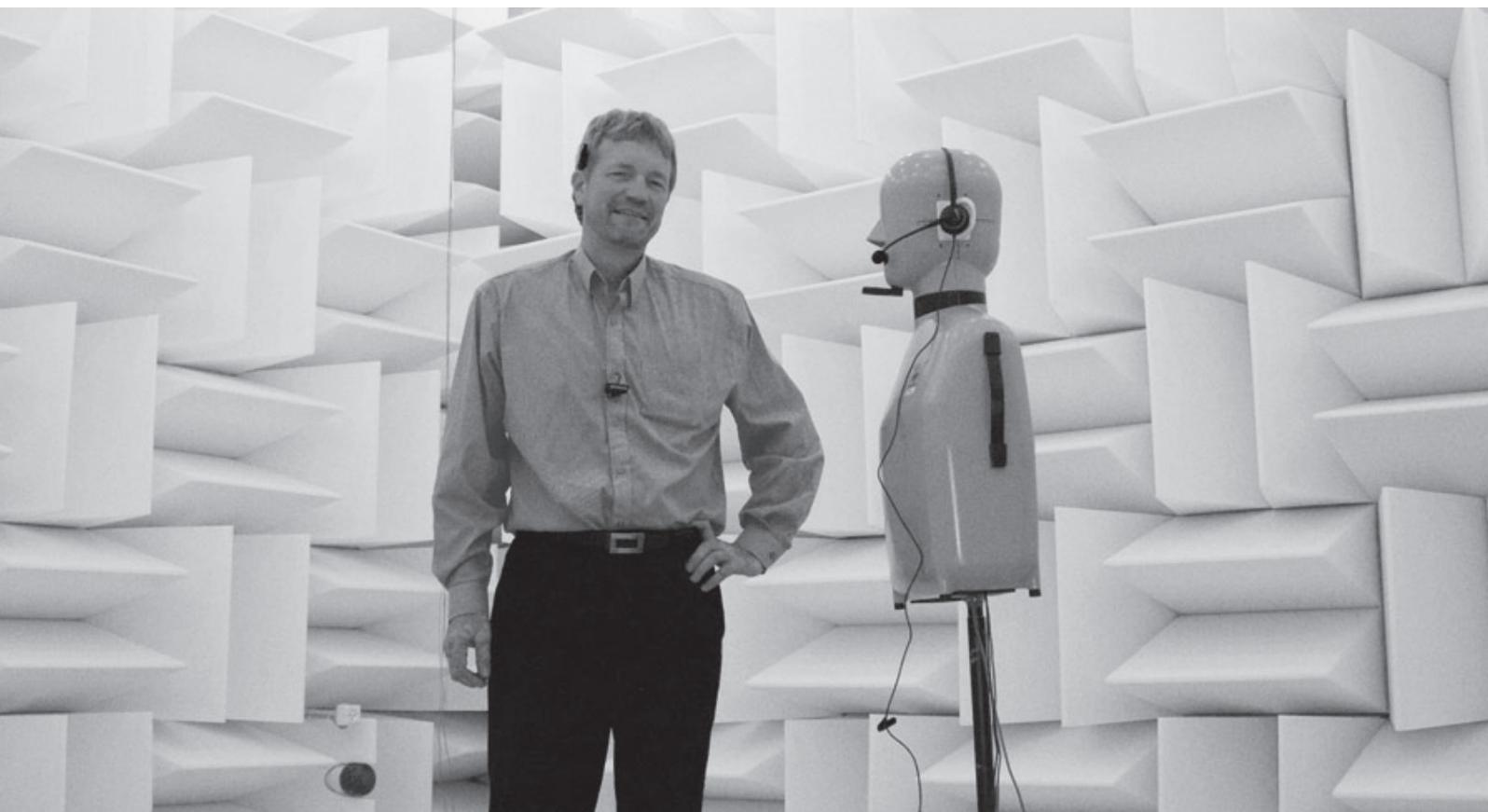


JABRA UNVEILS THE KEY TO ITS INDUSTRY LEADERSHIP

A cooperative culture and knowledge sharing with sister companies in the sound and hearing Group - GN Store Nord, is key to the industrial leadership and, sound and design superiority of Jabra headsets.

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WORLD-CLASS R&D - AN ADVANTAGE FOR THE CUSTOMERS

When Chief Technical Officer at Jabra, Leo Larsen walks into the world-class Research and Development (R&D) lab at Jabra headquarter in Copenhagen, Denmark, he finds himself in an acoustics engineer's dream - one of the worlds most sophisticated lab facilities for testing of audio and radio performance.

Jabra shares this state-of-the-art R&D lab and other facilities with two of the world's leaders in acoustics and ear anatomy - Jabra's sister companies; GN Otometrics that produces groundbreaking audiological, otoneurologic and vestibular instrumentation and GN Re-

Sound - technology leader in hearing aid solutions.

