



CUSTOMER PRESENTATION 2011

# SWANN FREESTYLE HD

Wearable **Action Video Camera**  
with LCD Viewer





**VALUES AND TARGET**



# Who is SWANN?



Swann is a solid and successful company with strong values. In the Wearable Action Cam category, these values have evolved to be relevant in the space.

**FRESH** – we take advantage of being the new player in the space and never let our place in the category become boring or stale

**FUN** – We maintain imagery, colors, copy but mostly an attitude that representative of the enjoyment of the activity of our target

**TECHY** – we have affinity and/or obsession with technology and ensure our products are feature rich

**AUSSIE** – We are proud of our heritage and where possible allow the Australian terrain to test and provide a backdrop for our products.

**GOOD VALUE** – As with all Swann products - we ensure that our Action Cam category give customers bang for their buck!

These are Swann's key differentiators and should these values will be represented in all choices concerning the Wearable Action Video Cam range

# Target for Swann Freestyle HD



There are a range of consumers that Wearable Action Cam's appeal to. Swann is focusing on a core segment of these with this product

Type of Consumer	Appeal
<b>Professional Athletes</b> 'I am the top of my field and am paid or sponsored to engage in my sport full or part time'	
<b>Subculture Leaders</b> 'I choose my activity based on lifestyle, to be closer to nature and because it represents my values. I choose my equipment to support my lifestyle'	
<b>Subculture Followers</b> 'I like the idea of the sport and the image it represents. I make choices that allow me to fit in with members of the subculture'	
<b>Enthusiasts</b> 'In engage in the sport because it's fun. I relate to the image and love to share my activities'	
<b>Weekend Heroes</b> 'I used to get more time to be involved in the sport but due to work/ family commitments I don't get to engage as much as I would like. When I do, it's important to savour, capture and share the moment'	
<b>Gift Buyers</b> 'I have kids/ friends that love sports and want to buy them something special that doesn't require me to know their size/style or too much about their activity'	
<b>Impulse Purchasers</b> 'When in a situation where I am doing something unusual and exciting I want to capture the moment and will take an opportunity to do so. I would buy the video of my bungee jump or photo of myself on a roller-coaster, even if it may be a one-off.'	





**MEET THE PRODUCT**



## 1080p HD

Shoot professional quality 1080p HD footage that can be played back on the PC, shared or shown on an HDTV



## 8MP Camera

Capture gorgeous shots on the 8MP still camera with continuous, self timer and triple shot burst modes



## Easy to Mount

Easily mount to your wrist helmet bike snowboard and more to capture all adrenaline pumping activity

SWANN **FREESTYLE HD**  
Wearable **Action Video Camera**  
with LCD Viewer



## Removable LCD Screen

Watch the video & playback footage on the detachable 1.5" LCD screen



## Completely Waterproof

Great for all conditions with waterproof casing to 65ft/20m below the surface



## Convenient Control

Start recording from a distance using the included remote control with belt strap for easy access

SWANN **FREESTYLE HD**  
Wearable **Action Video Camera**  
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# What you get

- **Freestyle HD Wearable Video Camera**
- **LCD Screen**
- **Waterproof Case**
- **Remote Control**
- **Carry Pouch**
- **Helmet Mounting Bracket**
- **Universal L Shaped Mounting Bracket**
- **Universal Low Profile Mounting Bracket**
- **Connector Tray Bracket Accessory**
- **Flat Adhesive Mounting Pad x 2**
- **Curved Adhesive Mounting Pad**
- **Wrist Strap**
- **USB Cable & AV Out Cable**
- **Power Adapter**
- **Instructions Manual & CD**





# Specifications

## Optics

135° angle view at 1080p resolution

170° angle view at 720p resolution

## Video

HD Resolution

1080p (1920 X 1080) 30fps

720p (1280 X 720) 60fps

Video Format MPEG4 Codec, MOV File  
Format

## Battery

Rechargeable Lithium-ion (1000mAh)

Record time Up to 2.5 Hours per charge

## Audio

Stereo 48kHz, AAC compression

## Storage

Type – Micro SD Card (not included)

