

AVER CAM570 PLAYBOOK VOICE TRACKING CAMERA



2026/05/18

Directing the Perfect Meeting

AVer CAM570 Sales & Application Playbook



Master the special features. Win every room.

Give Every Meeting a Virtual Director

Static cameras make hybrid meetings feel unnatural.



The AVer CAM570 actively tracks, frames, and directs the conversation.



By automatically following the active speaker—without requiring a remote control—it delivers a **broadcast-quality experience** that keeps remote participants fully engaged.

The Hardware Arsenal



Main Lens

4K PTZ with 78° FOV.
Delivers crystal-clear optical zooming and physical movement.

AI Reference Lens

82° FOV panoramic lens. The “eyes” of the system that constantly scan the room to locate participants.

Voice Sensor Array

Left, Center, and Right sensors providing 180° horizontal audio detection.

**Note: Exclusively for tracking, not conferencing audio.*

Smart, Fast, and Human-Centric

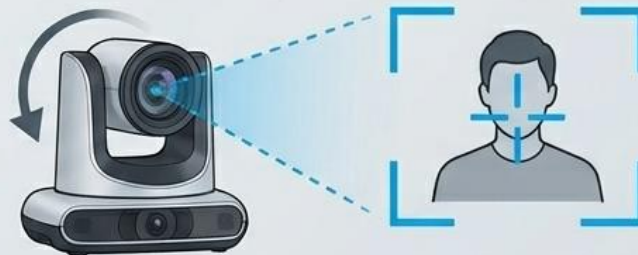
Step 1: Detect



Built-in voice sensors pinpoint the direction of the human voice, intelligently ignoring background noise.



Step 2: Act



The PTZ camera moves toward the active speaker and applies smart framing for the perfect shot.



Sales Tip: Pitch tighter framing settings! A narrow frame creates a much more natural, professional broadcast experience.

The Strategy Matrix: Match the Mode to the Room

Main Lens (PTZ) Tracking



All Open

Front + Left

Front + Right



- **Sensors Active:** All 3 (Left, Center, Right)
- **Best For:** Wider speaking areas, flexible seating, large open conference rooms.

AI Lens Tracking

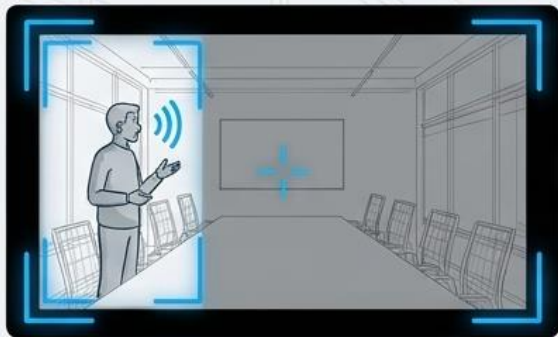


AI Lener



- **Sensors Active:** Center sensor only
- **Best For:** Directed presentations. Tracking distance up to 7m (23ft).
- **Rule:** Speaker must remain within the camera's visible area.

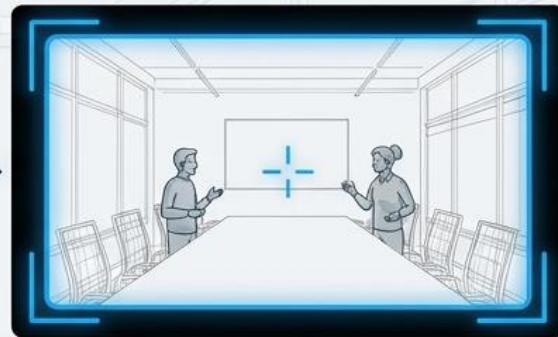
Conversation Mode: End the 'Tennis Match'



Panel 1: Person A Focus



Panel 2: Person B Focus



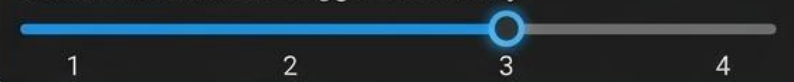
Panel 3: Group View

The Concept

When two or more people speak in quick succession, the CAM570 intelligently shifts to a wider group view rather than panning frantically back and forth.

Adjustable Sensitivity

Conversation Mode Trigger Sensitivity



Adjustable Sensitivity: Scale of 1 (least sensitive) to 4 (most sensitive). Pitch lower sensitivity if it switches to group view too often.

