

# The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

## Highlights from India

(INDIA) TWO of the "Big Four" global audit firms – KPMG, Ernst & Young are using Accutone headsets as their professional communication tools.

Auditors are good at counting things and value, our wining of two "Big Four" audit firms translates into a marketing message, the perceived quality of Accutone products for a global business is justified, enterprises want their professional employees using Accutone communication product to talk to their clients, without cheapen their corporate image.

KPMG is one of the largest professional services companies in the world and one of the "Big Four" auditors, along with Deloitte, EY and PwC. Its global headquarters is located in Amstelveen, the Netherlands.

Ernst & Young is a multinational professional services firm headquartered in London, United Kingdom. It is one of the "Big Four" audit firms and is the third largest professional services firm in the world by aggregated revenue in 2014.

Related links:

<http://www.kpmg.com/global/en/pages/default.aspx>  
<https://plus.google.com/+ernstyoung/posts>



**Fun Facts:** Did you know there are actually no Fortune Cookies in China! It's an American invention. (Image Credits: IQRemix)

## Chinese New Year 2015

The Chinese New Year (also known as the Spring Festival, Guo Nian and Lunar New Year) is the most important holidays for the Chinese all over the world. This year (From 19th February 2015) is the year of Goat, there are 12 different animals in the Chinese calendar.

This festivity is the time for family reunion, which is the most important part of the Chinese New Year celebration. It is also traditional for every family to thoroughly cleanse the house, in order to sweep away any ill-fortune and to make way for good incoming luck. Windows and doors will be decorated with red color paper-cuts and couplets with popular themes of "good fortune" or "happiness", "wealth", and "longevity." Other activities include lighting firecrackers and giving money in red paper envelopes.

**Guo Nian:** Guo means pass over and the Nian or "Year" in Chinese refers to a mythical beast that will bring bad luck.

Here's the story, A long time ago, there was a hungry beast named **Nian**. Nian

would come on the first day of New Year to eat livestock, crops, and even villagers, especially children.

To protect themselves, the villagers would put food in front of their doors at the beginning of every year. It was believed that after the Nian ate the food they prepared, it wouldn't attack more people. One day an immortal visited a villager and advised him Nian has weakness, which were the colour red and noises.

The villagers would hang red lanterns and red spring scrolls on windows and doors. And light firecrackers, Dragon/Lion dance performed accompanied by the music of beating drums and cymbals, and gongs, to frighten Nian away. Nian never came to the village again.

That's why people in China believe the color red signifies luck, and why all the children and many adults light firecrackers and make all kinds of noise on Chinese New Year's eve. It's to scare away evil spirits, and even Nian, just in case it's still hanging around.

## Channel News

# Valentines Day Promo



**accutone®**

**愛。音樂**

**情人節優惠**  
由一月十九日起至二月廿八日，凡購買以下任何一款耳機\*，TAURUS | GEMINI | PISCES | PISCES BAND 可免費獲贈價值 HK\$299 的粉紅色 AQUARIUS 一隻，送完即止。

**AQUARIUS**

Colors | Lightweight | Comfort

\*此優惠不包括 AQUARIUS/PISCES/MERCURY

(HONG KONG) One of the most important dates of the year is quickly approaching. Disappointment from poor gifting during Christmas may get you in trouble with your family, but any mistake in getting the right gift for Valentines can result in irreparable, unrecoverable and unimaginable consequences. :)

That is why, in anticipation of the upcoming Valentine's Day, our Hong Kong distributor launched the first wave of promotion with this aim in mind.

As perfect gifts for lovers of all ages, starting January 29<sup>th</sup> to February 28<sup>th</sup>, any purchase of our ProLine products including Taurus, Gemini, Pisces and Pisces Band headphone will receive an extra pair of Pink Aquarius headphone for free.

## Expanding into Iran and Dubai

(IRAN) Accutone is proud to announce offline and online distribution expansion into the Middle East. **iSys**, a regional distributor and consumer electronics manufacturer will focus heavily in promoting our Audio line-up in Iran.

With their tight cooperation with Digikala, one of the country's biggest online distributor, Accutone will have an upping-hand in this fast-growing market.



(HUNGARY) **BT**, British Telecom has always been a long-time supporter of Accutone products. From re-branding our existing products under the esteemed brandname to co-developing new projects together, BT is one of the earliest supporters of Accutone in the UK.

Yet, few realize the long history of partnership extends to Hungary as well. During the turn of the Millennium, facilities of BT Outsourcing Section (BT ROC Ltd.), have been using Accutone headsets in their SSC (Shared Service Centers).

Thanks solely to the efforts of our Hungarian partners, not only has the business grown, the model-selections evolved from the earliest model of TM323 to TB610 and most recently our premium-grade product TB1010.



