

IdeaHub B3 Product Introduction



HUAWEI IdeaHub B3

New Style **Smart Office**

BYOM | AI-powered communication | Smart office collaboration

Optimal choice for lightweight office

HUAWEI IdeaHub B3 runs on Harmony OS and provides features like 1080p high-definition cloud meetings, Bring Your Own Meeting (BYOM), and Wi-Fi 6 for direct projection. With professional-grade hardware components such as a 4K soft light screen and stereo speaker, it's an optimal solution for collaboration scenarios such as business reports, project discussions, and routine meetings in meeting rooms, open areas, or training rooms.



IdeaHub B3: New Style Smart Office



Regular meeting room

Local workshop, remote meeting, and executive meeting



Open area

Regular meeting, instant discussion, and team-building meeting



Executive office

Business reporting, remote interview, and daily office



Exhibition and demonstration

Corporate culture display, welcome board, and activity promotions

Three Core Capabilities

BYOM

- BYOM, bring your own meetings to the big screen
- Native 1080p Huawei Cloud Meeting

AI-powered communication

- Auto-Framing
- Speaker tracking
- Two-person conversation mode
- 10m sound pick up

Smart office collaboration

- Wi-Fi 6 for direct projection without network connection
- 16 ms ultra-low latency
- Multi-Window

Powerful Hardware Platform Designed for Optimal Performance

CPU 123% ↑

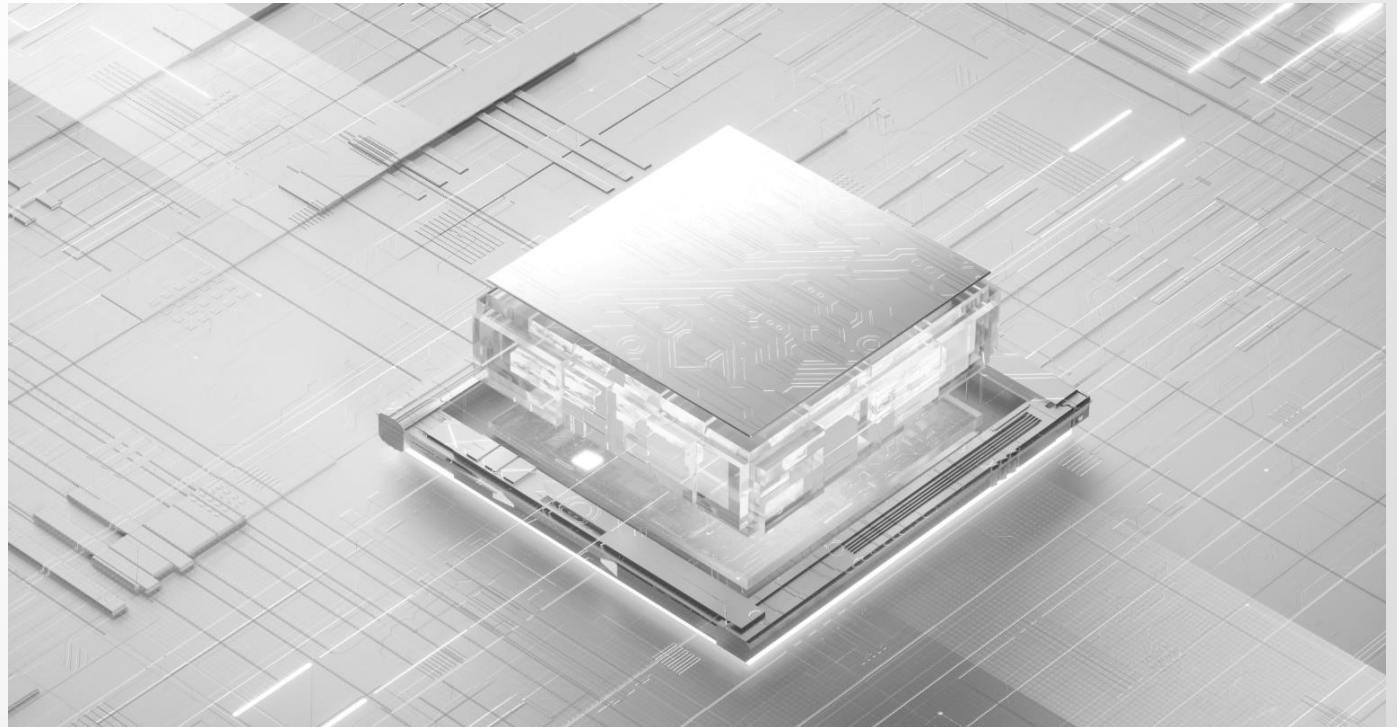
Smooth concurrency of multiple apps

GPU 475% ↑

Crystal-clear dynamic images during meetings

NPU 4T + 2T OPS

AI-based audio enhancement and vivid images



4K Soft Light Screen for Eye Protection

Anti-Glare Technology Clear images even under strong light



Anti-glare coating

Reduced interference of light on the screen



Flicker-free

Display for comfortable viewing experience



Non-AG screen

AG screen

Optical Anti-Blue Light Vivid and eye-comfort images



4K UHD display

Restoring all details



TÜV Rheinland low blue light certification

TÜV Rheinland CERTIFIED



TÜV Rheinland Low Blue Light Certification

TÜV Rheinland Eye Comfort Certification

Professional-grade 4K Camera for High Resolution Over the Long Haul

Low Noise Images



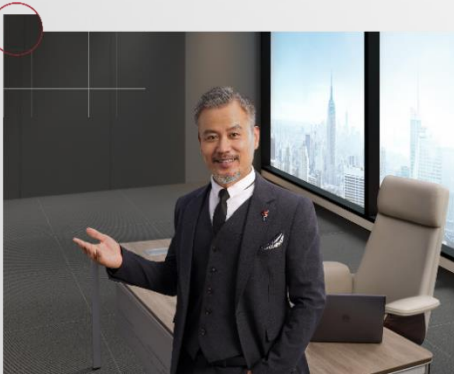
Every facial expression detail
4K UHD lens



