

### **Scientifically proven to increase meeting quality and engagement.**

- We worked with the London School of Economics' Behavioral Lab to design a piece of research to help us understand the biological and behavioral impact that different technologies can have on people in online meetings.
- The study was designed and lead by principal investigator Dr Simon Noyce, a British Psychological Society Chartered Psychologist, and Sean Rooney, the Chief Scientific Officer and Head of Laboratory Innovation at LSE's Behavioral Lab.
- The study was scientifically designed by experts, submitted, and approved by the London School of Economics university ethics board.
- We studied 88 participants from 15 nationalities who were scientifically monitored in a controlled lab environment, where we collected almost 500 data points per second.
- We used a range of advanced technologies and widely used psychological measures, including tracking participants' blink rates and eye-gaze patterns, facial emotion recognition software, skin conductance and share of voice technology. We also gave them qualitative interviews after the experiments to gauge their perceptions of each different meeting environment. This allowed us to monitor participants at a biological and psychological level.
- When everyone is using Jabra equipment, there is a 27% increase in overall clarity of the technology experience, 16% more trust, 35% more reported expressiveness and a 47% perceived increase in the quality of input from all participants.
- Remote participants who are using Jabra audio and video are perceived by in-room participants to have nearly twice the quality of engagement – 84% – compared to remote collaborators using their laptop's built-in hardware.
- Remote participants experiencing Jabra had 47% increased visual engagement when experiencing in-room participants using the Jabra PanaCast 50, compared to our nearest competitor.
- Remote participants reported a 56% increase in quality of input from those joining from the meeting room with a PanaCast 50 than when using another video bar on the market.
- Meeting-room users rated remote attendees using a Jabra headset and camera with 32% more expressiveness and 25% higher quality of input in meetings when they were using professional equipment.

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