NEWS FLASH

Jabra and Qualcomm collaborate to bundle enhanced battery life, size and comfort in the smallest wireless earbuds on the market



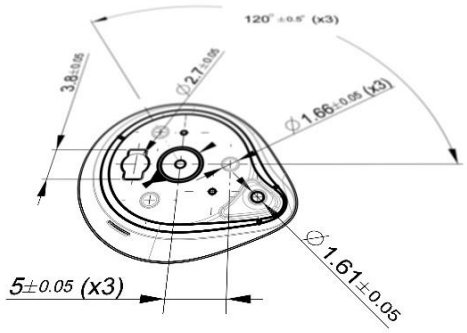
Jabra has emerged as one of the world's first companies to take advantage of the ultra-low-power Qualcomm® QCC5126 Bluetooth audio SoC from Qualcomm Technologies International. Ltd.

The QCC5126 is part of a series of Bluetooth SoCs that have been specifically designed to offer manufacturers the freedom and flexibility to innovate and meet ever-evolving consumer demand for richly featured devices that can be used all day and taken anywhere.

Sound quality (65 per cent), battery life (61 per cent) and comfort (58 per cent) are the key features for consumers when considering purchasing wireless earbuds*. With this in mind, the QCC5100 series boasts reduced power consumption great audio quality and a miniaturized design that allows for small form factor designs and improved comfort for all day wear. Leveraging this collaboration has allowed Jabra to incorporate a compact, feature-rich product implementation in new developments.

This has resulted in delivering leading class technologies –culminating in the development of Jabra's Elite 75t (launched at IFA 2019) and Elite Active 75t (to be announced at CES 2020) true wireless earbuds. The goal for Jabra in designing the Elite Active 75t was to evolve and improve from its predecessor, the Elite Active 65t, delivering stronger comfort and fit in amazingly compact proportions, while keeping the features users' value most.

Thanks to the Qualcomm QCC5100 series, Jabra was able to create a product that delivers more to the true wireless headphones space in the smallest package out there.



Longer battery life
Consumer demand for all day wear is on the rise. Longer battery life was a key consideration for 39 per cent of consumers in 2017. In 2019 this exploded to 61 per cent. The Qualcomm chipset supports Bluetooth 5.0 and has been architected to enable lower power usage and longer battery life. This allowed Jabra to reduce the battery size while also extending battery life of its latest earbuds. The Elite Active 75t, for example, offers up to 7.5 hours battery life that extends up to 28 hours with the charging case.

The QCC5100 series is also architected to help provide improved speed and greater range. The SoC features a high-performance Bluetooth 5.0 radio and has been designed to secures a high quality and robust wireless connection between the headset and the mobile phone.

3D Tetris at play
Consumers now want to wear their devices all day and fit is also critical to the user experience. Shrinking the product size of the Elite Active 75t, while extending battery life and further improving the true wireless experience, posed significant engineering challenges that Jabra was able to tackle through the collaboration with Qualcomm.

"Ensuring that the same drivers, speakers and microphones fit perfectly in a smaller casing while still performing to their optimal capability was one of the most challenging tasks. We described it as akin to playing a game of 3D Tetris", said Jorgen Daucke, Product Management & Concepting at Jabra, who played a key role in developing the earbuds.

The Active 75t earbuds are 22 per cent smaller compared to the Elite Active 65t. To reduce the product size, Jabra had to ensure that the same speakers and microphones fit perfectly in a smaller casing while still performing to their optimal capability. The QCC5100 series has powerful audio processing capabilities delivering the achieved audio quality as well as delivering to the 'MySound' functionality – Jabra's new software experience that individualizes each user's music experience.

Because consumers are now wearing their earbuds all day and are taking them everywhere the Qualcomm QCC5126 SoC also incorporates technology that enables adjustable noise leak-through, so users can safely be aware of their surroundings.

**Qualcomm The State of Play Report, 2019*