Pure image quality with low noise
Ultra-large photosite size with doubled signal-to-noise ratio (SNR)



More natural imaging
Huawei-developed AI algorithm



IdeaHub B3 photosite size



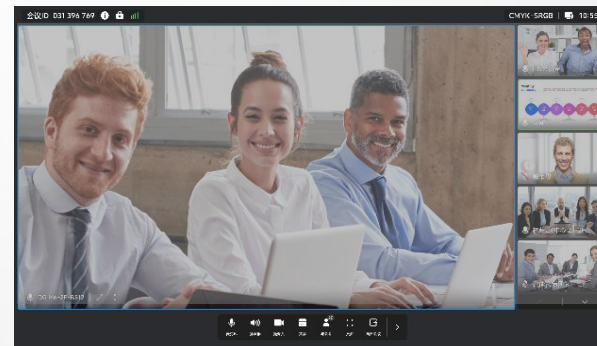
Peer product photosite size

Stable and Reliable



Glass-plastic hybrid lens built to withstand high temperatures

High temperature resistance of the camera, ensuring optimal video quality during long meetings
No yellowing or color change at -20°C to $+60^{\circ}$



Consumer-level lens effect



Professional-grade lens image effect

Clear Sound Pickup Within 10 Meters



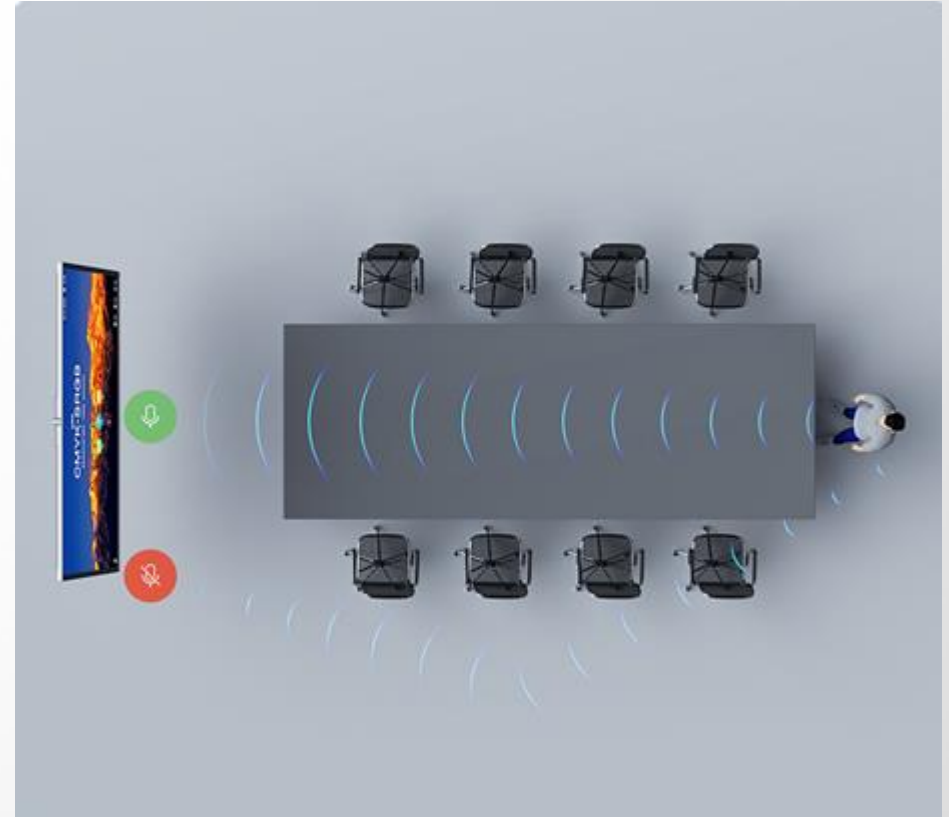
10-meter ultra-long-distance sound pickup is perfect for large meeting rooms.



DNN-based dereverberation allows crystal clear voice in glass rooms.



AEC algorithm ensures zero interference of simultaneously speaking at two sites.



