

The Accutone Gazette

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The Incredible 610 Hulk?

Comic-book Movies seems to be everywhere these days, maybe it's getting to me, I don't know.

But as a boring yet imaginative call center agent, I always imagine my 610 headset as my chance to become the Hulk once I put it on.

Just like the Hulk, the **610 headset** is strong, durable, and protective of my calls. It has a hexagon-shape headset architecture designed to be stronger; like his big broad shoulders. Running along those arms are the 40mm wideband loud speakers providing top-end powerful acoustic output.

But 610, like the Hulk, is not just about toughness, it has a softer side with a big pair of leatherette ear-cushion that are exceptionally comfortable and adjustable headband that fits my head perfectly.

Every time I put on the 610 it is as if I can go through calls (or walls) without anything in my way, just stampeding through calls by calls smoothly. But at the end of the day when I take the headset off I am back to the normal, socially withdrawn person who is ready to end a day of tiresome work, until of course when I put on another of Accutone in-ear audio headphones, Captain America here I come. ;).



(Credits: JD Hancock)



(Credits: Karen Bortor)

OSCAR 2016: SURPRISES

The Academy Awards or the Oscars is one of the most anticipated world-wide entertainment events, to recognize excellence in cinematic achievements and gather the most famous stars and celebrities to witness and celebrate together.

This year was the 88th Academy Award, held at the Dolby Theatre. Like previous years the award ceremony was broadcasted to more than 200 countries live and also could be streamed through the internet. Celebrities and stars dressed glamorously to show off their designer clothing, jewelry while whistling through the red carpet.

To summarize, this year's Oscar was not without its surprises. For instance the award for "Best Actress" was won by Brie Larson, who was not a household name before the award ceremony and many audience did not expect her to win over Hollywood big names like Cate Blanchett or Jennifer Lawrence. While the movie "Spotlight" was able to beat down fierce

competitions like "The Martian, Mad Max: Fury Road, The Revenant, etc..." for the Oscar for "Best Picture"

Every year there would also be a spotlight for the award ceremony, this year was not different, and it was the award for "Best Actor". As famous male actor Leonardo Di Caprio was nominated once again for the third time as "Best Actor" in a leading role. He came into the awards as the front runner and eventually claimed the award.

His award speech dedicated to climate change was appreciated by most delivered in a timely and well mannered way. The night's biggest winner was the movie "Mad Max: Fury Road" winning an astonishing total of six Oscars!

But did you know what the longest acceptance speech was? Or how many Oscars one movie can win? Or who holds the record of total nominees?

Go to our website for Oscar Trivia 2016: audio.accutone.com/blog

Fun Facts

MAINLAND MADNESS



Chinese New Year used to be a time for family reunion, which is the most important part of the Chinese New Year tradition.

Since the Chinese economy booms in this decade, Chinese people become well off and choose to celebrate the Chinese New Year abroad instead of staying at home. At least 6 million mainlanders travelled outside of China this CNY, with numerous foreign countries set to benefit greatly from the long holiday.

It means that China's favorite overseas destinations are blessed with considerable Chinese spending. The travelers spent an average of RMB 15,000 (USD2300) per

person, gave a total of China's outbound travel expenditure to RMB 90 billion (USD 14 billion).

Here are top 10 lucky destinations for Spring Festival 2016:

1. Japan 2. Thailand 3. South Korea
4. Taiwan 5. Singapore 6. Hong Kong
7. U.S. 8. Indonesia 9. Malaysia
10. Australia

Chinese tourists flooding into Japan was a prominent story this year that the term bakugai, or "explosion buying" used to refer to their spending habits, was listed as Japan's "buzzword of the year". Called baomai (爆買) in Chinese, the importance of the term is a reflection of the fact that

Chinese tourists spending increased threefold in the first quarter of this year, totaling ¥358.1 billion (US\$2.9 billion). This marks the most of any nationality at 40.3 percent of the total.

This week, the Japan National Tourism Organization also reported that China is now the number one source of foreign travelers. One may be interested to know what do Chinese tourists buy most in Japan? High-tech toilet seats? No. Rolex watches? Not really.

The top 3 best sellers this CNY are:

1. Condoms
2. Sanitary Napkins
3. Cosmetics

China has been the world's largest source market for outbound travel spending since 2012 and Chinese travelers have been contributing over 13% to the annual revenue of global tourism on average, according to the World Tourism Organization. China has been the global leader in outbound visitor population and overseas spending for the past three years.

However, the Chinese government is alarmed by the outflow of consumption power, there are rumors saying China will limit outbound travel expenditure to RMB100,000 (USD15000) per person, it is bad news to a lot of Chinese as USD15000 is hardly enough to buy one Hermès Birkin bag.....

