

## Jabra Sport ELITE

### 1. Summary

Strategy Analytics' verified the following claim made by Jabra for their newly updated sports headset; the Jabra Sport ELITE. The claim was verified through independent research:

| PRODUCT           | CLAIM   |
|-------------------|---|
| Jabra Sport ELITE | The most technically advanced true wireless sports earbuds* |

This claim is considered to be accurate as of the 8<sup>th</sup> July 2016. Details of associated disclaimers are given in Section 5.

### 2. Method

Strategy Analytics' has undertaken extensive independent research into Jabra's claim for the ELITE headset. The claim (with the associated disclaimer) has been checked against a custom database compiled by Strategy Analytics. The database includes specification for 160 currently or recently available headsets and headphones. The products detailed in the database are considered to be Jabra's competitors.

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/Headphones               | A head worn unit that includes a speaker and may include a microphone. Wireless headsets use Bluetooth technology or Wi-Fi connectivity to pair with a device.   |
| Sports Headset/Headphones        | A head worn unit (as above) with additional durability i.e. water/sweat resistance and security of fit i.e. over-ear hooks, or attachment to the head/neck.  |
| True Wireless Headset/Headphones | Individual earbuds with no connecting wire. Each earbud is a self-contained unit with battery, wireless receiver, speaker and controls.  |
| Fitness Testing                  | Aerobic fitness measured using VO <sub>2</sub> Max. VO <sub>2</sub> Max calculates the maximum oxygen consumption during incremental aerobic activity. Heart rate combined with speed provide a valid estimate of VO <sub>2</sub> Max. |
| Reps                             | Counting (and logging) the number of repetitions for strength training/anaerobic exercise i.e. push ups, arm curls, burpees etc.   |

### 4. Specific Exclusion Criteria:

Strategy Analytics' headset database includes specifications for all devices officially announced by the manufacturer. Rumoured, Kickstarter or Crowdfunded products are not included in the database due to the high incidence of inaccuracy/inconsistency or changes in device specification during production.

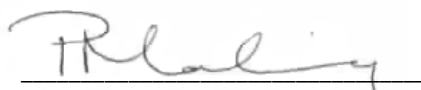
### 5. Disclaimers:

\*Jabra Sport ELITE are truly wireless (no connecting wire) audio headphones that automatically analyses heart rate and speed data to determine VO<sub>2</sub>Max (a clinical measure of fitness) and counts repetitions (reps) for 21 different exercises. Specifications of 160sports/audio headphones were compared and the claim verified as of the 8<sup>th</sup> July 2016.

### 6. Document Authorisation

Strategy Analytics confirm that on the 8<sup>th</sup> July 2016 the claims within this document for the Jabra Sport ELITE are correct.

Authorised by Strategy Analytics:

  
Phill Maling, Database Projects Director

Date: 08/07/2016