BYOM

- BYOM, bring your meetings to the big screen
- Native 1080p Huawei Cloud Meeting



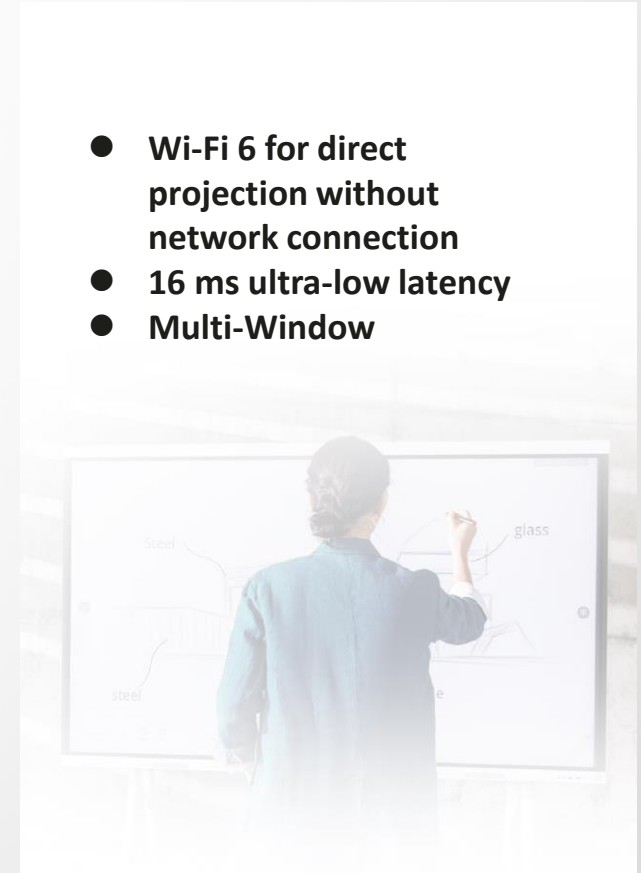
AI-powered communication



- Auto-Framing
- Speaker tracking
- Two-person conversation mode
- 10m sound pick up

Smart office collaboration

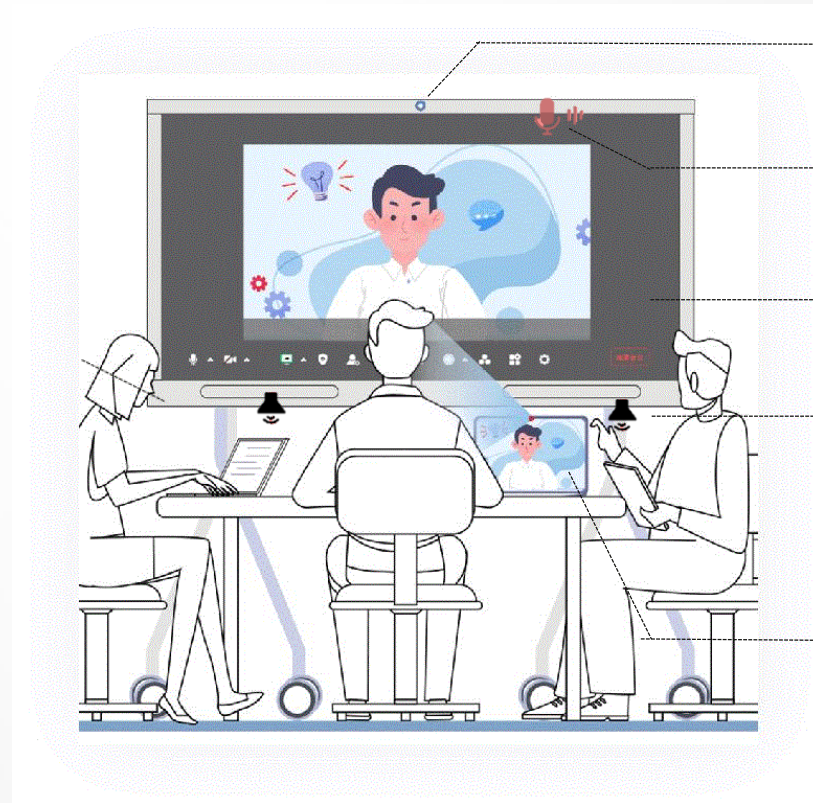
- Wi-Fi 6 for direct projection without network connection
- 16 ms ultra-low latency
- Multi-Window



BYOM, Bringing Your Own Meetings to the Big Screen

Run the meeting software on a computer to invoke the IdeaHub camera, speaker, microphone, display, and touch control.

- No apps or OPS
- Supports for 8 meeting apps, such as Zoom
- Seamless cross-enterprise and cross-regional meetings
- Supports BYOM via the Type-C cable, IdeaShare app, or IdeaShare Key (Type-C).



Camera

Microphone

Display

Speaker

IdeaHub

Ongoing
meetingComputer/Mobile
phone¹

Notes:1: 1. Windows computers can use the IdeaShare app, Type-C wired connection, or IdeaShare Key. Mac can use Type-C wired connection and IdeaShare Key. Huawei phones can use the drop-down menu or NFC.

* The preceding features provided may vary among different mobile phones and computers.

OPS-Free, Native 1080p HD Cloud Meeting

Easy Meeting Preparation

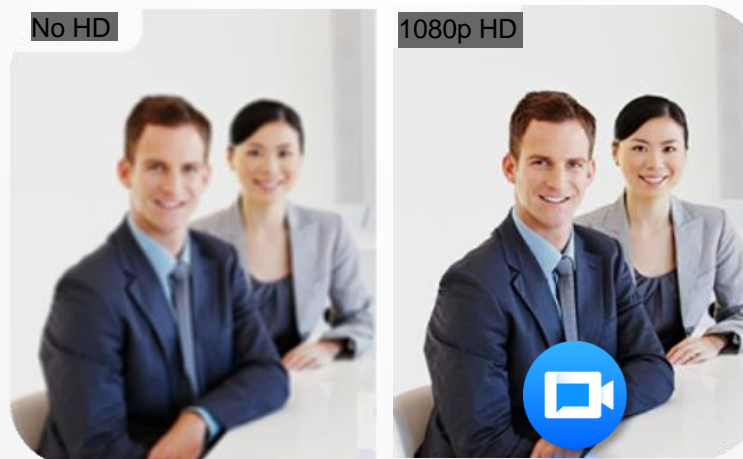
Scan the QR code to join a meeting.

