps become three.

VERSION 1 - LITE

- 1080P Full HD Camera
- Dual Microphones
- Adjustable LED Light
- Privacy Cover
- USB-C Plug & Play



VERSION 2 - PRO

- 4K Ultra HD Camera
- AI Face Tracking
- Quad Beamforming Mics
- Adjustable LED Light (Warm & Cool)
- Touch Controls
- Privacy Shutter
- USB-C Plug & Play



AuraCam One

AI-Powered Meeting Bar

See Better.
Sound Better.
Meet Better.

Thank you.

Gunalan

Looking for Product Designer / UX UI
Designer roles.