



Partner Marketing Kit



GVC3212

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GVC3212 Sales Kit

The sales kit is an overview guide to everything you need to know about selling the GVC3212 HD Video Conferencing System for IPVideoTalk.

The Sales Kit includes:

- Overview and Basics
- Competitive Differentiators
- Deployment Scenarios
- IPVideoTalk Integration

Translations

[English](#)

[Spanish](#)

GVC3212
IPVideoTalk HD Video Conferencing Device



About the GVC3212

The GVC3212 is a compact and affordable HD video conferencing endpoint ideal for remote workers and small conference rooms. This device easily mounts on any TV monitor and runs on Grandstream's IPVideoTalk Meeting plans to host meetings that can be joined on nearly any device including mobile, PCs, and laptops. The GVC3212 provides 1080pHD video and comes equipped with integrated dual microphones that support 3-meter pickup distance and sophisticated background noise suppression. It includes built-in Wi-Fi for easy network connection and Miracast for convenient wireless content screen sharing.

Competitive Features

- Advanced camera with megapixel CMOS sensor, 720p HD @30fps, 60 FOV wide-angle lens
- Runs on Grandstream's IPVideoTalk Meetings platform
- Integrated dual-band Wi-Fi 802.11a/b/g/n/ac
- Dual-microphone with 3-meter pickup distance and advanced acoustic echo-cancellation, noise-shield technology
- Built on adjustable stand for TV mounting

GVC3212
A Compact & Affordable Video Solution



Product Positioning

The GVC3212 is built to easily extend Grandstream's remote workers, home offices, small working spaces, telehealth solutions, remote education and more. It's an easy-to-use and easy-to-setup video conferencing device, a price-friendly option without sacrificing the features that sustain high quality video communications.

GVC3212 Key Technical Specifications

| | |
|---------------------|-------------------|
| Platform | |
| Network Interface | |
| Display | |
| Camera | |
| Lens | |
| Remote Control | |
| Wi-Fi | |
| Conference Function | Mute, call record |

For Remote Workers & Small Spaces

The GVC3212 is ideal for remote workers and small spaces. It offers a compact, all-in-one device that sits on top of any TV or monitor, connects to Wi-Fi and includes a built-in IPVideoTalk interface to make it quick and easy to setup. It also provides HD video, HD audio, 2 built-in mics and background noise suppression to ensure the highest quality meetings in any environment. The GVC3212 does all of this at an unbeatable price - making it a great option for sales teams, managers, executives, telehealth, education and more.



Built for IPVideoTalk

The GVC3212 was built for IPVideoTalk, Grandstream's meetings and conferencing platform. It includes a built-in IPVideoTalk interface and requires zero setup for easy joining of video meetings and conferences.



HD Video Quality

The built-in camera supports 720p HD video quality at 30fps, while providing 1080p HD for incoming video. This ensures high-quality video for client meetings, sales calls and more.



W-Fi & Miracast

Once it is powered up, the GVC3212 supports wireless usage by supporting dual-band Wi-Fi connections and Miracast for wireless content sharing.



Background Noise Suppression

The GVC3212 includes 2 built-in mics with background noise suppression, ideal for remote workers or any busy environment.



Mount on any TV or Monitor

The GVC3212 has a built-on adjustable stand that can easily be mounted on any TV monitor.



Can't Miss Affordability

The GVC3212 provides HD quality video and audio at an unbeatable price point, making it a great deployment option for price-conscious budgets.



GVC3212 Presentation



Translations

[English \(PowerPoint\)](#)

[English \(PDF\)](#)

[Spanish \(PowerPoint\)](#)

[Spanish \(PDF\)](#)

