

## Claims Verification

### Jabra Evolve 65t

#### 1. Summary

Strategy Analytics' verified the following claim made by Jabra for their new true wireless earbuds, the Jabra Evolve 65t through independent research:

PRODUCT	CLAIM
Jabra Evolve 65t	Engineered to be the world's first UC-certified true wireless earbuds*

This claim is considered to be accurate as of the 15<sup>th</sup> November 2018. The associated disclaimer is given in Section 4.

#### 2. Method

Strategy Analytics has undertaken extensive independent research into Jabra's claim for the Evolve 65t true wireless earbuds. The claim (with the associated disclaimer) has been checked against a custom device database compiled by Strategy Analytics. The marketing claim based on device specification was 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 earbuds, definition given in Section 3). A total of 560 individual headsets/headphone units were profiled from 65 vendors which included all identified Unified Communication ("UC") certified headsets available in the retail market (the "Market") at the time of verification.

To verify the claim for "Engineered to be the world's first UC-certified true wireless earbuds\*" Strategy Analytics considered devices stating UC certification in spec/feature list, approved devices listed on the Skype for Business peripherals webpage (<https://partnersolutions.skypeforbusiness.com/solutionscatalog/personal-peripherals-pcs>) and searching historic press releases of Jabra's competitors. Form factor combined with connectivity (true wireless earbuds) of UC certified devices was considered in order to validate the claim. The claim was considered accurate as the Jabra Evolve 65t was found to be the only UC certified true wireless earbuds identified on the Market.

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	A head worn unit that includes a speaker and a microphone intended to handle calls and may also facilitate media playback. Wireless headsets use Bluetooth technology or Wi-Fi connectivity to pair with a device.
Earbuds	Small headphones worn in the ear. The fit of the earbud is adjustable with varying sizes of earbud tips. Earbud wings may be used to secure the device in the auricle of the ear.
True Wireless Headset/Headphones	Individual earbuds with no connecting wire. Each earbud is a self-contained unit with battery, wireless receiver, speaker and controls.
UC Certification	Officially certified as Unified Communication compliant for cross platform compatibility i.e. certified for use with Skype for Business.

**Strategy Analytics Limited**

## Claims Verification

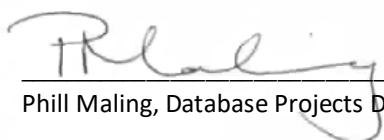
### 4. Disclaimer:

*\*Jabra Evolve 65t are the first Unified Communications (UC) certified earbuds with a true wireless form factor. Verified by Strategy Analytics against the published specifications of 560 professional & consumer headsets and headphones from 65 brands. Correct as of the 15th November 2018.*

### 5. Document Authorisation

Strategy Analytics confirm that on the 15<sup>th</sup> November 2018 the claim within this document for the Jabra Evolve 65t are correct.

Authorised by Strategy Analytics:

  
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Phill Maling, Database Projects Director

Date: 15/11/2018

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