

The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

J1 | Improves Productivity

In a day to day office environment, it is likely to have a desk phone and a PC sitting right on your desk. Some people have a USB headset for PC and another headset for their desk phone. Switching between Skype calls and phone calls can be irritating, especially when the number of calls is high.

Accutone's J1 Adaptor was designed to solve this problem, for small offices, call centers or personal use. By pressing the large conversion switch, users can easily switch between telephone calls and Skype calls. Duo-colored LED indicator indicates the current mode of operation, blue for desk phone and red for USB (PC / Mac) connection.

The 8-position pin-alignment switch can pair with most of the telephone systems on the current market. USB cable is provided for PC or Mac connection, plug and play design for simply installation, no software or driver is needed.

A quick and simple way to switch between telephone and USB connectivity, the J1 allows users to use only one headset between two applications!

Simple and light weight design, brings you convenience at affordable price, MSRP US79. For more detail please send email to sales@accutone.com .



What's good about Music?

No doubt music plays an important role in our everyday life. Everybody love music, well, at least most of us do. Whether it's the music that we listen to on the way to work, while driving or while we workout, music can brighten up our moods, tell us a story or even heal wounds. Music has touched cultures all over the world since very early times in human history. Have you ever wondered how music might affect our health?

Improves visual & verbal skills

A study using subjects that were 8 to 11 year olds found that those who were involved in extra-curricular music classes were developing higher verbal IQ's and their visual ability was greater than those who did not receiving the training.

Keeps an aging brain healthy

Research has shown that having musical training and listening to or playing music in old age can help keep the brain healthy especially as it ages. Since listening to music is like exercising the brain, one can expect the benefits of better memory and mental sharpness as they age.

Music Makes You Happier

A study showed that music with a quick tempo played in a major key made people feel happy. Our brains release dopamine, a feel-good neurotransmitter, in higher volume when listening to moving music.

Better Sleep Quality

Some of the most common things to interfere with sleep are stress and anxiety (heart rates.) Since music has the ability to affect both in a positive way, research has found that listening to music at various times promotes better sleep patterns for people and even created more restful sleeps. In some cases music might even be able to be used to effectively treat insomnia.

Other benefits include improves cardiovascular activities and immune system, reducing bodily pains, depression and anxieties. There are so many benefits of music, let's hope for more positive results from different researchers in the future, maybe one day they will tell us music can heal major diseases! Let's keep our fingers crossed !

New Product

Inside Look at 710MKII



Telephone headset is definitely not new, but it has always been a huge challenge for developers to build a "one-for-all" telephone headset that suits different end-users' needs. With that in mind, the re-engineered 710MKII is designed to fit a wide spectrum of needs, with a number of new design features that are not found in the traditional telephone headset market today.

The new 710 is built with a unique appearance using a "shifted-axis" headband design for strength and durability. The 28mm loudspeaker design offers powerful wideband HD output inside a compact speaker chamber, thus allowing new 710 maintains its minimalist style.

The microphone uses Vacuum Shock Design as opposed to the traditional microphone capsule design, this new design comes with a layer of foam in the chamber, and many small holes on the surface as air shock absorber, hence reduces unwanted breathing noise and ambient noises. This design gives excellent noise cancelling.

Before the official launch, Accutone carried out a field test with a focus group that consists of call center agents and supervisors, receptionists, office workers, managers and executives from different service industries. By comparing user's experiences on the three existing headset models from Accutone against the newest 710, under 6 selection criteria, results show that:

(1) Audio performance.

The 710MKII sound is crystal clear and good. 1010 headset delivers the most natural sound that is closest to human voice. The 610 and 310MKII sound tend to be softer than 1010 and 710MKII.

(2) Style.

710MKII and 310MKII scores are high as their designs are stylish and minimalistic. Agents like the matt black/silver color contrast on the headset. The 1010 ranks the highest due to its aluminium design, the details on the speaker chamber and microphone boom.

(3) Noise Cancelling.

710MKII and 1010 noise cancelling performance are found better than 610 and 310MKII. This finding proves the special-design of 710MKII's single microphone chamber reduces more background noise than the 610 traditional microphone capsule design.

(4) Comfort.

Agents rank 710MKII as the most comfortable headset with its shifted-axis design. Its speaker chamber moves horizontally and vertically, fits all head sizes and face shapes. The headband stays firmly on the head but doesn't grip. Ear cushions are soft. Microphone boom rotation is easy but not flimsy.

(5) Durability.

The 710MKII is found reliable and durable. Agents 'feel' 1010 and 610 are more durable because of their built, 1010 is built with metal parts, 610 headset is bigger. This is merely a subjective rating, no destructive test or life-span test has been done during the field test.

(6) Weight.

710MKII, 1010 and 610 have the same score, whilst 310MKII is the lightest due to its ultra-slim design.

