

Claims Verification

BlueParrot B550-XT

1. Summary

Strategy Analytics' verified the following claims made by Jabra for their new voice-controlled Bluetooth headset, the BlueParrot B550-XT, through independent research:

PRODUCT	CLAIM
BlueParrot B550-XT	Simply talk, to talk. The world's first 100% voice-controlled headset*
	Engineered to be the world's first completely voice-controlled handset for high-noise environments*
	Engineered to be the first 100% voice-controlled headset for high-noise environments*

These claims are considered to be accurate as of the 6th July 2018. The associated disclaimer is given in Section 4.

2. Method

Strategy Analytics has undertaken extensive independent research into Jabra's claim for the BlueParrot B550-XT voice-controlled Bluetooth headset. The claims (with the associated disclaimer) have been checked against a custom device database compiled by Strategy Analytics. The marketing claim based on the device specification was verified by comparing Jabra's BlueParrot B550-XT 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 i.e. devices with Google Assistant™ built in or claiming interaction with the Virtual Assistant on a paired device therefore enabling voice-control. A standardised dataset was prepared using public domain materials from manufacturers (i.e. product manuals, press releases, product information pages) and trusted third parties sources (such as online retailers) to allow direct specification/hardware comparisons of Jabra's product against the competitive set (wireless headsets, definition given in Section 3). A total of 250 individual headsets/headphone units were profiled from 68 vendors which included headsets designed to access the Virtual Assistants on smart devices (i.e. Siri®, Alexa®, Google Assistant™ etc) available in the retail market (the "Market") at the time of verification.

To verify the claim for "the world's first 100% voice-controlled headset" Strategy Analytics considered devices claiming compatibility/integration with Siri®, Alexa®, Google Assistant™ etc in spec/feature list, via press releases or detailed in other marketing materials. In addition, devices positioned as designed for use in high-noise environments were also considered to verify the 2 product sub claims specific to this segment. The claims were considered accurate as the BlueParrot B550-XT was found to be the only Bluetooth headset with an "always-listening" microphone that could be activated by voice alone identified on the Market.

The claims detailed in Section 1 were substantiated against specifications from all identified announced or available headsets and headphones. According to the definitions given in Section 3 the claim was found to be accurate.

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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 Headset	Headset containing a wireless receiver (i.e. Bluetooth®, WiFi etc) which forms the primary connection between the headset and the transmitting device.
Virtual Assistant	Software agent that performs specific tasks via speech, text or gesture input. Examples of Virtual Assistants include Apple's Siri®, Google Assistant™, Alexa® from Amazon & Microsoft's Cortana®.
100% Voice Controlled	Headset activated by voice alone, no additional gesture or button press required to launch the paired device's Virtual Assistant.
For High-Noise Environments	Headset equipped with background noise suppressing microphone(s), noise suppression codecs, active or passive noise cancellation and/or marketed for use in high-noise environment.

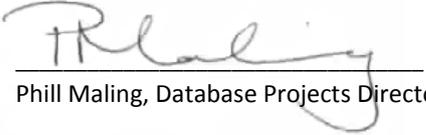
4. Disclaimers:

*at the time of product announcement (23rd August 2018) the BlueParrot B550-XT is the only voice controlled headset with an always-listening microphone activated by voice alone. Verified by Strategy Analytics against the published specifications of 250 professional & consumer headsets and headphones from 68 brands. Correct as of the 6th July 2018.

5. Document Authorisation

Strategy Analytics confirm that on the 6th July 2018 the claims within this document for the BlueParrot B550-XT are correct.

Authorised by Strategy Analytics:


Phill Maling, Database Projects Director

Date: 06/07/2018

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