Cinematic Polish with Transition Effects

Transition Effect

PTZ Movement

Smart ViewShift

PTZ Movement



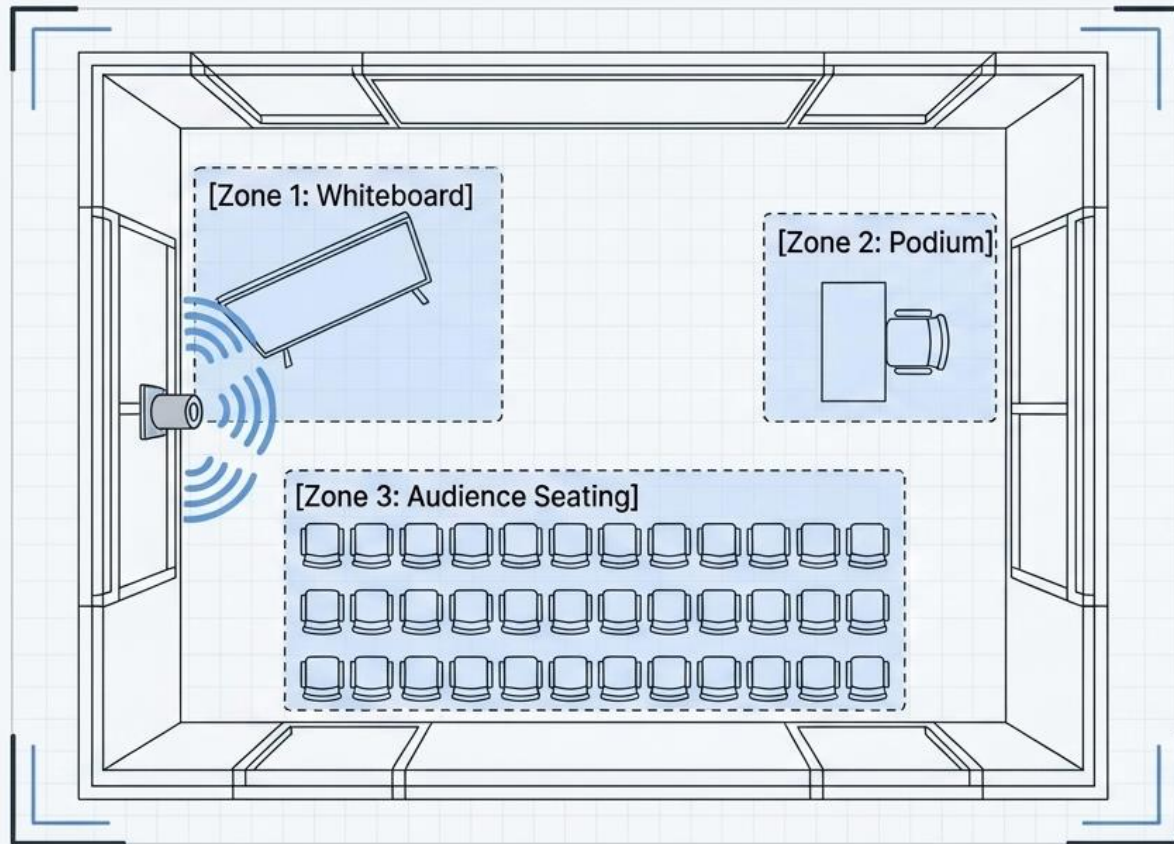
Shows the live video as the camera physically moves between speaker positions.

Smart ViewShift (Recommended)



Creates a smooth transition by briefly holding a freeze frame before moving to the next position. Feels like a professional broadcast cut. No motion sickness.

Masterclass: Automating Complex Spaces



The Concept

Presentation Mode uses localized audio detection to trigger pre-set camera positions.

The Setup

Define tight audio zones based on room layout. When human voice is detected in a zone, the camera instantly snaps to that assigned preset angle.

Ideal For

Training rooms, university lecture halls, and interactive display spaces.

Pro-Level Audio Integration

! The Challenge: Prevent the camera from tracking the TV when remote participants speak.







Connect external audio via the 3.5mm Line-In.
The camera learns to ignore the room playback.