Product Messaging

GVC3212

| | | | |
|----------------------------|---|--|---|
| Tagline | HD Video Conferencing Endpoint for IPVideoTalk | | |
| Subhead | The GVC3212 is a compact and affordable HD video conferencing endpoint that pairs with IPVideoTalk, ideal for remote workers and small offices. | | |
| Target Audience | Remote Workers, small businesses, IPVideoTalk Meeting users, sales teams | | |
| Product Description | The GVC3212 is a compact and affordable HD video conferencing endpoint ideal for remote workers and small conference rooms. This device easily mounts on any TV and runs on Grandstream's IPVideoTalk Meeting plans, an online conferencing platform that allows you to host meetings that can be joined on nearly any device including mobile, PCs, and laptops. The GVC3212 provides up to 1080pHD video and comes equipped with integrated dual microphones that offer high quality voice pickup at up to 3-meter distance, advanced echo cancellation, and sophisticated background noise suppression. It supports Miracast for convenient wireless content screen sharing, allowing meeting participants to share presentations, videos, or other content directly from their PC/ Mac or Android/iOS devices without tangling cables. This compact, easy-to-use, easy-to-deploy video conferencing endpoint is the ideal choice for remote workers and who need a price-friendly option that still provides the features necessary to sustain high quality video communications. | | |
| Customer Challenges | IPVideoTalk Meeting users need a higher quality audio and video solution for their device. | Small businesses who use IPVideoTalk Meetings looking to set up a conferencing room and need an easy-to-use and affordable device. | Remote workers who host online meetings and/or webinars on a daily basis and use the IPVideoTalk Meetings platform. |
| Customer Solutions | The GVC3212 offers advanced camera with megapixel CMOS sensor, 60 FOV wide-angle lens, and support for up to 1080p video display. | The GVC3212 runs on Grandstream's IPVideoTalk Meetings platform and comes equipped with built-on adjustable stand for tv/desktop mounting. | This device runs on Grandstream's IPVideoTalk Meeting plans, that allows you to host meetings. It supports Miracast for convenient wireless content screen sharing. |

[French](#)

[Italian](#)

[Polish](#)

[Spanish](#)

[German](#)

[Portuguese](#)

[Russian](#)

GVC3212 Datasheets





IPVideoTalk HD Video Conferencing Device

GVC3212

The GVC3212 is a compact and affordable HD video conferencing endpoint ideal for remote workers and small conference rooms. This device easily mounts on any TV and runs on Grandstream's IPVideoTalk Meeting plans, an online conferencing platform that allows you to host meetings that can be joined on nearly any device including mobile, PCs, and laptops. The GVC3212 provides up to 1080pHD video and comes equipped with integrated dual microphones that offer high quality voice pickup at up to 3-meter distance, advanced echo cancellation, and sophisticated background noise suppression. It supports Miracast for convenient wireless content screen sharing, allowing meeting participants to share presentations, videos, or other content directly from their PC/Mac or Android/iOS devices without tangling cables. This compact, easy-to-use, easy-to-deploy video conferencing endpoint is the ideal choice for remote workers and who need a price-friendly option that still provides the features necessary to sustain high quality video communications.



Advanced camera with megapixel CMOS sensor, 60 FOV wide-angle lens



Runs on Grandstream's IPVideoTalk Meetings Platform



Integrated dual-band Wi-Fi 802.11 a/b/g/n/ac



Dual-microphones with 3-meter pickup distance, with advanced acoustic echo cancellation noise shield technology



Built-on adjustable stand for TV-top mounting



Support for Miracast wireless content sharing to share a presentation with conference attendees