Understanding Technology

APPLE KILLS 3.5MM



Rumors have been swirling about Apple killing off the 3.5mm jack for the upcoming iPhone 7. It has come to a point where case makers and headphone developers alike are already preparing for such a change.

But why such a crazy change? You ask.

The rumored theory is Apple will soon introduce 96kHz/24-bit High-Res streaming in Apple Music. However, the current analog 3.5mm headphone jack only delivers 44kHz/16-bit CD-quality sound.

Instead, using the lightning connector, any headphone with integrated Digital-to-Analog Converters and amplifiers can theoretically output lossless stereo 96kHz/24-bit audio. Why theoretically, you ask?

The thing is, Apple has already launched the Lightning Audio Module, and there are headphones with such plugs already in the market. However, despite how they market their products, every single one of them still only support 44kHz/16-bit output. Which means they perform the same way as any headphone with 3.5mm plugs.

Of course, Apple intentionally limits the output at the moment, and will eventually allow full 96kHz/24-bit soon enough.

So, no, Apple isn't killing off the 3.5mm jack just to shave 1mm off the new iPhone. Heck, they will probably not kill off the 3.5mm jack on all their devices, since their subsidiary co. Beats still sell millions of headphones with the 3.5mm connectors. But it makes a lot of sense for them to start market HD audio-streaming, and what better product to start than their most popular device ever sold.

This drastic change seems inevitable, and yes, people will scream and shout in the beginning or even petition to stop this. But just like what Apple did with the floppy drive, CD-Rom, 30-pin connector, we will get used to it, and perhaps be better off for it.

Accutone is going to launch the long expected new CC&O telephone headset in April, the product was supposed to be launched 1-2 quarters ago.

The project started out as a facelift exercise to refresh the 710-series headsets, but it turns out the new product became a re-design, re-engineering project for Strength and Comfort.

"As we learn more from the call center agents, we know better what they really need, and what a perfect telephone headset should be" said Kenny Chan, Product Development Manager of Accutone. "We build a 'one-for-all' telephone headset that suits different end-users' needs, the re-engineered headset comes with a number of new design features that are not found in the traditional telephone headsets in the market. It is not a simply face-lifted mark II of 710-headset, it is a NEW headset actually. If we name it 710MKII, it would be misleading and make a wrong product positioning" Chan said.

According to Chan, the company got similar feedback from their regional partners in Latin America and Europe, the

Product Launch

NAME CHANGING



new headset should have a new model name. The company decided to name it as 910. '9' (久) in Chinese means long-lasting and endurance that perfectly matches the new headset characteristics.

The new 910 is built with a unique appearance while using a "shifted-axis" design for strength and durability.

The speakers output is 27mm diameter

wideband HD design. The sound output is powerful, but the speaker chamber size needs not be as big as thought, the new 710 maintains its minimalist style.

The microphone uses "Single Chamber" 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, to compare user's experiences with 6 conditions: (1) Audio Performance (2) Style (3) Noise Cancelling (4) Comfort (5) Durability (6) Weight. Ratings for these six elements were far greater than most existing products, giving the development team a big boost of confidence.

The new 910 is well received by Accutone partners, "I am falling in love already with the new headset I am seeing here and its going to be exciting!!" comment from the Managing Director of Accutone APAC.

The new 910 is positioned as a professional and versatile solution for call centers and offices to improve productivity and satisfaction, at affordable price (MSRP USD89 – USD99), 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.

E-Sports News

NA LCS Spring 2016



Hey Gamers, this is your latest news on the NA LCS Spring of 2016. After seven weeks, the results are quite surprising, let's check it out:

The last time we checked, two new teams NRG E-sports and Immortals got a head start on the competition. The Immortals now leads the league winning 12 out of 13 rounds, a truly amazing result.

The remaining standings are as follows: (2) Counter Logic Gaming, (3) Cloud9, (4) TeamSoloMid, a tied at (5) NRG E-Sports

and (5) Team Liquid, another tied at (7) Team Impulse and (7) Echo Fox, (9) Team Dignitas, and the last place (10) Renegades.

Week 8 will start around Mid-March and it will be interesting to see if the Immortals can stay ahead or will they finally see some real challenge from another team.

This writer predicts the Immortal will continue its lead until the end as their record 13W1L indicates its no fluke where they stand.

Cloud9 will soon surpass CLG, because they have too many good players and support team to stay at 3rd. CLG has excellent teamwork, and if they can stay on top of their game, finishing 3rd is no shame at all.

Next time, we will go to Europe and look at the EU LCS Spring 2016, which in itself is a big competitor in Europe, with star players from Spain, Ukraine, UK, Russia, Germany and Poland.