"Having access to and being able to share ideas and get feedback from leading experts within acoustics and ear anatomy is both a big advantage and privilege for us all," says Larsen. "Our corporate culture allows us to stop at each other's desk and ask a spur-of-the-moment question. We have instant access to the knowledge and brainpower of all branches, and we follow each other's product development in the lab to see how it might connect with future developments. This not only helps us stay ahead in the industry, but is also a huge advantage for the customers across the GN family".



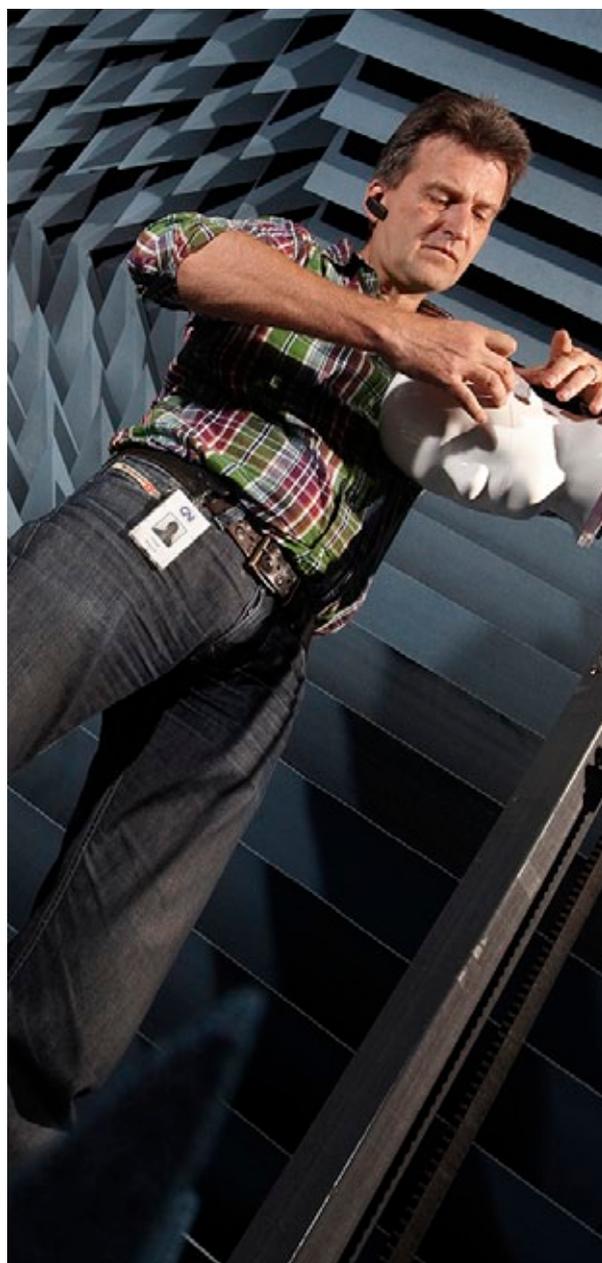
INDUSTRY FIRSTS

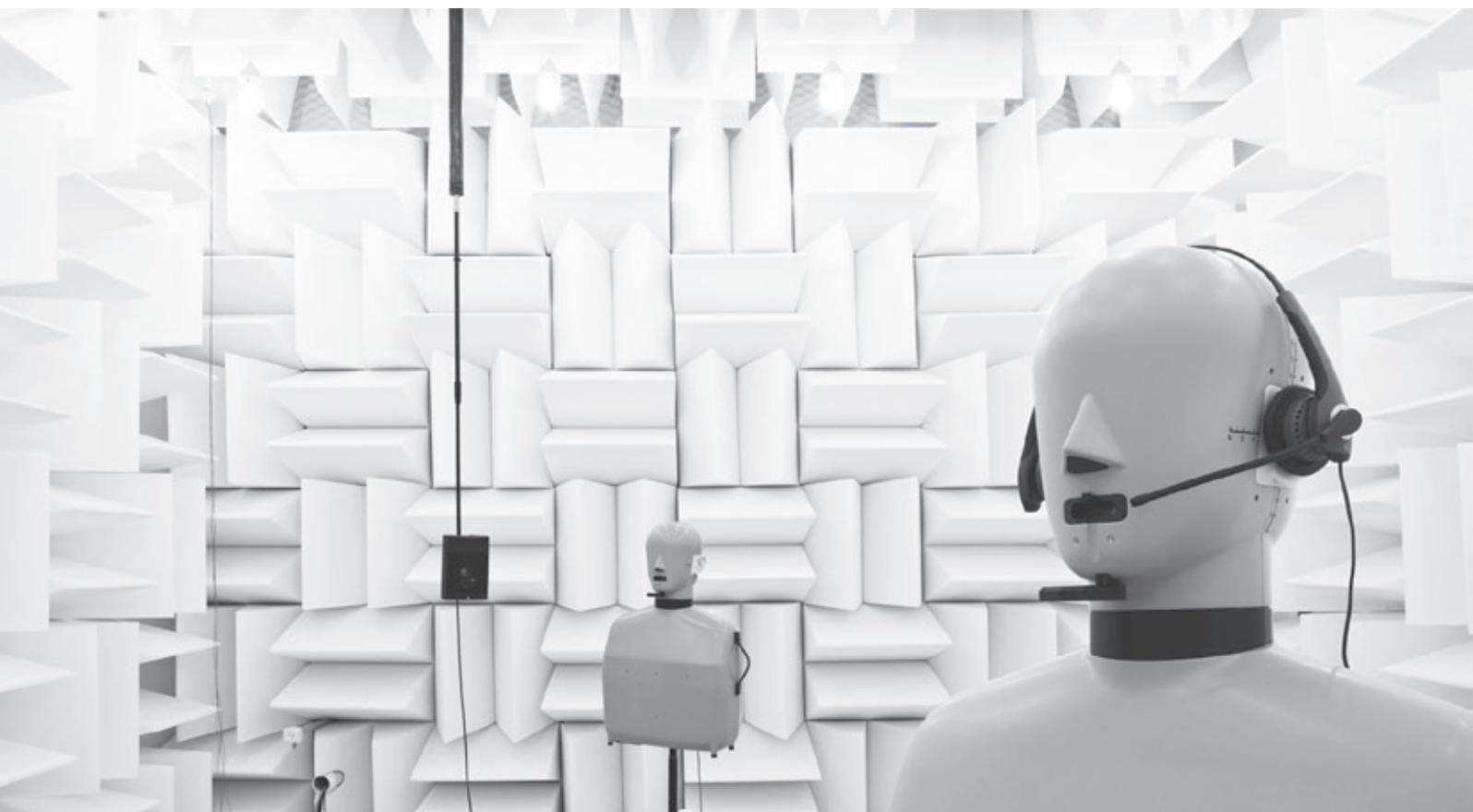
Jabra leverages the extensive knowledge of hearing protection, amplification, transmission and sound reproduction technologies it shares with its sister companies.