Integrated 1x HDMI and 2x USB ports

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9.2020.01

www.grandstream.com

| | |
|--|--|
| Platform | IPVideoTalk |
| Network Interface | 1x auto-sensing RJ45 10/100 Mbps Ethernet port |
| Display | 1x HDMI 1.4 with support for up to 1080p video display |
| Camera | Megapixel CMOS sensor, 720P@30fps |
| Lens | 60 ° field-of-view wide angle |
| Remote Control | Companion IR remote control |
| Wi-Fi | Integrated dual-band Wi-Fi 802.11 a/b/g/n/ac |
| Auxiliary Ports | TRS 3.5mm line in, 2x USB 2.0 |
| Audio Codescs | Full-band Opus, wide-band G.722, G.711, AEC, ANS, AGC, Noise Shield, PLC, CNG/VAD |
| Video Codescs and Capabilities | H.264 BP/MP/HP, video resolution up to 720P 30fps; Content resolution up to 720P and up to 5fps; BFCP; anti-flickering, auto focus and auto exposure |
| Conference Function | Mute, call record, call waiting, auto answer, flexible dial plan, personalized ringtones and music on hold, server redundancy & fail-over |
| Wireless Screen Projection | Supports Miracast |
| HD Audio | Integrated omni-directional and cardioid dual-microphones that supports 48KHz full-band voice sampling rate and 3-meter voice pickup distance with advanced acoustic echo cancellation |
| Mounting Stand | Built-on adjustable stand for TV-top mounting |
| QoS | Layer 2 QoS (DSCP, 802.1p) and Layer 3 (TOS, DiffServ, MPLS) QoS |
| Security | Random default password, unique certificate per device, user and administrator level passwords, MD5 and MD5-sess based authentication, 256-bit AES encrypted configuration file, TLS, SFTP, HTTPS, 802.1x media access control |
| Upgrade/Provisioning | Firmware upgrade via TFTP / HTTP / HTTPS or local HTTP upload, mass provisioning using TR-069 or AES encrypted XML configuration file or GDM5 |
| Power & Green Energy Efficiency | Universal power adapter included: Input: 100-240V 50-60Hz Output: 12VDC 1A(12W) |
| Temperature and Humidity | Operation: 0°C to 40°C Storage: -10°C to 60°C Humidity: 10% to 90% Non-condensing |
| Package Content | GVC3212 device, remote control, 2x AAA batteries, universal power supply, network cable (1.5 meters), HDMI cable (1.5 meters), QIG |
| Dimensions | Unit Dimensions: 130mm(L) x 35.5mm(W) x 68mm(H) |
| Compliance | FCC, CE, RoHS, IC, HDMI |

Translations

[English](#)

[French](#)

[German](#)

[Italian](#)

[Polish](#)

[Portuguese](#)

[Russian](#)

[Spanish](#)

GVC3212

Marketing Materials

Email

- [Email \(Packaged InDesign File\)](#)
- [Email \(PDF\)](#)
- [Email Text \(Word\)](#)
- [Email Banner \(PSD\)](#)
- [Email Banner \(PNG\)](#)
- [GVC3212 Product Image \(PNG\)](#)
- [Desktop Mounted Icon](#)
- [Integrated Ports Icon](#)
- [IPVideoTalk Icon](#)
- [HD Video Icon](#)
- [At Home \(JPEG\)](#)
- [Small Offices \(JPEG\)](#)

Email Signature

- [Email Signature Editable File \(PSD\)](#)
- [Email Signature \(PNG\)](#)



HD Video Conferencing Endpoint for IPVideoTalk

The GVC3212 is a compact and affordable HD video conferencing endpoint that pairs with IPVideoTalk, ideal for remote workers and small offices.

NEW!

GRANDSTREAM
CONNECTING THE WORLD

Press Release

[Grandstream Releases New HD Video Conferencing Endpoint for IPVideoTalk](#)



Now Available
HD Video Conferencing Endpoint for IPVideoTalk
GVC3212




Grandstream Releases IPVideoTalk HD Video Conferencing Device


The GVC3212 is a compact and affordable HD video conferencing endpoint ideal for remote workers and small conference rooms. This device easily mounts on any TV and runs on Grandstream's IPVideoTalk Meeting plans. This compact, easy-to-use, easy-to-deploy video conferencing endpoint is the ideal choice for remote workers and who need a price-friendly option that still provides the features necessary to sustain high quality video communications.

Key Features Include:

- Advanced camera with megapixel CMOS sensor, 60 FOV wide-angle lens
- Runs on Grandstream's IPVideoTalk Meetings Platform
- Integrated dual-band Wi-Fi 802.11 a/b/g/n/ac
- Dual-microphones with 3-meter pickup distance, with advanced acoustic echo cancellation noise shield technology
- Built-on adjustable stand for TV-top mounting
- Support for Miracast wireless content sharing to share a presentation with conference attendees
- Integrated 1x HDMI and 2x USB ports



Deployment Scenarios



At Home

Ideal for remote workers who host online meetings and/or webinars on a daily basis and use the IPVideoTalk Meetings platform. This device runs on Grandstream's IPVideoTalk Meeting plans, that allows you to host meetings.



Small Offices

Small businesses who use IPVideoTalk Meetings looking to set up a conferencing room and need an easy-to-use and affordable device can use the GVC3212 which comes equipped with built-on adjustable stand for tv/desktop mounting.

