

# The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

## New Product | M1000 Series

A while ago, we introduced the L400 headset for tablet and USB connection here at the Accutone Gazette. We didn't expect such huge demand for it, so we are super excited to launch yet another headset for the same purpose.

The M1000 headset is a direct descendent of our flagship Lexus 1010 headset. Sharing the same sturdy hexagon architecture design, M1000 has all the adjustable nodes designed to fit every head size and shape.

Yet, the biggest difference is its weight. M1000 is significantly lighter, since it serves a big purpose for mobile usage on tablets or notebooks.

Same with L400, M1000 is a dual-purpose headset. It comes default with a 3.5mm plug, CTIA pin-aligned, to fit perfectly with iPhones, iPads and most android devices as well.

When connected to the 3.5mm-USB adaptor, M1000 instantly converts into a high-quality stereo USB headset. The inline audio control allows volume adjustments and mute.

Comes with bendable microphone boom, M1000 offers passive noise-cancelling capability, but when custom ordered, it can support dual-mic active noise cancellation as well.



## 20 Things Turning 20

Part Two



(Photo Credits: Daniel Rehn)

(11) **Apple's Mac.** This is what a high-end computer looks like in 1995 - the Power Macintosh 7200. Shown below is what the latest Power Macintosh looks like.



(12) **Memory.** Storage hardware specs back then for RAM is 8MB vs today's 8GB. Standard hard-disks were 1GB vs today's 1TB, also a thousand times bigger.

(13) **Networking.** In 1995, two years into the internet era, 28.8kbit/s modems are the latest technology; whereas today, most PCs are equipped with Gigabit ethernet, capable of 100Mbit/s.

(14) **Cloning.** Dolly the sheep was born on 5th July this year, marking the giant leap in cloning technology. Fortunately, human cloning still not on the horizon in 2015.

(15) **Starbucks.** Did you know that their famous Frappuccino is turning twenty?

(16) **Michael Jackson.** Billboard No.1 hits for September is MJ's "You Are Not Alone."

(17) **BMW 325i** was voted by Car and Driver as the top-ten car of the 1995. A 3.0 6-inline engine top out at 240hp, the 5-speed sedan is still an all-time classic.



(Photo Credits: Scott Clark)

(18) **Online Dating.** It's hard to believe match.com has been connecting potential soulmates for twenty years already.

(19) **Oscar.** The 67th Academy Award for Best Motion Picture goes to...Forrest Gump - with Tom Hanks.

### Forrest Gump



(20) **AuctionWeb,** a website designed by Pierre Omidyar to help sell off his fiancée's collection went live on September 3rd. This website would go on and become one of the most successful auction website in the world, perhaps you know it by another name: eBay.

## New Technology

# FUTURE OF USB: Type-C



(Photo Credits: TechStage)

(US) Nowadays, it's basically impossible to go through your day without getting in contact with a USB connector. Termed "Universal Serial Bus", many confuse the name as a thumb drive, due to the popularity of the flash memory usage.

Of course, USB is actually referring to the connector itself, but did you know that there are many different types of USB connectors?

Recently, Apple launched their newest Macbook, aimed to revolutionize the notebook industry again, but it comes with only one port, a USB port, Type-C to be exact.

So, what are some of the other USB types?

**Type-A USB** is the most popular connector, in fact, 3 billions USB-A ports are shipped every year. Since its launch in 1996, the rectangular connector haven't changed much on the exterior, but speed-wise, its jumped from USB 1.1's 12Mbps to USB 2.0 at 480Mbps, USB 3.0 at 5Gbps and now USB 3.1 at a whopping 10Gbps.

Like most plugs, the protruded end is called the USB-male plug, and the other end is obviously the USB-female port.

**Type-B USB** is the other end of a standard USB cable connecting a peripheral device, meaning both-ends have male plugs. The **Standard-B** is the most original plug, in shape of a house, usually still being used on

larger devices like printers or scanners. Other type-B connectors include the **Mini-USB**, which usually connects to digital cameras or portable hard-drives.

The latest type-B is of course the **Micro-USB** connector we use for our smartphones and tablets.

Since type-B connectors are designed to connect to a computer, the transmission speed also follows the standard of 1.1, 2.0, 3.0, with the 3.0 versions usually come with a blue cable at both ends.

So what about Type-C? It's basically the same size (8.4 x 2.6mm) as a Micro-USB, except in an oval-shape so it can be plugged in upside-down as well.

Same with all other USB connectors, type-C comes in male and female ends. So there will be USB-A to USB-C connecting cables, USB-C to USB-A Female ports, USB-C to USB-B cables, USB-C hubs...etc in the market soon.

But why another standard, you ask? Type-C is not only much smaller in size, reversible plug orientation, supporting 3.1 speed at 10Gbps, it also support higher power output at 100W and 5A. With the general power charging requirements for a 15" notebook at about 60W, type-C can replace the power connection as well, which is exactly what Apple is doing with their latest Macbook.

## Marketing Activities

## SHOW & HOLOGRAM

### For the Hong Kong Electronics Fair 2015 Autumn Edition



(HK) It's that time of the year again, the annual HK Electronics Autumn Fair will be hosted on October 13 to 16, 2015. The biggest electronics exhibition in the world, vs CES, iFA and CeBit, the HKEF is the main attraction for the entire industry.

This year will mark the 15th consecutive participation of Accutone to the show, and as usual this is the perfect time to meet with all our partners and showcase the latest products.

Months of preparation are required every year for this event, and for those of you familiar with the venue should know that there is a big showcase area near the entrance, with companies placing their products for promotion.



(Photo Credits: Karen Bryan)

Every show, Accutone tries to attract attention by doing something creative with the showcase, and this year is no different.