Invite participants in multiple ways.



HD Video Images

Hardware encoding and decoding,
delivering dual-stream 1080p images
ISP-based color adjustment, restoring
natural colors



Huawei Cloud Meeting

Effortless Meeting Minutes Recording

Real-time translation and bilingual subtitles

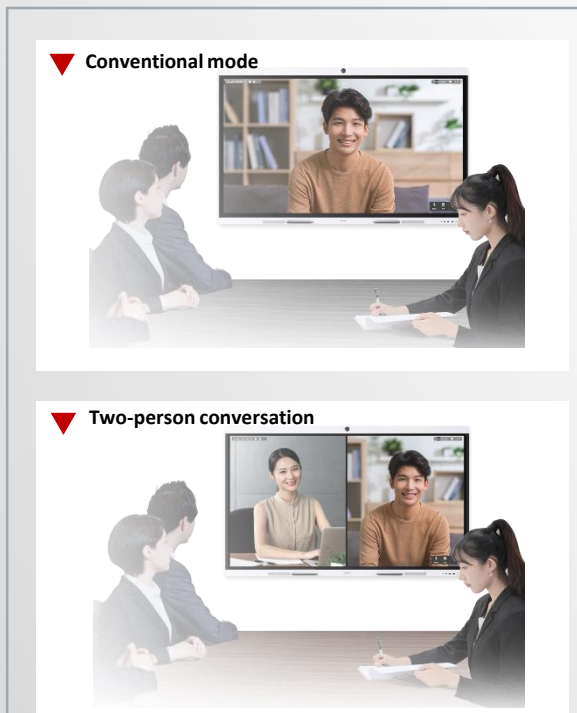
One-click export of meeting minutes



Intelligent Tracking 2.0, Providing Ideal Meeting Experience

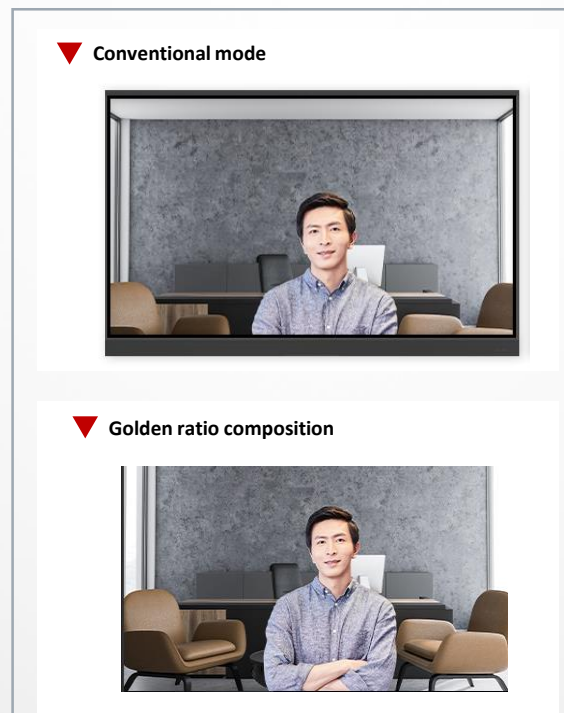
Two-person conversation on the same screen

Intelligent sound source localization
Display two participants at the same time



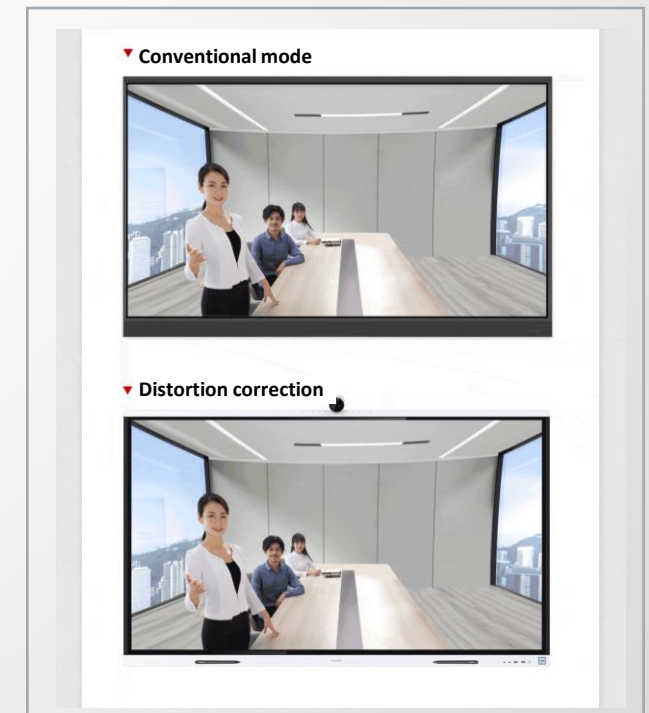
Golden ratio composition

Deliver 80° field of view under the rule of thirds
Display participants in golden ratio



Intelligent distortion correction algorithm

T-camera algorithm and distortion correction algorithm
Correct distortions for ideal meeting experience