Contact Us to Learn More

List how your customers can contact you to learn more about this product

Digital Marketing - Social Template

Create your own Social Media Image

Use the editable template to customize your own social image, or create your own using the elements provided below. We recommend using the text provided in the messaging and strategy on page 2 & 3.

Social Image w/ text Template:

[Editable Photoshop File](#)

[Social Image w/ text_English \(PNG\)](#)

Royalty Free Stock Photos (2 Options)

[Option 1](#)

[Option 2](#)

Icons (white):

[Desktop Mounted](#)

[Integrated Ports](#)

[IPVideoTalk](#)

[HD Video](#)

Product Images

[GVC3212](#)


Logo (add your own or use Grandstream's)

[Logo_white](#)


[Logo_blue](#)

Official Grandstream Colors:


Deep Blue:

 RGB: 42 / 83 / 137
#295288


Aqua Blue:

 RGB: 70 / 168 / 202
#46A7C9

Grey:

 RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):

 RGB: 255 / 83 / 13
#FF530D



Tagline
(from Messaging and Strategy on Pg.2)

Icons

Subhead
(from Messaging and Strategy on Pg.2)

Digital Marketing - Social Paid / Cover Photo

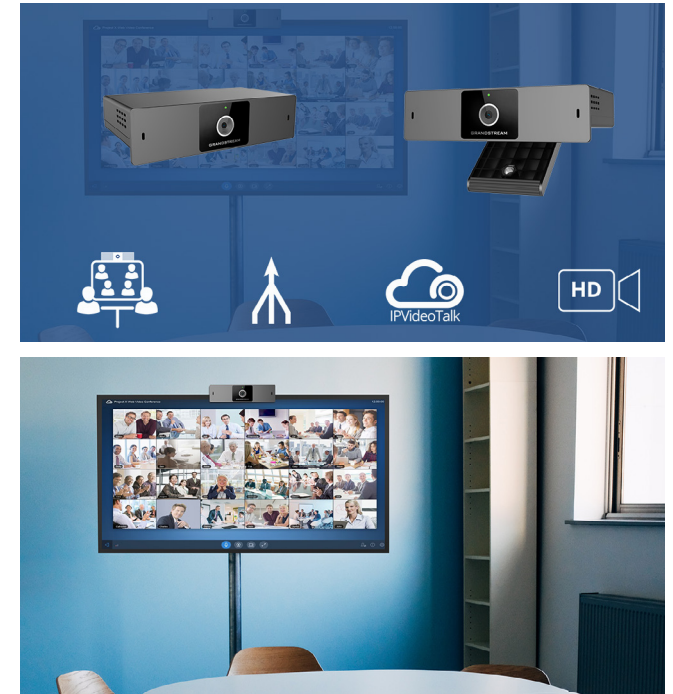
Paid Social Ad (no text)

[Social Image \(no text\)](#)

[Social Image \(limited text\)](#)

Paid/Non-Paid Social Copy

[Suggested Social Copy](#)



Facebook Cover Photo - mobile and desktop friendly

[Facebook Cover Photo Editable \(PSD\)](#)

[Facebook Cover Photo \(PNG\)](#)



Digital Advertising - Banner Ads Template

What are Banner Ads?

Banner advertising is synonymous with display ads. They're placed in high-traffic locations on webpages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander.

See the following page for recommended sizing.

Ad Banner 300x250

[Editable Photoshop File \(300x250 Sample\)](#)

[Ad Banner Sample 300x250 \(PNG\)](#)

[Learn More Orange Button](#)

Royalty Free Stock Photos (2 Options)

[Option 1](#)

[Option 2](#)

Icons (white):

[Desktop Mounted](#)

[Integrated Ports](#)

[IPVideoTalk](#)

[HD Video](#)

Product Images

[GVC3212](#)


Logo (add your own or use Grandstream's)

[Logo white](#)


[Logo blue](#)

Official Grandstream Colors:


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#295288

Aqua Blue:

 RGB: 70 / 168 / 202
#46A7C9

Grey:

 RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):

 RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy
on Pg.2/3)

