

Jabra Elite 8 Active Gen 2, Elite 10 Gen 2 claim verification

1. Summary

Jabra has performed a claim verification which contributes towards substantiating the following claim. The claim wording is created by GN Audio A/S, for the newly released earbuds, Jabra Elite 8 Active Gen2, Elite 10 Gen 2.

Product	Claim
Jabra Elite 8 Active Gen2 Jabra Elite 10 Gen 2	The world's first LE audio smart case

2. Method

This study was conducted with the objective of establishing whether Jabra has introduced the world's first Low Energy (LE) audio smart case for true wireless earbuds. The research aimed to scrutinize the current market offerings to identify if any other product featured the LE audio smart case prior to our product launch.

The desk research was carried out over a period of 10 working days, from April 1st to April 12th, 2024. The focus was on products that either hold a significant market share, estimated at 80%, or are niche players that have highlighted a smart case in their marketing efforts.

The primary keyword utilized for the research was "smart case" The search was conducted through Google, with a particular emphasis on the official product pages of the respective brands to ensure the accuracy of the product specifications and features.

The study included products that met one of two criteria:

(1) Products that cover 80% of the \$200+ market share

- Apple airpods Pro 2nd Gen
- Bose Quiet comfort earbuds II
- Bose Quiet comfort earbuds Ultra
- Sony WF-1000XM5

(2) Niche brands that have specifically mentioned a smart case in their marketing materials.

- LG tone free T90
- JBL Tour Pro 2
- B&W Pi7 S2
- HP Poly Voyager Free 60+

The rationale for focusing on these two segments was to capture both the dominant players in the market and the potential innovators that may have introduced similar features.

Information about each product's features, specifically the presence of the LE audio feature in its smart case, was meticulously documented in an Excel file. This allowed for an organized and systematic approach to data collection and analysis.

The analysis included a thorough review of product specifications to determine support for the LE audio feature. Each product's official webpage served as the primary source of information, and cross-referencing with additional sources was conducted to verify the accuracy of the data.

The research concluded that, based on the data collected and analyzed, Jabra is the first to introduce an LE audio smart case for true wireless earbuds. This conclusion is subject to the scope and limitations of the research conducted within the specified timeframe and market coverage.

Assessed by GN Audio (May 2024)