

# The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

## New Products in HKEF2015

### Humma MARK2

The second generation Humma gaming headset introduces **In-Game-Sync™**, a feature which allows the LED Lightplate flashes according to game events, ie. flashes red when player gets shot at. A quick switch to Audio mode offers another feature highlighting a breathing LED lightplate synchronizing to music playback for up to 8,000 colors. Microphone arm can be detached when voice input is not required, meanwhile also switchable for left of right side.

### 710MarkII

Accutone will launch a revamped CC&O headset by Q3 this year, the highly anticipated 710 MKII Series. Maintaining the design-driven concept behind its predecessor, the new 710 bears a unique appearance while using a "shifted-axis" design for stronger durability.

### R1M

Designed for office use, the cylindrical shaped R1M offers excellent echo-cancelling, a problem commonly found in conference machines. MS Lync controlling function and digital audio controls are done via capacitive touch interface. R1M supports all types of USB VoIP applications as well as smart-phone connection via 3.5mm plug.

### CUBE

Have a top-end speaker from your old Hi-Fi system now obsolete? Recycle any loudspeakers by turning it into a bluetooth speaker using the Cube. It also acts as an audio amplifier via 3.5mm direct cable connection.



(Left) A Shop-like design was the theme for the booth, with an interesting gaming theme at the showcase (Right)

## Exhibitions

# Electronics Exhibition Spring

Hong Kong Electronic Fair (Spring) held at Wan Chai's Hong Kong Conventional and Exhibition Center ended last month. The fair is "the" biggest electronic fair in the world, attracting over 2700 exhibitors and 61000 visitors from all over the world.

With over 200 visitors visited Accutone's booth this year, around 60% were attracted by audio products and 40% were interested in CC&O products. Visitors came from all over the world, 50% from Asia, 20% from Europe, 15% from North or South America, 15% from the rest of the world.

However, since the October show, many exhibitors have seen a slight drop in terms of visitors due to the expanded days for the China Global Sourcing Fair at the Airport. Yet for those who have visited, the general feedback was that most booths are showing the same items, and they are mainly about price, not quality.

Perhaps this is precisely the difference between Accutone and most of these new

participants. Quality has always been at the center of the headset maker, and with its belief of "clearer communication brings people closer, the company is now one of the big 4 in the CC&O market, ranked by Frost & Sullivan in an earlier report.

Building on this momentum, along with its experienced sound development and creative product design team, Accutone's expansion into the consumer market has been a smooth one. This show alone, the company further added a gaming headset and a bluetooth amplifier to its audio line basket.

As for the Call Center & Office line-up, they have revamped the highly-popular 710 series as well as a business conference machine for MS Lync.

According to the early feedbacks, the April show was a successful one, with a number of keen interests for distribution of Audio products and strategic partnership for its business product range.

## Channel News

# International Exhibitions



(CANADA) Exhibiting at the Annual CSPN Customer Service Conference in Ontario, Canada was Accutone's first big move to showcase dedication and commitment in providing excellent customer experience in N. America this year. The headset maker has been supplying to corporations and call centers in Canada for 4 years now.

During the two-day show period, the CAN team connected and presented various comfortable, durable and high-quality headsets to over 7000 organizations in the customer service field. Key target clients include: ArcelorMittal Dofasco, Tim Hortons, LoyaltyOne, Metro, ServiceOntario, and Manulife, to name a few. Business as well as Audio products were well received by most visitors, with a few hundred of demo units sent out after the show.

## Call Center World Forum

(RUSSIA) The Call Center World Forum in Moscow is traditionally a big event for the call centers industry in Russia. And this year, Accutone was a key participant in two of the Forum's main activities.

Products were presented on stage at the Demo Forum and the Accutone brand was officially introduced to procurement managers of call centers and large corporations.

During the Live Demo session, visitors were given detail product specifications and features for the 1010 ProNC and 610 series. Watching the performance of these products in action was key for many potential buyers. For example, the unique DeepOcean Noise Cancelling technology is something visitors must see to believe.

The CCWF was a great success for Accutone in many levels. Besides quality enquiries and potential projects, it was an excellent chance to collect in-depth market information.

Coming Up: The Russia team will hold another exhibition at ECOM Expo on May 20-21. The main target audience is office workers and small call centers, with a specific dedication to online business. Various services for online shops will be a key highlight in this up-coming show.



## Product Highlight



## Two for One

Smart phones and tablets are very popular nowadays. Other than making phone calls and playing candy crush, they are also being used for video conferencing, thanks to free video conferencing apps like Skype and Tango.