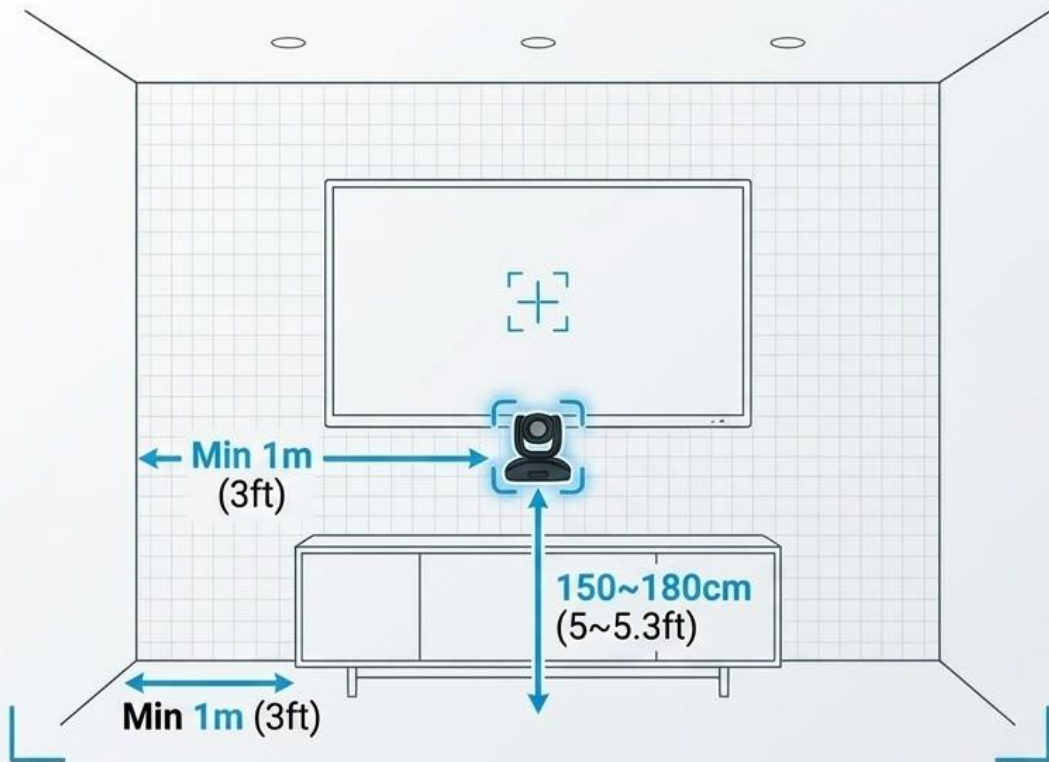


The AVer Ecosystem Upsell: Pair with a FONE540.
It uses inaudible ultrasound to seamlessly pause camera tracking while the speakerphone plays audio.

The Application Cheat Sheet

Room Type	The Challenge	Recommended CAM570 Setup
 Standard Conference Room	Needs automated framing for standard meetings	Main Lens Tracking + Conversation Mode
 Executive Boardroom	Needs high-end, distraction-free visuals	Main Lens Tracking + Smart ViewShift
 Training / Classroom	Instructor moves between podium and whiteboard	Presentation Mode (Pre-set Zones)
 Huddle Space	Small room, people sitting close	AI Lens Tracking (Narrow Frame Size)

4 Golden Rules for Flawless Installation



1 The Sweet Spot

Mount at exactly 150~180cm from the ground.



2 Clear the Desk

Never block the bottom voice sensors with laptops or water bottles.



3 See Everything

Ensure all participants remain within the AI reference lens FOV.



4 Avoid the Corners

Keep at least 1m away from side walls to prevent echo interference from confusing the AI.

Tailor the Tracking to the Team

Pacing (Speed)

Camera Moving Speed

Slow Speed

Middle Speed

High Speed

Framing Speed

Slow Speed

Middle Speed

High Speed

Adjust Camera and Framing Speed to match the energy of the meeting.

Accuracy (Frame Size)

Framing Size

Narrow

Medium

Wide



Start with a Narrow frame for best tracking precision; widen only if room context is needed.

Downtime (Idle Interval)

Audio Tracking Idle Interval

Off

7 Sec

10 Sec

15 Sec

20 Sec

25 Sec

Home Position

Last Operation Position

Factory Center Position

Preset 0

Set a timer (7-25s, default 15s). If no one speaks, decide where the camera rests: Last Position, Factory Center, or a custom Room Preset (Preset 0).

Why CAM570 Wins the Room



Adaptable

Diverse tracking modes cover everything from small huddle spaces to complex, multi-zone presentation areas.



Intelligent

Advanced AI features like Conversation Mode and Smart ViewShift automatically create a polished, broadcast-quality experience.



Integrator-Friendly

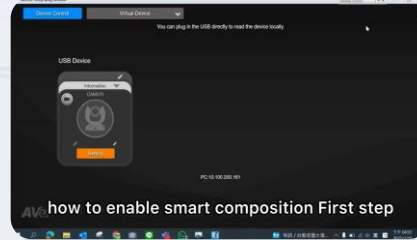
Effortless to deploy with robust external audio integration, ultrasound ecosystem pairing, and deep fine-tuning controls.

See It To Believe It



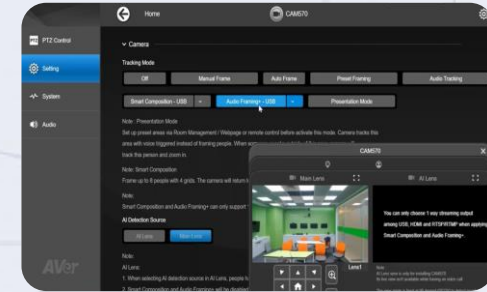
CAM570 - Audio Tracking

<https://www.youtube.com/watch?v=5YQ5vzy30Vc>



CAM570 - Smart Composition Demo video

<https://www.youtube.com/watch?v=Bii42joa2X4>



CAM570 - Audio Framing+ Demo video

https://www.youtube.com/watch?v=SX8L_7WFXE



CAM570 Smart ViewShift

<https://www.youtube.com/watch?v=SSCGrWfK5dU>



CAM570 - Introduction & AI Features

<https://www.youtube.com/watch?v=hwkFLcjx7Hw&t=116s>



THANK YOU