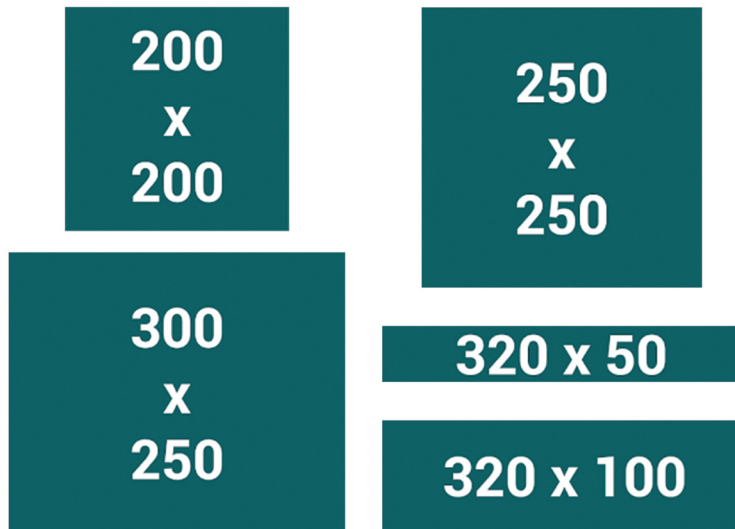


CTA (Call to Action)
Tells the site users to do something
such as sending them to a product
page

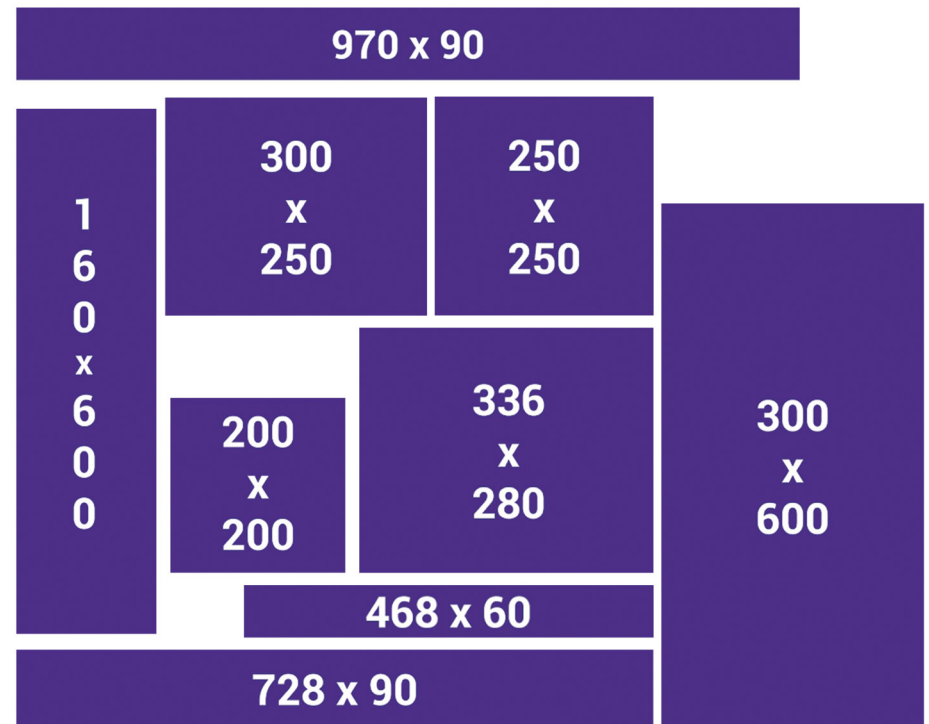
Subhead
(from Messaging and Strategy on Pg.2)

Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions



Computer: Common Ad Dimensions



Marketing Assets

1. Product Images

- [GVC3212 Front](#)
- [GVC3212 Right Mounted](#)
- [GVC3212 Left](#)
- [GVC3212 Back](#)
- [GVC3212 Bottom](#)



GVC3212 Front



GVC3212 Right Mounted



GVC3212 Left



GVC3212 Back



GVC3212 Bottom

2. GVC3212 Feature icons

- [Desktop Mounted](#)
- [HD Video](#)
- [Integrated Ports](#)
- [IPVideoTalk](#)
- [Noise Shield](#)
- [Sound](#)
- [Wi-Fi](#)



Desktop Mounted



HD Video



Integrated Ports



IPVideoTalk

IPVideoTalk



Noise Shield



Sound



Wi-Fi