Capacity – up to 32 GB



**SELLING AIDS**



# Brochure



## Freestyle HD.

Wearable Video Camera with LCD Viewer



- HD** 1080P VIDEO & 8 MEGAPIXEL IMAGES
- WATERPROOF** UP TO 65FT/20M
- SD** MICRO SD RECORDING UP TO 32GB
- REC** LONG RECORDING TIME UP TO 10 HRS\*
- USB** TRANSFER TO PC & RECHARGE VIA USB

**Push it.  
Prove it.**



## Swann Freestyle HD.

Wearable Video Camera with LCD Screen



### Easy to use. Easy to playback.

Housed in a waterproof case, this Sports Video Camera is built for the adrenaline junky in all of us. With easy recording to MicroSD card and transfer to your PC via USB connection, it's all-action video made easy



Removable LCD Screen



Completely Waterproof



Convenient Control

### What's in the Box

#### Accessories Included

- HD Sports™ Mini Video Camera
- LCD Screen
- Waterproof Case
- Remote Control
- USB Cable & Connector
- Carry Pouch
- Helmet Mounting Bracket
- AV Out Cable
- Universal Mounting Bracket x 2
- Power Adapter
- Instructions Manual & CD



### Share every legendary moment in 1080p HD

- Record professional high definition action videos at 1080p (1920 x 1080 pixels), 30fps with 3x digital zoom & stereo audio
- Catch activity with 8 mega pixel JPEG Images taken in rapid fire succession or use as a standard 'point & click' camera
- Great for any conditions with waterproof casing to 65ft/20m below the surface
- Watch live video & playback footage on the detachable 1.5" LCD screen or on HD TV using the HDMI connection (cable not included)
- Record up to 10 hours\* continuous footage to SD card (up to 32GB) or use the USB cable to transfer to PC or Mac for easy uploading to your favorite websites
- Convenient lithium-ion battery is rechargeable from USB with 2.5 hours recording per charge
- Easily mount accessories to your wrist, helmet, bike, ski pole, shirt, belt and more to catch the best angle
- Create hands-free action video while cycling, mountain biking, motorbike riding, car driving, skiing, snowboarding, surfing, swimming, running, walking, rafting, skydiving or enjoying any adrenaline-pumping activity

### Unlimited uses

Ball sports, base jumping, car racing, cycling, diving, hang gliding, hiking, horse riding, jet skiing, kite surfing, motorbike riding, roller blading, running, skateboarding, skiing, sky diving, snorkelling, snowboarding, surfing, swimming, wakeboarding, walking, white water rafting, wind surfing and more!

\*Based on non-stop recording to 32GB card. Results may vary depending on resolution & number of still images.  
Note: Trademarks are properties of their respective owners.

SWVID-SPORTL

Share every legendary moment in **1080p HD**

For more information on this product visit [www.swann.com](http://www.swann.com)



# Website



A screenshot of the Swann website homepage. The header includes the Swann logo with the tagline "Advanced Security Made Easy™", social media icons for Facebook, Twitter, and YouTube, and a "Choose location" dropdown menu set to "United States". A navigation bar contains links for "Company", "Products", "Support", "Multimedia", "Promo", and "Contact Us", along with a search bar. The main banner features a large image of a skier and a Swann Freestyle HD camera, with the text "SWANN FREESTYLE HD Wearable Action Video Camera" and "SHARE EVERY LEGENDARY MOMENT". Below the banner is a row of product categories: "DVRs &amp; Kits", "Pro Series", "Advanced", "Wireless", "Home Series", "Alpha Series", "Mini Video", and "Helicopters". The footer contains three promotional sections: "Swannview Smartphone app LIVE VIEWING ON SMARTPHONES", "Enter our online Survey WIN A 4GB PENCAM", and "Take off with Swann RC HELICOPTERS".

# Packaging Specifications

Pack weight	28.9 (oz) 820 (g)
Pack dimensions	L 3.2 x W 6.4 x H 11 (inches) L 80 x W 160 x H 280 (mm)
Packs per master carton	15 units
Master carton weight	29.3 (lb) 13.3 (kg)
Master carton dimensions	L 11.8 x W 19.9 x H 16.6 (inches) L 301 x W 505 x H 423 (mm)

