

BirdDog MAX

ProdCode: BDMAXB

Broadcast & Conferencing 4K PTZ Camera - Black

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Features

- Broadcast & Conferencing 4K PTZ Camera
- **Widest Angle of View**
90° diagonal!
It doesn't matter the room size, MAX will capture everything.
- **Closing the gap between webcams and PTZs**
Versatility as its best.
MAX effortlessly transitions between roles, functioning as both a high-quality webcam and a powerful production camera. Thanks to its HDMI and NDI outputs, you can integrate MAX into any workflow.
- **Sustainably Built with Ocean-Bound Plastics (OBP)**
MAX is built using ocean-bound plastics (OBP) and operates with remarkably low power consumption. By choosing MAX, you're also making an eco-conscious choice that helps protect our planet.
- **Elegant Design That Fits Any Space**
MAX isn't just a powerhouse of performance, it's also a work of art..
MAX enhances the aesthetic of any space, blending in perfectly with your room's architecture without drawing unnecessary attention. It's a camera that

looks as good as it performs.

- **Affordable Excellence**

One of MAX's most impressive qualities is its price-to-performance ratio. MAX makes premium video production accessible to all. You don't have to choose between a basic webcam or a costly production camera. MAX gives you both!

- **MAX working with POD**

Simplifying multi-source conferencing.

POD lets you easily select MAX cameras or other NDI-connected devices with a simple click, then outputs via USB-C to seamlessly switch sources directly into Teams, Zoom, and more..

Meet MAX: The Camera that Redefines Meetings and Productions

Introducing MAX, the PTZ camera designed to bridge the gap between everyday webcams and full-blown production cameras. Whether you're looking to enhance your video meetings or level up your professional broadcasts, MAX delivers stunning performance and versatility in a beautifully designed package, with a best-in-class wide-angle lens perfect for rooms of any size.

From Webcam to Production Camera – Versatility at Its Best

MAX effortlessly transitions between roles, functioning as both a high-quality webcam and a powerful production camera. Thanks to its HDMI and NDI outputs, you can integrate MAX into any workflow—be it a simple video call or a complex production. Its compatibility with NDI means that it seamlessly fits into modern IP video workflows, while the HDMI output ensures straightforward connectivity with traditional AV setups.

Seamless Integration with POD for Unified Communications Workflows

When paired with [POD](#), MAX redefines what's possible in unified communications (UC) by combining professional-grade performance with effortless usability. Designed to work seamlessly with NDI workflows, POD eliminates the complexity of traditional software setups, making MAX the ultimate solution for platforms like Zoom, Teams, and Google Meet.

Here's why the MAX and POD combination stands out:

- **NDI Integration Made Easy:** Leverage the power of MAX's NDI capabilities without the hassle of complex software or configuration. POD connects MAX directly to your computer via USB, enabling it to appear as a high-quality UVC webcam while maintaining NDI functionality for advanced workflows.
- **Switch Between Cameras with Ease:** POD allows users to effortlessly switch

between multiple MAX cameras or other video sources, making it ideal for dynamic presentations, multi-angle video calls, and hybrid events.

- **Software-Free Simplicity:** Say goodbye to cumbersome software requirements. POD provides a hardware-based solution that bridges NDI cameras to UC platforms seamlessly, saving time and reducing technical challenges.
- **API-Driven Scalability:** For advanced setups, POD offers API integration, enabling full customization within AV systems like Crestron or Q-SYS. This ensures flexibility for larger or more complex environments.

By combining MAX's broadcast-level video quality and professional pan-tilt-zoom control with POD's hardware-based simplicity and API capabilities, this pairing delivers the best of both worlds. Whether you're running a single meeting room, creating multi-camera setups, or integrating into enterprise-grade AV systems, MAX and POD offer scalable, reliable, and user-friendly solutions that transform video communications into polished, professional-grade productions.

Sustainably Built with Ocean-Bound Plastics (OBP)

At BirdDog, sustainability is a core value, and MAX embodies that commitment. The camera is made from ocean-bound plastics (OBP), directly contributing to the reduction of plastic waste in our oceans. Our packaging is made of recycled cardboard and our ink is all soy-based. By choosing MAX, you're not just investing in top-tier technology; you're also making an eco-conscious choice that helps protect our planet.

MAX also operates with remarkably low power consumption, ensuring that its environmental impact remains minimal throughout its lifecycle. This energy efficiency, coupled with its sustainable materials, makes MAX one of the most eco-friendly PTZ cameras on the market.

Elegant Design That Fits Any Space

MAX isn't just a powerhouse of performance—it's also a work of art. With its sleek, modern design and best-in-class wide-angle lens, it integrates effortlessly into any room, from boardrooms to broadcast studios. MAX enhances the aesthetic of any space, blending in perfectly with your room's architecture without drawing unnecessary attention. It's a camera that looks as good as it performs.

Affordable Excellence

One of MAX's most impressive qualities is its price-to-performance ratio. By offering high-end features like NDI and HDMI outputs, eco-friendly materials, and a professional-grade design at a competitive price point, MAX makes premium video production accessible to all. You don't have to choose between a basic webcam or a

costly production camera—MAX gives you both.

Closing the Gap Between Webcam and Production PTZ

In the world of video production, MAX closes the gap between a simple webcam and a full-fledged production PTZ camera. It allows you to have the flexibility of a webcam with the advanced features of a production camera—all in one sleek, easy-to-use device. Whether you're running a live stream, recording content, or conducting meetings, MAX is equipped to handle it all.

Need Further Support?

If you have any questions or require additional support regarding this product release, please do not hesitate to contact us. Our team is here to assist you with any inquiries or provide further information or marketing collateral as needed.

Contact Us:

- Marketing - marketing@holdan.co.uk
- Sales - sales@holdan.co.uk
- Technical Enquiries - techsales@holdan.co.uk
- Request Demo product loans - demo@holdan.co.uk

We value your partnership and are committed to ensuring a successful product launch. Thank you for your continued support.