16 ms Ultra-Low Latency, Ensuring Smooth Writing Experience



Simultaneous writing and display without interruption

AI handwriting tracking, **16 ms** ultra-low latency



Convert your handwriting and sketches into digital forms

Intelligent writing, converting handwritten texts and graphics into digital forms ¹



Add images to the whiteboard with just a tap

Local image insertion, supported in Multi-Window mode



Scan the QR code to save whiteboard content right away

Content saving is supported on WeChat, Huawei Cloud Meeting, and web browsers



Wi-Fi 6 for Direct Projection, No Network Connection Needed



Network-free

Wi-Fi 6 for direct projection
Seamless operations



One-step access

Near-field discovery
Auto-populate the projection code
after you enter the first letter

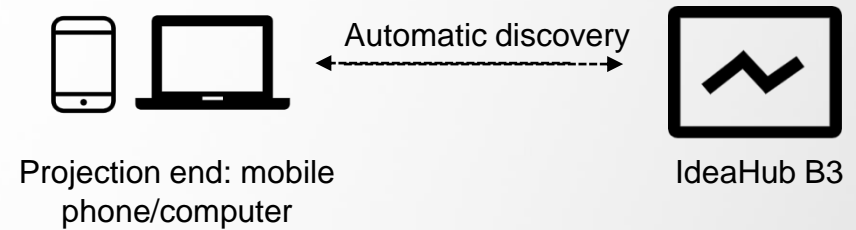


Dual-band Wi-Fi, more stable

5 GHz + 2.4 GHz
Dedicated channels for projection and
meetings, no interference

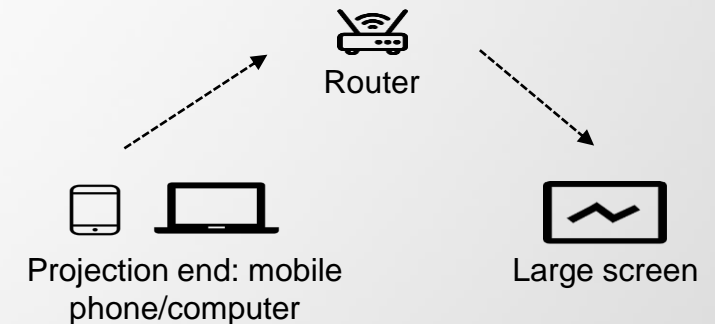
Wi-Fi 6 for direct projection

One-step access, Wi-Fi 6 for direct projection



LAN projection

Complex procedures affected by network stability



Multiple Projection Modes for Different Scenarios

Wired projection

Important occasions



- Multiple types of cables (Type-C and HDMI)
- 4K UHD, delivering exquisite images
- Stable projection without Wi-Fi interference

App-free projection¹

HarmonyOS only



- Drop-down menu or NFC on Huawei devices
- One-click sharing without installing an app

IdeaShare app

Routine office



- Multiple endpoints such as computers and mobile phones
- Five mainstream operating systems
- Fast projection code entering

IdeaShare Key (Type-C)

Customer communication



- Plug-and-play without network connection
- BYOM, seamless transfer of your meetings
- Dual-screen linkage in extended screen mode

Note: 1. App-free projection is applicable only to Huawei mobile phones running EMUI 11.0.0.150, HarmonyOS 2.0, or their later versions. 2. IdeaShare app is compatible with HarmonyOS, Android, iOS, Windows, and macOS.

* The preceding features provided may vary among different mobile phones and computers.

