

## Jabra launches Evolve2 30 to keep you productive - with lightweight, portable and cost-effective comfort



- *Headset for flexible working revolution, delivering productivity for the below USD 100 category*
- *2 built-in microphones for outstanding call performance, 28mm speakers deliver great sound*
  - *UC and Microsoft Teams certified for enhanced collaboration*
- *Integrated busylight and noise-isolating design for portable concentration anywhere*
  - *Advanced chipset enables future firmware upgrades*
  - *27% lighter than Evolve 30 for enhanced all-day comfort*

**Copenhagen, Denmark, 2<sup>nd</sup> March 2021** – Jabra today announces the launch of the Jabra Evolve2 30, the latest product to join the Evolve2 range, the next generation of the Evolve range, Jabra's best-selling and market leading UC headset to enhance productivity whether working from the office or working from home. The headset is built with the modern-day desk worker in mind, engineered for collaboration, concentration and comfortable productivity all day long – all at an affordable price of just USD 99 / EUR 89.

### **Productivity woes under the new normal**

The new normal has created the need for a hybrid approach to work, where flexibility between remote working and being office-based is a key priority. Virtual collaboration has grown from 14 per cent in 2019, to 77 per cent in 2020<sup>3</sup>. Meanwhile, productivity is still a big challenge for businesses, as complexity of work increases exponentially, but average productivity rates diminish by the day<sup>1</sup>. Headsets are playing a crucial role in the flexible revolution of the workplace and Jabra's Evolve2 30 fulfils this with an affordable yet premium quality headset.

### **Seamless collaboration and instant concentration**

The Jabra Evolve2 30 is perfectly suited for the modern flexible worker – users who spend majority of their day at their desk, in a noisy office setting or at home. Collaboration and concentration continue to be the two key pillars of effective office work – no matter where that may be.

The 2-microphone call technology can clearly capture your voice so you can participate in calls and online meetings from anywhere while also meeting Open Office requirements. And with 28mm speakers and an advanced digital chipset, you can enjoy great audio quality too, for both calls and media playback. The Evolve2 30 is also available in a Microsoft Teams certified variant, which comes

<sup>1</sup> Source: Boston Consulting Group

<sup>3</sup> Gensler US Workplace Study



with a dedicated Microsoft Teams button so you can jump in and out of virtual meetings with just one touch, while the boom arm allows you to easily mute and unmute yourself in an instant.

Taking collaboration one step further, the Jabra Evolve2 30 meets the Microsoft Open Office requirements – which is a strict test of how effective a headset microphone is at suppressing surrounding noise and office talk – making sure that the device is suited for any environment. The easy plug-and-play feature means users are able to seamlessly connect to all devices through the USB A or C plug, for maximum collaboration.

When it comes to concentration, the Evolve2 30 does not disappoint. The Evolve2 30 is specifically engineered to deliver portable concentration anywhere. The oval ear cushions of the headset and the angled earcup design are developed to block out any noise and disturbances in the surrounding. The single-sided busylight within turns on automatically when you're on a call and can also be turned on manually to signal "do-not-disturb" to those around you, so you can stay undisturbed in your concentration zone.

### Reliable all-day comfort

The discomfort from prolonged headset wearing can be a huge hindrance to productivity. The Jabra Evolve2 30 is ergonomically designed to support prolonged wear, and to exert evenly distributed pressure. It's built with premium soft memory foam ear cushions that mold to your ear's natural contours and ease the weight of the headset on users' heads, offering ideal comfort all day long.

The super lightweight Evolve2 30 is built to be as durable as it is comfortable. Both the headband and slider of the Evolve2 30 are assembled with stainless steel, with a much higher degree of durability and flexibility compared to its predecessor, the Evolve 30. Hundreds of drop tests and boom-arm strength tests have been conducted to ensure the headset is able to stand the test of time even when used for long periods.

*"Raising productivity levels is an ongoing uphill battle for every organization,"* said Holger Reisinger, SVP for Business Solutions at Jabra. *"We are excited to be rolling out our latest product aimed at battling productivity distractions for those in the office, but also the flexible workers. We've designed the Jabra Evolve2 30 to be at an affordable price-point so every user can enjoy the benefits of experiencing premium collaboration, concentration and comfort while working. The Jabra Evolve2 30 truly embodies the motto that work is no longer somewhere you go, but something you do."*

### Key features and specifications:

- Enhanced lightweight comfort: 125 gms
- 2-microphone call technology and 28mm speakers, meeting Open Office requirements
- UC and Microsoft Teams certified
- Advanced chipset enables future firmware upgrades
- Integrated busylight
- Improved noise-isolating design
- Reinforced steel headband & slider for increased durability
- A dedicated Microsoft Teams button on MS variant
- Jabra Direct, Xpress
- Sustainable packaging made of recyclable materials

### Availability

The Jabra Evolve2 30 will be available from March 2021 in selected retailers. The Evolve2 30 will be available in Black.

Evolve2 30 STEREO MSRP USD 99 / EUR 89

Evolve2 30 MONO MSRP USD 89 / EUR 79

Find out more about Jabra at [www.jabra.com/evolve](http://www.jabra.com/evolve)

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**About Jabra**

*Jabra is a world leading brand in audio, video, and collaboration solutions – engineered to empower consumers and businesses. Proudly part of the GN Group, we are committed to letting people hear more, do more, and be more than they ever thought possible. Jabra engineering excellence leads the way, building on 150 years of pioneering work within the GN Group. This allows us to create integrated tools for contact centers, offices, and collaboration that help professionals work more productively from anywhere; and true wireless headphones and earbuds that let consumers better enjoy calls, music, and media. The GN Group, founded in 1869, operates in 100 countries and delivers innovation, reliability, and ease of use. GN employs 6,500 people and in 2020 reported annual revenue of DKK 13.4bn. The Jabra brand accounts for approx. DKK 8.7bn and employs 1,900 people. GN makes life sound better and is Nasdaq Copenhagen listed. [www.jabra.com](http://www.jabra.com)*

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