

Claims Verification

Jabra Evolve 75e

1. Summary

Strategy Analytics' verified the following claim made by Jabra for their new wireless earbuds, the Jabra Evolve 75e through independent research:

PRODUCT	CLAIM
Jabra Evolve 75e	The world's first professional UC-certified wireless earbuds*

This claim is considered to be accurate as of the 6th October 2017. The associated disclaimer is given in Section 4.

2. Method

Strategy Analytics has undertaken extensive independent research into Jabra's claim for the Evolve 75e wireless earbuds. The claim (with the associated disclaimer) has been checked against a custom device database compiled by Strategy Analytics. The marketing claim based on device specification was verified by comparing Jabra's product against the competitor product database. Jabra provided Strategy Analytics with a list of its main competitors. This list was used to compile the product portfolios of Jabra's competitors, additional manufacturer products were added where Strategy Analytics determined the devices were relevant to the claim verification process. A standardised dataset was prepared using public domain materials from manufacturers (i.e. product manuals) and trusted third parties sources (such as online retailers) to allow direct specification/hardware comparisons of Jabra's product against the competitive set (wireless headsets/earbuds, definition given in Section 3). A total of 530 individual headsets/headphone units were profiled from 65 vendors which included all Unified Communication ("UC") certified headsets available in the retail market (the "Market") at the time of verification.

To verify the claim for "the world's first professional UC-certified wireless earbuds" Strategy Analytics considered devices stating UC certification in spec/feature list, approved devices listed on the Skype for Business peripherals webpage (<https://partnersolutions.skypeforbusiness.com/solutionscatalog/personal-peripherals-pcs>) and searching historic press releases of Jabra's competitors. Form factor (earbuds) and connectivity (wireless) of UC certified devices was considered in order to validate the claim. The claim was considered accurate as the Jabra Evolve 75e was found to be the only UC certified wireless earbuds identified on the Market.

The claim detailed in Section 1 was substantiated against specifications from all announced or available headsets and headphones. According to the definitions given in Section 3 the claim was found to be accurate.

3. Definitions:

Headset	A head worn unit that includes a speaker and a microphone intended to handle calls and may also facilitate media playback. Wireless headsets use Bluetooth technology or Wi-Fi connectivity to pair with a device.
Earbuds	Small headphones worn in the ear. The fit of the earbud is adjustable with varying sizes of earbud tips. Earbud wings may be used to secure the device in the auricle of the ear.
Wireless Headset	Headset containing a wireless receiver (i.e. Bluetooth®) which forms the primary connection between the headset and the transmitting device.
UC Certification	Officially certified as Unified Communication compliant for cross platform compatibility i.e. certified for use with Skype for Business.

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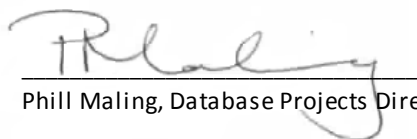
4. Disclaimers:

*at the time of product announcement (21st Sept 2017) Jabra Evolve 75e were the only wireless earbuds with Unified Communications (UC) certification for professional use. Verified by Strategy Analytics against the published specifications of >500 professional & consumer headsets and headphones from 65 brands. Correct as of the 6th October 2017.

5. Document Authorisation

Strategy Analytics confirm that on the 6th October 2017 the claim within this document for the Jabra Evolve 75e are correct.

Authorised by Strategy Analytics:


Phill Maling, Database Projects Director

Date: 06/10/2017

Strategy Analytics Limited

Bank House, 171 Midsummer Boulevard,
Milton Keynes, MK9 1EB, UK
Tel: +44 1908 423600 Fax + 44 1908 423654
Registration Number: 3247598
VAT Number: GB 679216109

Bank Account Details
HSBC Bank plc, Altius House, 1 North Fourth St
Milton Keynes, MK9 1NE, UK
GB£ Account No: 40019011
Sort Code: 40-33-51
IBAN: GB08 MIDL 4033 5140 0190 11
Swift Code: MIDLGB2176D