Multi-Window for Efficient Multitasking

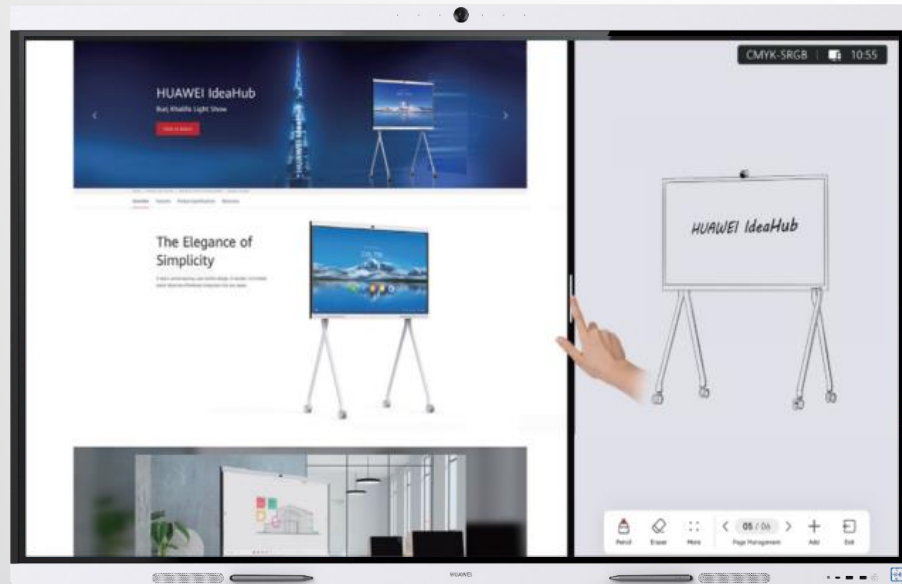


Collaborative discussion: one screen displays two apps



Adjustable window ratio for a flexible layout

Three aspect ratios (1:1, 1:2, and 2:1) are supported



App Multiplier: Massive Apps to Fit Your Needs

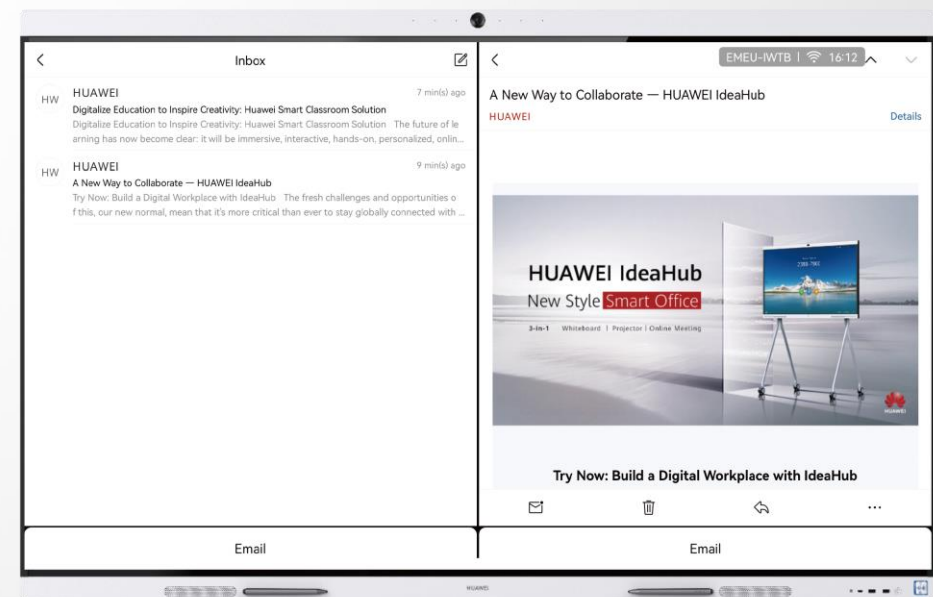


One app can be displayed in dual windows

Seamless app browsing and switching

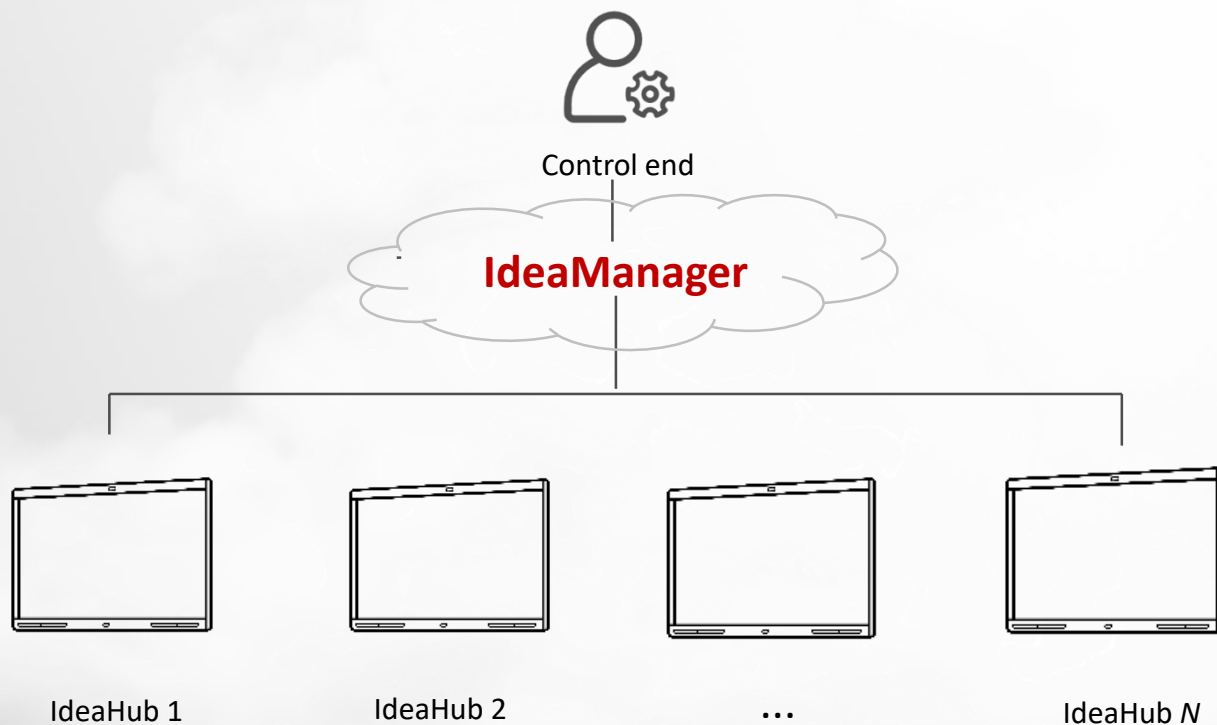
Navigation page

Details page



Note: Multiple methods are supported to scan the QR code to take it away, including WeChat, browser, Huawei Cloud Meeting, and WeLink.