A very popular promotional design lately is the use of 3D hologram. Using a specially built structure, the showcased product merges with the projected hologram in delivering a special visual experience.

Want to see how it looks? We cordially invite you to come visit us at Hall 1, booth 1A-F11. See you all there!!

Market News

# APPLE PENCIL

“If you see a stylus, they blew it.”

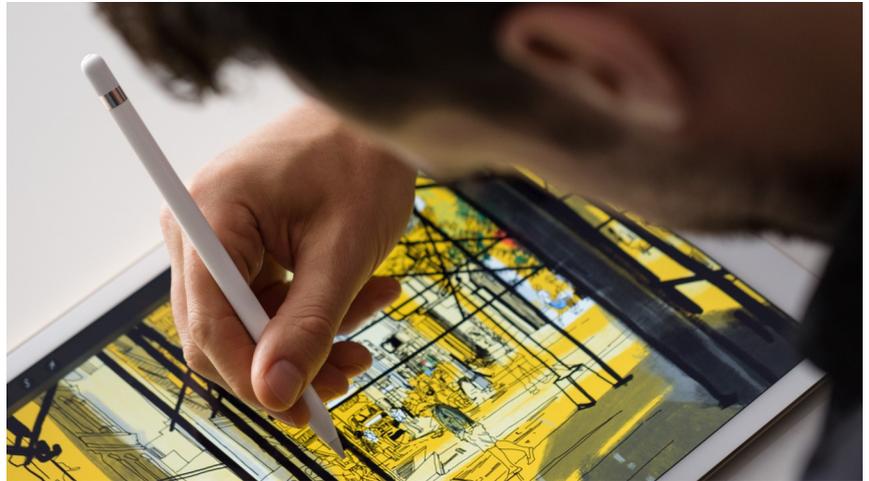
Steve Jobs was no prophet. Not really.

Back during the infamous iPhone launch in 2007, Steve said that “...if you see a stylus, they blew it”. However he was absolutely right back then, at least during a time when the so-called smartphones solely rely on ancient input technology, when stylus was merely something sharp and hard used to press upon small low-resolution screens.

Jobs was right in terms of user behaviors as well. Even today, general consumers rarely have a need for a stylus. Do you still see many users take out their stylus from their Android phones? Probably not.

Then why a stylus from Apple now? You ask. It has to do with their iPad Pro launch.

Many confuse Apple as just a consumer brand, but they are also a brand for professionals, offering tools for designers, musicians, educators and even doctors.



Take a look at the hardware specs for their Mac Pro or Macbook Pro. These products are way over-sped for consumers, because they are not build for consumers. The word “Pro” actually does mean they are for professionals.

The iPad Pro, only the third product to use the word “Pro”, believe it or not, is actually build for production, not consumption.

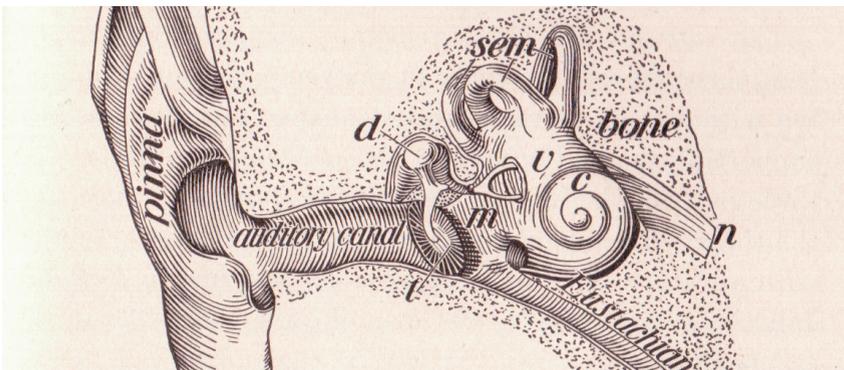
You don’t see an iPhone Pro or an iPod Pro, not even an iMac Pro, right?

This is why Apple launched both a new keyboard and a stylus along with iPad Pro. It’s no new innovation, but contrary to most believe, Apple has never been quick to adapt new technology. They didn’t build the first MP3 player, or the first tablet.

Apple was even late to adapt mobile technologies like 3G, LTE, bluetooth, video-conferencing or NFC. But when they do adapt a technology, they seem to get it right. Could the new iPad Pro, with its Apple Pencil see similar fate?

Product Knowledge

# BONE CONDUCTION HEADPHONE



Wonder why your voice sounds differently when it is recorded and then played back? It is because human ears hear through two ways: vibration from the air to ear-drum and bone vibration from our inner ear.

Our skull conducts lower frequencies better than air, so we hear our voice to be lower and fuller than a recording we hear of ourselves.

Because of this, Bone Conduction has long

been a method for the hearing-impaired to listen. As a hearing-aid, Bone Conduction is nothing new, with first use around 1920s.

In the two past decades, bone conduction applications have expanded to specialized usage, for helicopter pilots or scuba divers. The main purpose have always been about communication, though.

However, recently more and more companies are developing bone conduction

headphones for general consumers. These products are no longer for communication, instead for they are designed for listening to music.

As you can imagine, the technology required to conduct a wide spectrum of frequencies purely by bone conduction is advanced, and no one has really been able to deliver anything even close to replacing the traditional headphone, so far.

Why are companies trying, you ask? This has to do the popularization of mobile music listening and exercising.

Gadgets for sports and exercises are a growing market for electronics companies, and bone conduction headphone offers a safer method of music listening while jogging or biking, because user’s ears are completely open to the environment.

A couple of brands with help from indiegogo are trying this market out at the moment, is it worth a shot? Tell us what you think.