

Amkette launches new 12MP webcam, TruView

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(Amkette has announced the...)

NEW DELHI: Amkette has announced the launch of its new webcam - TruView Cam, a 360 degree swivel design accessory for video conferencing. A first in the category to be launched with optilite technology, the new webcam for user PCs, laptops, and televisions is designed to suit wide screens and costs Rs 1,195.

The software-enhanced TruView Cam with 12MP [resolution](#) features the Ino Lens designed to provide clearer and sharper images than competing products. This lens also enables auto dark correction, providing a better balance of colour and shade and usage in low light conditions.

The TruView Cam also features a noise cancelling mic for crisp audio during chat sessions. The new webcam's snapshot button enables one-click images during chats, or even when the chat session in progress.

Easy to set up, this camera boasts of plug-n-play functionality for desktops and laptops, and functions with 16:9 or 4:3 screen formats.

Elaborating on the launch, Rajiv K Bapna, director, Amkette, said, "We believe in creating products that are aligned to what the user wants. After the recently announced Evo TV, and the Bluetooth Smart Keyboard, we are announcing the TruView Cam that aims to enhance user experience. The product also comes with two year warranty, which is a sign of the quality that Amkette is bringing through the new webcam."

The TruView Cam also doubles up as a surveillance camera when the user is not around.

The TruView Cam is currently available in Delhi, Mumbai, Ahmedabad and Lucknow presently and will be available in Chennai, Hyderabad, Kochi and Kolkata by the end of the month. The company plans to launch the webcam in more than 110 cities in India by the end of December 2012.

Key specs:

Still image resolution: 12 megapixel, up to 4000x3000 (software-enhanced);

Still image format: JPG, BMP;

Video quality: Tru HQ;

Video format: MPEG;

Image sensor: High quality CMOS;

Lens: Ino lens; Interface: USB 2.0;

Mic: Built in microphone;

Frame rate: 30 fps;

Focus: Adjustable;

Black conditions: Auto correction;

Power supply: 5V via USB; and

Operating system requirement: Win XP, Win 7, Win Vista, Win Me, Mac