Intelligent O&M, All in Your Hands



Centralized endpoint management and one-click configuration

- Simultaneous management of thousands of endpoints
- Remote setting of the shutdown time in batches
- Remote OTA update in batches

Quick fault rectification to protect data anytime

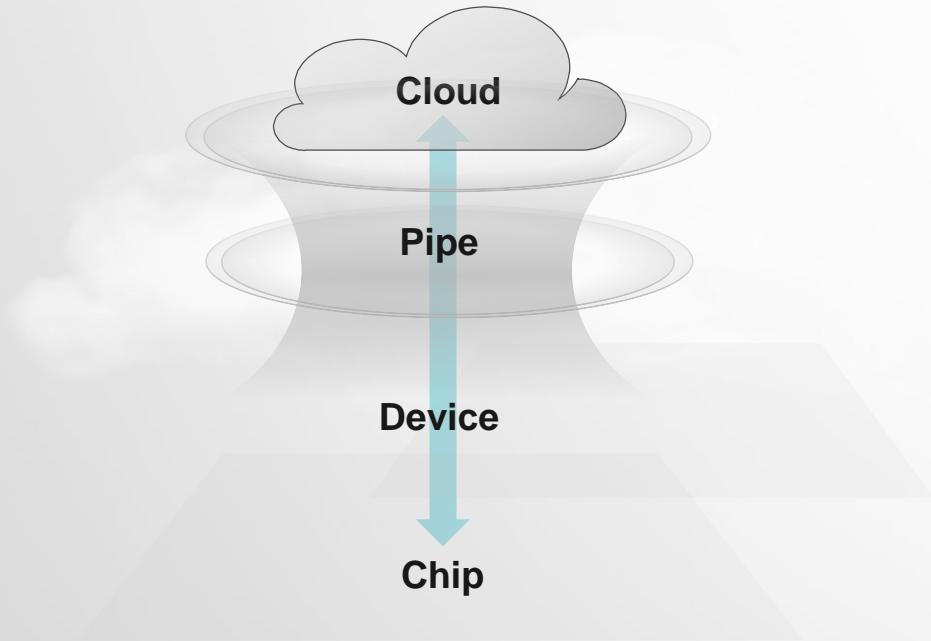
- Device status statistics
- Inspection and fault alarm
- Self-service diagnosis of typical faults

Precise operations for stronger corporate image

- Device usage
- Startup animation and bulletin board pushing

CC EAL5+, Highest Security Certification for Global Commercial Systems

Industry-unique cloud-pipe-device-chip E2E security protection



World-leading security: CC EAL5+, the highest security certification for global commercial systems

Access control

Controllable interface permissions
Refined permission granularity

Security control

Separate storage of sensitive data
Randomized distribution of kernel address space

Operation audit

Traceable access records

HUAWEI IdeaHub B3

New Style Smart Office

BYOM | AI-powered communication | Smart office collaboration



Professional-grade 4K camera

Intelligent meeting experience



10-meter
Ultra-long-distance
sound pickup

BYOM



OPS-Free

1080p native
cloud meeting



CC EAL5+

high-level security certification for
global commercial systems

16 ms

ultra-low writing latency



Optical

anti-blue light

8-core CPU

Powerful performance

App Multiplier

One app,
dual windows

Multi-Window



Wi-Fi 6
for direct
projection

One-click projection
with Wi-Fi 6



THANK YOU

Optional Components of IdeaHub B3



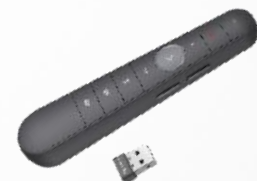
Wall-mounted bracket
Fixed position, simple and sleek design
Applicable to all
IdeaHub models and sizes



Rolling stand
Flexible movement with brakes
Applicable to IdeaHub S2, B2,
Board 2, and B3



IdeaShare Key (Type-C)
One-press 4K sharing, plug-and-play
Applicable to all IdeaHub models
Support BYOM and reverse control



IdeaHub Controller
Control everything in your hand
Applicable to all IdeaHub models
Provide common meeting control
commands for convenient operations

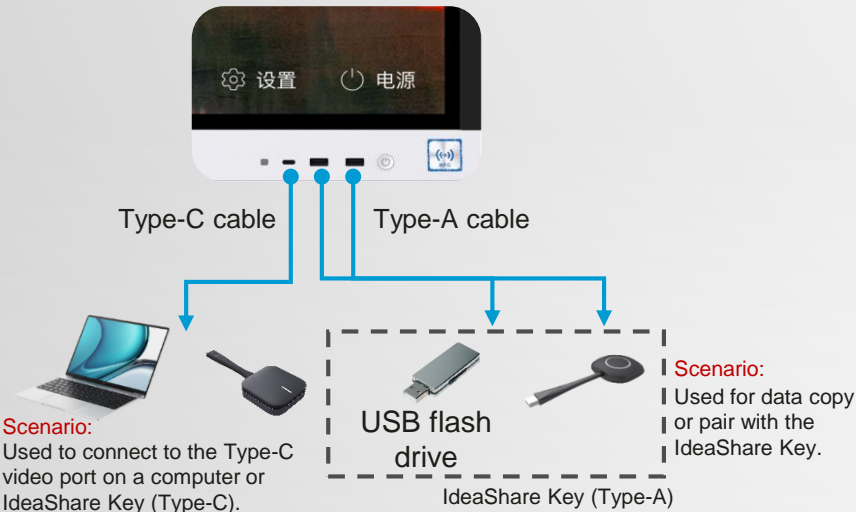


OPS¹
Dual-system one-tap switchover
Extended support for Windows
One-tap switch between Android
and Windows

