

## Claims Verification

### Jabra ELITE Sport

#### 1. Summary

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

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

This claim is considered to be accurate as of the 20<sup>th</sup> October 2017. Details of associated disclaimers are given in Section 4.

#### 2. Method

Strategy Analytics' has undertaken extensive independent research into Jabra's claim for the ELITE Sport headset updated for 2017. The claim (with the associated disclaimer) has been checked against a custom device database compiled by Strategy Analytics. Marketing claims based on device specification/hardware were 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 (True Wireless and Sports Headsets, definition given in Section 3). A total of 45 true wireless headsets/headphone units were profiled from 40 vendors which included all the major "true wireless" headsets available in the retail market (the "Market") at the time of verification.

To verify the claim for "most technically advanced true wireless sports earbuds" Strategy Analytics considered the specifications and feature count of true wireless headsets (as defined in Section 3). This included reviewing aspects such as form factor (wireless earbuds), durability (waterproof rating), connectivity (Bluetooth version), call handling, noise cancellation, on-board sensors and associated algorithms (pulse sensor), battery specifications (charging times), sports tracking/performance (VO<sub>2</sub>Max), in ear coaching and unique features such as rep counting for 21 unique exercises against devices from Bragi, Samsung, Motorola, Freewavs and Cosinuss (true wireless devices). The claim is considered accurate as the Jabra ELITE Sport is the only product on the Market which combines all 12 features.

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.

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### 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 a 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. One of both earbuds may be able to work independently.
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.

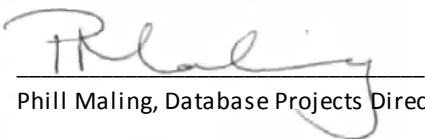
### 4. Disclaimers:

\*Jabra Elite Sport are truly wireless (Bluetooth 4.2 with no connecting wire) sports earbuds that automatically analyse heart rate and speed data to determine VO<sub>2</sub>Max (a clinical measure of fitness) and count repetitions (reps) for 21 different exercises. Specifications of 45 true wireless earbuds were compared and the claim verified by Strategy Analytics as of the 20th October 2017.

### 5. Document Authorisation

Strategy Analytics confirm that on the 20<sup>th</sup> October 2017 the claims within this document for the Jabra ELITE Sport are correct.

Authorised by Strategy Analytics:

  
Phill Maling, Database Projects Director

Date: 20/10/2017

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