

Product name	<b>Razer Kiyo</b>
Product description	<b>Broadcasting Camera with Illumination</b>
Tagline	Spotlight Your Stream
One-liner	The ring light-equipped desktop streaming camera to illuminate your broadcast.
Category landing page short description	<b>Desktop Streaming Camera with Illumination</b>
<b>INTRODUCTION</b>	
Web intro (story telling) 50 words	The Razer Kiyo is not just another desktop camera. It is the product of endless thought put into building the perfect broadcast studio. And by assessing the needs of gamers worldwide, we've crafted a device that streams at incredible quality while ensuring you're always perfectly lit. It's powerful, yet concise. And a must for anyone looking to get started on the world's biggest stage.
Product Summary (80 words)	Designed and tested by top streamers, the Razer Kiyo is a desktop streaming camera with a powerful, multi-step ring light that you can dim or brighten on command, and the ability to stream at 60 fps for full gaming fidelity. It's the perfect camera for professional streaming.
<b>USPs</b>	
#1 packaging, banner, A+ headline	<b>Multi-Step Ring Light</b> With adjustable lighting levels
#1 website header	<b>Ring Light. Camera. Action.</b>
#1 text (50 words)	Forget setting up several lights just to get decent on-camera illumination. The Razer Kiyo maintains even and flattering lighting on you, and eliminates harsh shadows. Plus, with adjustable brightness levels, getting the right amount is a breeze.
#2 packaging, banner, A+ headline	<b>720p 60FPS HD Video</b> For high streaming quality
#2 website header	<b>Sharper and Smoother</b>
#2 text (50 words)	With 720p resolution at 60 fps, the Razer Kiyo maintains visual fidelity when you stream. This means that viewers can be completely immersed

	the way you are, with footage just the way you see it in-game. Also streams in 1080 resolution at 30fps for Full HD.
#3 packaging, banner, A+ headline	<b>Compatible with Open Broadcaster Software and Xsplit</b> For easy live streaming
#3 website header	<b>Made for Ultimate Compatibility</b>
#3 text (50 words)	The Razer Kiyo supports streaming on popular platforms like Open Broadcaster Software and Xsplit, so you can continue using your preferred streaming platform of choice to reach your audiences.
<b>FOR AMAZON /Packaging</b>	ONLY IF APPLICABLE
#4 packaging, banner, A+ headline	<b>Fast &amp; Accurate Autofocus</b> For seamlessly sharp footage
#4 Website header	<b>Always Stay in Focus</b>
#4 text	Thanks to <b>fast and accurate autofocus</b> , you don't have to be conscious of keeping steady in front of the camera all the time. You'll always look sharp and focused, so just can focus on putting on your best performance ever.
#5 packaging, banner, A+ headline	<b>Compact &amp; Portable</b> With a complete mobile streaming setup
#5 website header	<b>Compact &amp; Portable</b>
#5 text	Thanks to its <b>compact and portable size</b> , the Razer Kiyo is easy to pack in your backpack and take along when travelling or heading to a gaming convention.
#6 packaging, banner, A+ headline	<b>Camera &amp; Stand Hinge</b> Fully adjustable to suit any setup
#6 Website header	<b>Camera &amp; Stand Hinge</b>
#6 text	With an accompanying camera and stand hinge, you can position the Razer Kiyo on any monitor and tripod. It's also foldable for unobtrusive storage when not in use.

At-a-glance	<ul style="list-style-type: none"> <li>• Desktop streaming camera with multi-step ring light</li> <li>• High FPS HD Video (720p 60fps/1080p 30fps)</li> <li>• Compatible with Open Broadcaster Software and Xsplit</li> <li>• Fast and accurate autofocus</li> <li>• Compact and portable</li> <li>• Comes with camera and stand hinge to suit any setup</li> </ul>
Tech specs	<p><b>Technical Specifications</b></p> <p><u>Camera Specifications</u></p> <ul style="list-style-type: none"> <li>• Connection type: USB2.0</li> <li>• Image resolution: 4 Megapixels</li> <li>• Video Resolution: 1080p @ 30FPS / 720p @ 60FPS / 480p @ 30FPS / 360p @ 30FPS</li> <li>• Video encoding: YUY2/MJPEG or H.264</li> <li>• Still Image Resolution: 2688x1520</li> <li>• Image Quality Settings Customization: Yes</li> <li>• Diagonal Field of View (FOV): 81.6 °</li> <li>• Focus Type: Auto</li> <li>• Mounting Options: L-shape joint and Tripod (Not included)</li> <li>• Cable Length: 1.5 meters braided cable</li> </ul> <p><u>Ring light specifications</u></p> <ul style="list-style-type: none"> <li>• Illumination: 12 white LEDs</li> <li>• Color Temperature: 5600K “daylight”</li> <li>• LED Diffuser: Milky White</li> <li>• Buttons: 12 step ring dial</li> <li>• Brightness: 10 Lux @ 1m</li> </ul> <p><u>Microphone Specifications</u></p> <ul style="list-style-type: none"> <li>• Audio Codec: 16bit 48KHz</li> <li>• Polar patterns: Omnidirectional</li> <li>• Sensitivity: -38dB</li> </ul> <p><u>System Requirements</u></p> <ul style="list-style-type: none"> <li>• PC with a free USB port</li> <li>• Windows® 7 (or higher)</li> <li>• Internet connection</li> <li>• 500 MB of free hard disk space*</li> </ul>

	<p><i>*Increased system requirements and additional software may be required for certain applications.</i></p> <p><u>Package Contents</u></p> <ul style="list-style-type: none"><li>• 1 x Razer Kiyo with attached USB2.0 cable</li><li>• 1 x Important Product Information Guide</li></ul>
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