Call center and office employees need to feel motivated and fresh at work. Accutone 610-series has been in the

	310 MKII	610	710 MKII	1010
Audio Performance	****	****	** ***	**** ***
Style	** ***	****	*** ***	**** ***
Noise Cancelling	****	****	**** ***	**** ***
Comfort	** ***	** ***	**** ***	**** ***
Durability	****	**** ***	** ***	**** ***
Weight	**** ***	****	****	****
Total Score	22	21	25	26
Max Score	30	30	30	30

market for almost a decade. Although it is very well received by end users, they need a new, good looking and good quality headset to feel refreshed, but 1010-series is a bit pricey for most of the call centers procurement managers. This led to a need for Accutone to fill up the demands gap between 610-series and 1010-series.

The is why the new 710MKII is positioned as a professional and versatile solution for call centers and offices to improve productivity and satisfaction, yet at affordable price (MSRP USD69 – USD89), closing the gap of 610 and 1010 series. Email to Accutone sales office in your country or to sales@accutone.com for sample and more details.

Win A Prize!!

1

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2

Tell us where you first
heard about Accutone
global.marketing@accutone.com

and win a free pair of
Pegasus headphone



Product Knowledge

Understanding Accelerated Life Tests

Telephone headset is a core expense for call centers. It is understandable that call centers want to minimize cost as much as possible especially when they are getting pressures from economic downturn.

Decision makers are always attracted by the low initial purchase price to buy cheap headsets. However, compared with initial purchase price, headset performance over time should be more important.

Obviously, when prices are reasonably comparable, high quality headsets that need fewer repairs cost less than low-quality headsets in the long run because of better durability and reliability.

This, however, is not as simple as it sounds. How do call centers procurement managers know which headsets are more reliable and durable?

To measure headset durability and reliability, quality brands like Accutone implements Accelerated Life Test (ALT) to

all of its headset products. The following are examples of Accelerated Life Tests:

Initial Drop Test: Units are dropped to a concrete floor from 1.5 meter height to all 6 planes.

Swivel Test: Rotate the boom for 20k to 50k rotations. Examine smooth operation and approximate movement force to a sample headset.

Cable Bending Test: Mount headset Cord on bending tester with a loaded on Strain Relief. Rotate the cable for 15k to 45k rotations.

Cable Pulling Test: Mount headset Cord on cable pulling Fixture with a load on cord in 5 directions (left, right, front, rear and down).

Chemical Test: Apply White Linen perfume into a zip-lock plastic bag and put headsets into the plastic bag. No physical deformation should be found.

These are only some of the ALT tests done regularly and the requirements levels can be more rigid in premium models as well.

Headsets go through ALT tests to ensure they do not break easily, as fewer failures means better productivity for users. In the long run, buying quality headsets can mean reducing total operating costs.

Summary of key cost saving benefits:

(1) Inventory and storage cost will be lowered because less spare headsets and accessories is required for operation.

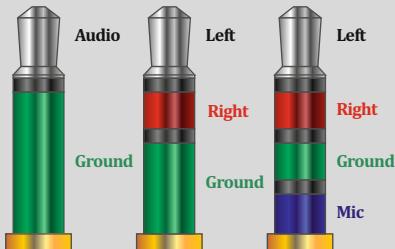
(2) Handling cost will be reduced as call centers spend less time and effort on handling broken headsets.

(3) Shipping expense will be minimized because the cost of defective return is low.

(4) Repair expense will be lowered because less repair expense for headset repairs.

Dr. Headphone's Mailbox

What's up with those 3.5mm plugs?



Dear Dr. Headphone,

I have recently bought a new headphone with mic from an Apple Premium Reseller, however when I connect it to my old Sony Ericsson phone, the microphone doesn't work. Speakers work fine. Also, I've tried to connect it to my laptop, the microphone doesn't work either. I was going to return it to the shop, but my girlfriend tried it on her iPhone and it works fine. What do you think is the cause, are my phone and laptop broken?

Ryan

Hi, Ryan. The chance of both your phone and laptop having a microphone problem is slim, although it is possible.

However, I think it's more likely related to a compatibility issue between your headphone and devices. You see, there are a few types of 3.5mm connectors in the market, some have different number of poles and some have different alignment of poles.

In terms of number of poles, there are 3 types of 3.5mm plugs. (a) 2-Poles are for mono audio, (b) 3-Poles are for stereo audio and (c) 4-Poles are for stereo audio with microphone, also known as TRRS.

All headphones with microphone have 4 poles, but the pin-alignment (order or the connection pin) can be different. There are two main standard, OMTP and CTIA.

The difference between the two is the order of the last two pin, OMTP has its microphone at pin 3, CTIA has it at pin 4.

Unfortunately, there are no identification on packaging with regarding to which system a device or accessory is using. But with the adoption of CTIA by Apple, Samsung (newer models), HTC, Microsoft's Lumia, OMTP is slowly being phased out.

The same applies to laptops with single 3.5mm jack, some brands use OMTP, while others have adopted CTIA.

I recommend you consider upgrading to a new smartphone, most will be CTIA compatible. As for your laptop, you can consider buying an Accutone 3.5mm-to-USB adapter, which supports CTIA. This accessory will turn your headphone into a USB headset.



Standard	Pin 4	Pin 3	Pin 2	Tip
OMTP	GROUND	MIC	RIGHT	LEFT
CTIA	MIC	GROUND	RIGHT	LEFT