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. This takes the capabilities of a team with recording equipment and puts it in the hands of an individual with a Swivl.

5 - What are the downsides?

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

6 - Where is it going?

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

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. The Swivl is the perfect recording tool to facilitate this.

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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
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