



7 Things about Swivl

1 - What is it?

The Swivl is a robotic mount for an Ipad, camera, or smartphone that comes with a remote control Marker. It is designed to track and, with the video capture abilities of the other device, record videos of a moving person. It was designed to capture presentations.¹

Learn More: <http://www.swivl.com/>

2 - How does it work?

The Swivl uses tracking, line of sight, technology and a 360 degree rotating platform to follow a handheld Marker.² A mount located on the top of the rotating platform is designed to hold various recording devices.³ When a person wants to record or broadcast a video of themselves in motion the Swivl keeps the camera focused on whoever holds the Marker.⁴ The Swivl also has an app that allows videos to be instantly uploaded to a Cloud.

3 - Who's doing it?

The Swivl was developed by the company Satarii.⁵ The company is located in San Carlos California and is led by Brian Lamb and Vlad Tetelbaum.⁶ Satarii funded the Swivl project through the website Kickstarter.⁷

¹ <http://www.swivl.com/solutions/#uses>

² <http://www.swivl.com/solutions/#overview>

³ <http://www.swivl.com/solutions/#overview>

⁴ <http://www.swivl.com/solutions/#overview>

⁵ <https://www.kickstarter.com/projects/satarii/swivl-multipurpose-motion-platform-for-mobile-and>

⁶ <https://www.kickstarter.com/projects/satarii/swivl-multipurpose-motion-platform-for-mobile-and>

⁷ <https://www.kickstarter.com/projects/satarii/swivl-multipurpose-motion-platform-for-mobile-and>

4 - Why is it significant?

If someone wanted to record and broadcast lectures and presentations that involved movement a simple tripod wouldn't work. To do this they would require a cameraman, microphone, and computer. The Swivl acts as both a cameraman and computer connection while the Marker's audio system captures their voice.⁸ This takes the capabilities of a team with recording equipment and puts it in the hands of an individual with a Swivl.⁹

5 - What are the downsides?

While the Swivl can rotate 360 degrees and tilt 20° it cannot move from its starting location.¹⁰ It also needs to have a line of sight view of the Marker at all times or it stops tracking.¹¹ This means that the presenter cannot move behind anything that would obstruct the Swivl's view of the marker.¹²

6 - Where is it going?

Swivl has received a massive amount of customer dedication.¹³ Swivls are currently being used around the globe and backed by numerous corporations.¹⁴ People are finding new innovative ways to use them for lecture and presentation capture, distance learning, teacher training, and collaboration.¹⁵

7 - What are the implications for higher education?

The Swivl has many uses in the class room. Teachers and students that are preparing to present a project can record themselves and review their presentation. Teachers can record their lectures and make them available for students online; either for review or to help an ill student catch up. Many schools are interested in a flipped classroom approach where students watch recordings of a teacher's lecture at home and work on their assignments in class.¹⁶ The Swivl is the perfect recording tool to facilitate this.¹⁷

⁸ <http://www.swivl.com/solutions/#uses>

⁹ <http://www.swivl.com/solutions/#uses>

¹⁰ <http://www.swivl.com/solutions/#robot>

¹¹ <http://www.swivl.com/solutions/#robot>

¹² <http://www.swivl.com/solutions/#robot>

¹³ <http://www.swivl.com/about/>

¹⁴ <http://www.swivl.com/about/>

¹⁵ <http://www.swivl.com/solutions/#uses>

¹⁶ <http://www.swivl.com/flipped-classroom/>

¹⁷ <http://www.swivl.com/flipped-classroom/>