(Image Credits: Ian Mackenzie)

## Welcoming a New Family Member

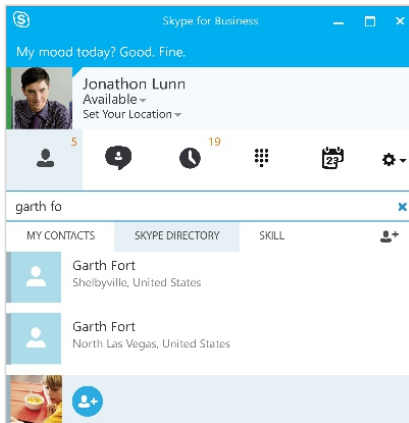
(HONDURAS) We are pleased to announce the appointment of our exclusive distributor in Honduras, Networking and Communications Honduras, SA de C.V. (**NETEL**) was founded in 2005, with well defined service strategy, market and product objectives.

Today NETEL has a selected group of engineers with a combined experience of over 30 years with world-class brands such as CISCO, AVAYA, Watchguard, Panduit, and recently broad portfolio to line automation signing the distribution of Motorola Solutions and ZEBRA leaders as well as other brands. NETEL is a company that focuses not only selling equipment, but also developing a business structure for our clients, with facilities and features that offer tools to make their jobs easier with less investment and effort.

**NETEL®**  
Pasión · Innovación · Satisfacción

NETEL, S.A. de CV, provides professional services on demand service or support contract to ensure continuity of business communications structures of the customers. Services 24 hours served by the certified engineers in the various solutions the offer, with monitoring systems for immediate reactions and especially preventive maintenance in order to have an operational infrastructure 99.99 % of the time.

This expands our existing Accutone channels in Central America. Please welcome Netel to our Accutone Family!



Skype for Business shares its consumer counterpart's UI.

(US) More than three years after acquiring Skype, Microsoft announced in November 2014 that they rebranded Lync corporate communications platform as "Skype for Business". The name change will become official in the first half of 2015, when Microsoft releases the next versions of Lync's clients and on-premises server software as Skype for Business. The upcoming Skype for Business client on Windows will look like a slightly-tweaked version of the current Lync client.

Although the two will continue to focus on different pools of users, Skype for Business will include some elements of the consumer-Skype user interface (UI) and expand the current Lync-Skype interoperability. Skype for Business customers will be able to reach Skype users not only for instant messaging chats and audio call, but

## Industry News

# From Lync to Skype for Business

also for video calls as well, Microsoft said.

Lync is part of all but the most basic enterprise and government Office 365 plans, and Skype for Business will presumably be a direct replacement. In the case that customers choose to access Skype for Business via Office 365 rather than the Skype for Business Server, Microsoft said, they will handle all the updates and no new hardware will be required.

Microsoft said that there are more than 300 million people currently using Skype to message, call and share content with other each other.

Why does this matter? As enterprise and personal lives converged, it made less sense for Microsoft to develop and support two competing products. There don't seem to be any casualties of the merge, as the software giant is already the market leader in communications, no other company can connect consumers or business users like Microsoft can.

However, as Phil Edholm (PKE Consulting) commented: "most users have come to understand the difference between a consumer service and a business service. The two carry distinctively different value propositions, including expectations of quality, features, privacy, and, of course,

pricing and cost. Clearly, many of us don't want to mix our private and business lives -- that's why we have both a Facebook and a LinkedIn account, one cellphone for personal use and another for work, and separate email addresses. We value keeping our lives separate and using different tools.

Now Microsoft is essentially positioning a business solution as a "subset" of a consumer offer and, in creating a single brand name for both markets, but may very well lose focus. If positioned as the same Skype offer but for businesses and with extensions or some other differentiation, the question is whether enterprises will want to associate with a consumer brand in this way."

This leads one to wonder what change will this re-branding bring to the battle for enterprise UC buying decisions?

What sort of opportunities and challenges does this merge bring to the UC software, hardware developers? For an example, will Skype for Business have a new set of quality standards for headset and speaker phone products, just like the "Optimized for Lync" certification in the past to shut new players from the big boys' circle?

Surely, it is worth keeping an eye on these questions as the Skype for Business debuts.

## Words from CEO | Howard

For our industry, the Chinese New Year is often met with a sense of stress and urgency, as production comes to a halt, and schedules are delayed. It sometimes feels like an entire month is lost.

Yet, the CNY should be a time of gathering, review and hope, for everyone, not just Chinese. We often wish our friends and family success, luck and prosperity in the New Year, but perhaps forget to tell them the one most important thing: Thank You for Everything.

## Win A Prize!!

By Answering the Following Question Correctly

Q: Why do Chinese dress themselves and decorate their houses in red during New Year?

Send your answer to  
[global.marketing@accutone.com](mailto:global.marketing@accutone.com)  
 First 50 entries with correct  
 answer win a pair of Aquarius  
 headphone.