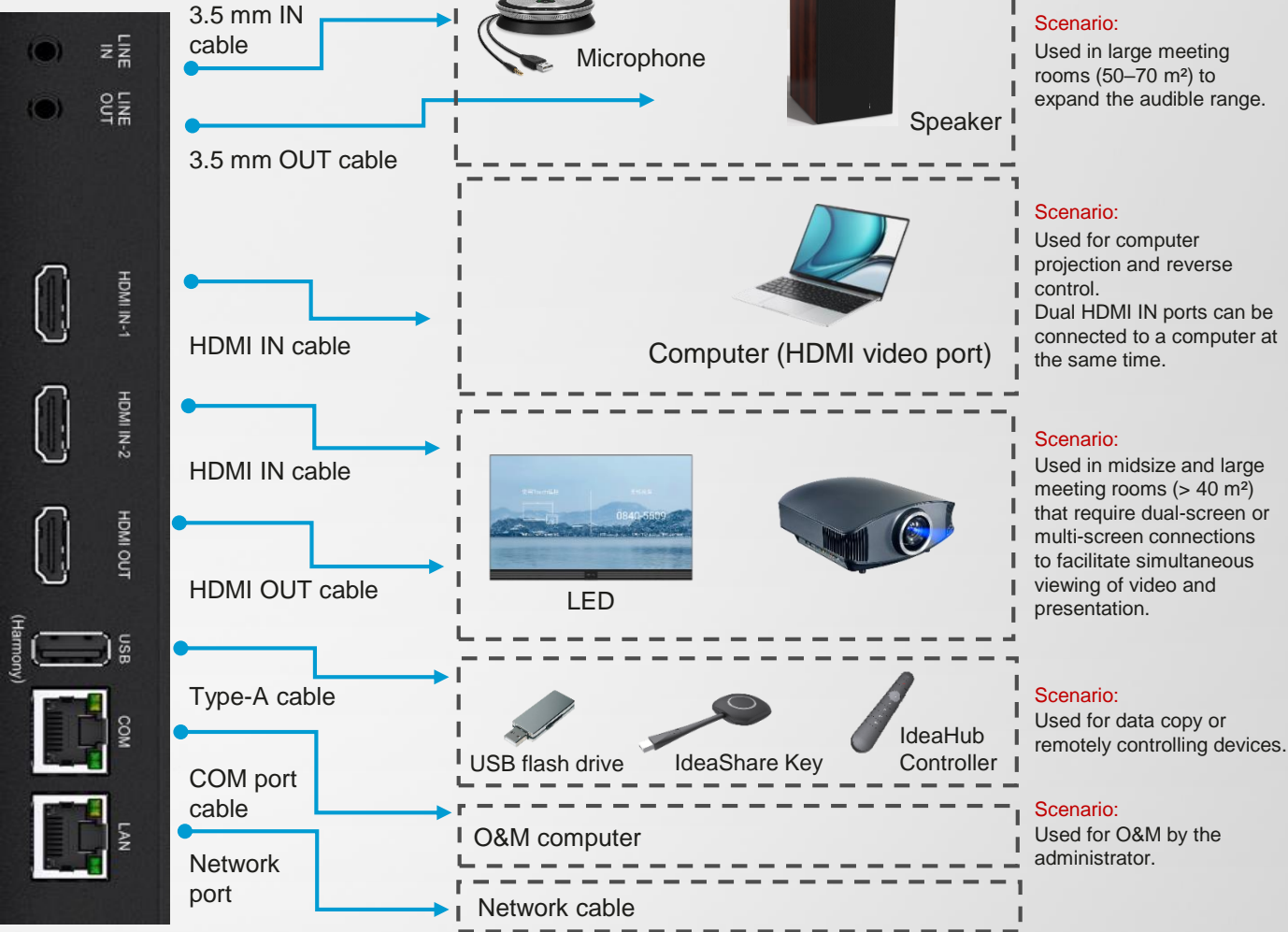
IdeaHub B3 Cabling Diagram



1 Front panel



2 Side panel



2023 IdeaHub Product Portfolio



Product Name	IdeaHub S2	IdeaHub B3	IdeaHub B2	IdeaHub Board 2
Product positioning	High-end	Basic	Entry-level	Entry-level (education)
Highlights	HD intelligent video conferencing 1080p HD cloud meeting BYOM Wi-Fi 6 for direct projection Intelligent tracking Acoustic baffle	1080p HD cloud meeting BYOM Wi-Fi 6 for direct projection Intelligent tracking	Native cloud meeting Low-latency writing Dual-band Wi-Fi for projection	4K soft light screen Low-latency writing Dual-band Wi-Fi for projection
Size	65"/75"/86"	65"/75"/86"	65"/75"/86"	65"/75"/86"
Color	Jade white	Jade white	Jade white	Jade white
OS	HarmonyOS Windows (OPS required)	HarmonyOS Windows (OPS required)	Android Windows (OPS required)	Android Windows (OPS required)
Memory/Hard disk	8 GB + 64 GB	8 GB + 64 GB	4 GB + 32 GB	4 GB + 32 GB
Camera	4K professional	4K professional	4K professional	/
Microphone/Speaker	12 m sound pickup/40 W	10 m sound pickup/30 W	10 m sound pickup/30 W	None/30 W
Meeting specs	1080p/ on-premises meeting 1080p cloud meeting	1080p cloud meeting	1080p cloud meeting	/
Supported cloud meeting apps	Huawei Cloud Meeting	Huawei Cloud Meeting	Huawei Cloud Meeting	/