Throughout the years Jabra has proven its legacy of innovation with a series of industry firsts, including the first noise-cancelling microphone, first headset amplifier for PC-based IP telephony and the first all-digital multi-purpose amplifier incorporating Digital Signal Processing. Some of these have been inspired by or directly build upon input and knowledge from the Jabra sister companies, GN Resound and GN Otometrics.

The cooperation of GN family members has also resulted in the development of Peak-Stop™ technology that eliminates sudden, damaging sound spikes and provides protection from high sustained noises.

“The expertise of our sister companies in the GN Group is very inspiring and has proven to be a benefit to our customers,” says Thomas Evers Christensen, Senior Vice President, Global Operations and R&D at Jabra. “We see the influences from especially GN Resound in some of our new, successful products – and I am sure we will see more mutual benefits from our increasing collaboration in the future”.





HEADSET AND HEARING AID SYNERGY WITH GN RESOUND

“There are especially two areas in which Jabra and GN ReSound communicate regularly,” says Peter Scheel, Senior Vice President, Head of Global R&D at GN ReSound; “Sound quality and materials. This area is paramount to us, because we know if the sound isn’t effortlessly clear in both headsets and hearing aids, the user will over a full day of wearing the product, experience fatigue and frustration as well as headaches or other physical symptoms. ReSound’s intense testing in this area has definitely helped the development of the award-winning sound quality of Jabra’s headsets, an area identified as key by end-users.”

The requirements of materials are very strict for hearing aids since they’re often worn 16 or more hours per day. Jabra uses stringent requirements to determine what materials will be best suited for their headsets, which in many cases are worn almost as long. In this complex area of biocompatibility, approvals and regulations, the collaboration between GN Resound and Jabra inspires and leads to solution which are safe and comfortable for the users to wear.



KNOWLEDGE EXCHANGE WITH GN OTOMETRICS

While Jabra takes advantage of GN Otometrics' world-class testing facility GN Otometrics has, in turn, benefitted from Jabra's advanced technology.

"We have been fortunate to get access to the proprietary Bluetooth technology developed by Jabra," said Søren Holst, CEO of GN Otometrics. "With this technology we have been able to solve some technical challenges we have been dealing with for years. Jabra has been at the forefront when it comes to developing the Bluetooth technology used in its wireless headsets, and with our coopera-

tion, we have now been able to incorporate it into our systems, resulting in an increased quality of our products."

The collaboration in the state of the art laboratory, have been a resounding success for Jabra and is the road ahead for the entire GN family. The daily sharing of ideas, access to expertise as well as an efficient development and testing process, ensures that users benefit from the superior quality and technological advantages of all GN products.



ABOUT JABRA

Jabra is the brand of GN Netcom, a subsidiary of GN Store Nord A/S (GN) - listed on NASDAQ OMX. Jabra employs approximately 850 people worldwide and in 2011 produced an annual revenue which amounted to DKK 2,106 million. Jabra is a world leader in the development, manufacturing, and marketing of a broad range of hands-free communications solutions. With a reputation for innovation, reliability, and ease of use that goes back more than two decades, Jabra's consumer and business divisions produce corded and wireless headsets, plus mobile and in-office speakerphones that empower individuals and businesses through increased freedom of movement, comfort, and functionality.

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