You might already have a pair of USB headset for your PC / laptop, but you can not plug them in your tablet or smart phone's 3.5mm jack. What would you do? Is it worthwhile to pay extra money for a pair of headset for occasional use only?

Accutone's L400 stereo headset is the solution! It has a standard 3.5mm jack designed for your smart phones and tablets. Once you connect it with the USB dongle that comes with the pack, you now have a USB headset for your PC / laptop and even game console!

It has basic volume and microphone on/off controls, simple and light weight design at affordable price (RRP USD35- USD45). Email to [sales@accutone.com](mailto:sales@accutone.com) for more details.





## Product Knowledge

# Understanding Noise Cancelling

For both business and consumer products, we often see "Noise-cancelling" as a key feature. Some are referring to the speakers, while many others are talking about microphone, so are they talking about the same thing?

Basically, there are three types of noise cancellation technology in the market, one for speakers and two for microphone.

## Speaker Active Noise Cancelling

Traditionally called ANC, the idea is to reduce the environmental noise affecting the listener. The word Active means that it requires power and a software algorithm for compensating the noise. Using a microphone to pick-up noise from the environment, the algorithm calculates and generate an inverse audio signal to cancel out the noise, so the user can only hear the audio signal from the device.

## Microphone Passive Noise Cancelling

Passive NC headset uses a "bi-directional" microphone, which provides a mechanical

noise cancelling function. An NC mic has at least two ports through which sound enters. A front port is normally closer to the desired sound and back port is more distant. The mic's diaphragm is placed between the two ports so that sound arriving from the environment reaches both ports more or less equally. Yet the desired sound from the user reaches the front quicker and create greater pressure to the diaphragm, causing it to move more. This Proximity Effect is what makes the mic able to cancel out the environmental noise.

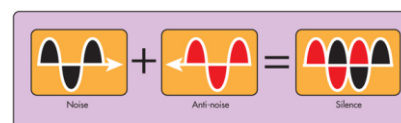
Such passive NC function does not require power and is equipped in most Accutone CC&O headset series.

## Microphone Active Noise Cancelling

ANC for microphones are sometimes called ENC, "E" for environment, to distinguish between ANC for speakers. Similar to ANC, ENC is achieved by introducing an inverse audio signal, or an "anti-noise" wave through a signal processing algorithm designed for noise cancelling.

Headset equipped with ENC requires two microphones, one for picking up the desired sound, and the other, usually placed in a different angle or location on the headset, is used for picking up sound from the environment.

ENC also requires power, but the effect of noise cancellation is far greater than its passive counterparts. Accutone's own DeepOcean technology is an example of ENC, being able to reduce up to 90% of environmental noise or 30dB at any given moment.



The Five Classic Microphone Polar Patterns

Pattern	Omnidirectional	Cardioid	Supercardioid	Hypercardioid	Bidirectional
Acceptance Angle	n/a	131°	115°	105°	90°
Maximum Response	n/a	180°	120°	110°	90°
Rejection Factor	1	0.7	1.0	2	1.7



## Channel News

# Golf Tournie

(MEXICO) Bringing music to sports! In June, Accutone will be sponsoring one of the most prestigious golf tournaments in Mexico. This is the company's 5th year sponsoring the El Campanario Golf Tournament, one of the most important tournaments in Mexico. Its target audience and participants are mostly comprised of businessmen, entrepreneurs, big call centers and corporations managers in the region.

## Product Knowledge

# MMCX Connectors

One may have heard the connectors used on a pair of headphones called "MMCX." Do these letters meaning anything, besides 2,110 in Roman numerals?

MMCX is actually an abbreviation of Micro-Miniature Coaxial connector. Traditionally used in Antennas, the connectors have a lock-snap mechanism that allows 360° rotation (a key feature in Accutone's Spin Cable). Evolved from its larger MCX predecessor, the MMCX is now widely used in headphones for its reliability and size.

The reason why high-end headphones are adopting MMCX connectors is simple. No matter how rigid the design is, the biggest cause of headphone damage is the cable. Trashing away an expensive headphone with the main unit still function well is not just annoying, but costly.

Therefore detachable cable has become a trend and if not the signature of any high-end headphone models.

Other than for repair purposes, the MMCX connectors also offer flexibility in addressing compatibility issue, by offering two different cables for native digital audio control on iOS and Android.

Popular headphones using MMCX connectors: Accutone Pisces-HD MMCX, Accutone Taurus, Shure SE535, Westone UM PRO10.



MMCX connectors on Taurus and Pisces HD