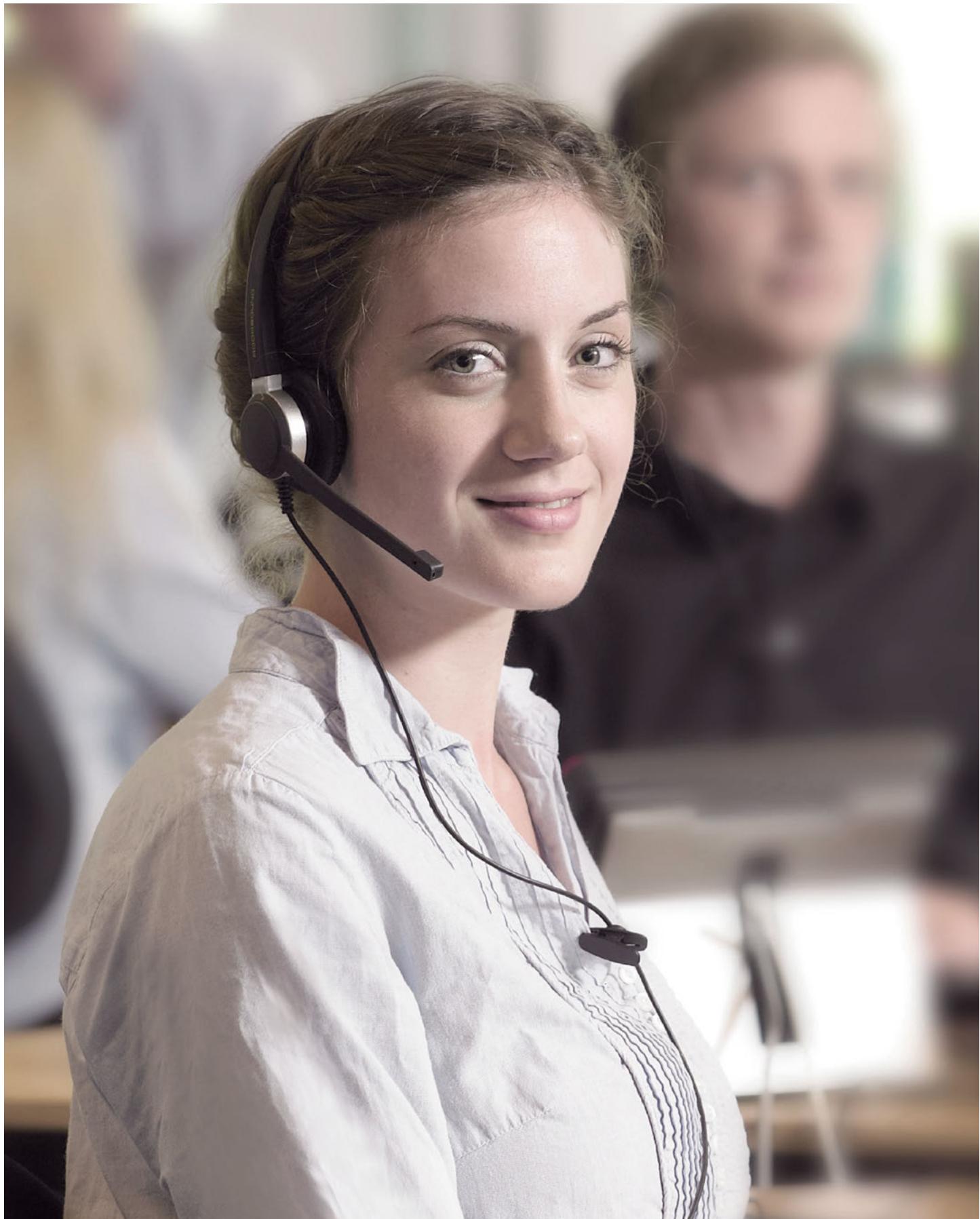


# ADDASOUND

Products&Solutions 2014



# ABOUT US

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Headquartered in Denmark, a country that leads the world's sound technology for a century. ADDASOUND is a global top manufacturer and provider of wearable intelligent voice and unified communication devices.

The founder of ADDASOUND is a reputable Danish team with strong expertise in electro-acoustics, whose members built international reputation through developing and designing many award winning products.

Our products target users from different customer groups, such as office, education, mobile, car, medical cares, etc. We strive to cater all your needs.



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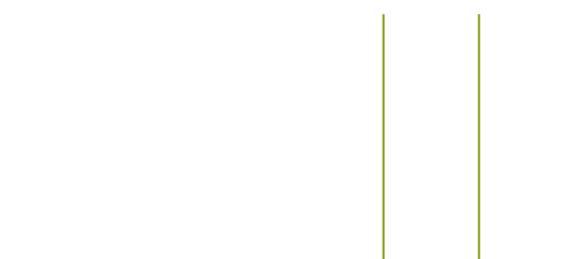
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## NEWS



Based on the Danish and move towards the world.

Addasound actively participate in global industry whether forums, summits or the exhibitions.

We have equipped with strength and qualifications.

bring our products,

Spreading the concept of "SOUND CHANGING THE WORLD"

 **Follow Us!**  
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twitter.com/addasound



## 01. ADDASOUND celebrates grand brand and product release

On October 3rd the moment we from ADDASOUND have been looking forward to has finally come. In the company's headquarter in Nibe (near Aalborg), Denmark, a reception was held to launch and present the new ADDASOUND brand concept and headset series. Among the almost 100 guests were key people from economy and politics in Denmark, partners of ADDASOUND, and those who wish to become one. Further, several media, such as TV 2, the business magazine BØRSEN, and others reported on ADDASOUND and its brand and product release.

After a company and brand introduction by Global Marketing Director, Daniel Jakobi, ADDASOUND was officially welcomed and wished all success by Helle Frederiksen, 1. Vice Mayor of the City of Aalborg, and Tina French Nielsen, Deputy Mayor of the City of Aalborg. Following this, culinary delights were provided and the well-known Danish opera ensemble Lisbeth Jagd, Jens Jagd, Thomas Harring Boll sang typically Danish songs, including Hans Christian Andersens famous song "In Denmark I was born".

Marking the highlight of the reception a catwalk product presentation was given. The new ADDASOUND headset series was shown by three models and product details were introduced to the audience. Following this official end of the release, the guests had plenty of time to have a closer look at the products, visit the company's facilities, and get in touch with the ADDASOUND staff.

We want to thank everyone for coming and celebrating this important day together with us. We are positive this event marks the beginning of something great and look forward to more product releases and ADDASOUND events in the future.



## 02. ADDASOUND exhibited in 2013 Hong Kong Electronics Fair Autumn

Addasound, as the first Danish company participating in Hong Kong Electronics Fair, received an interview from the Asian television. Daniel Jakobi, Global Marketing Director of Addasound, who came all the way from Denmark, expressed the aim of the company, i.e seeking to enter the global market in 2014.

Addasound presented not only wired and wireless headsets for call centers, but also the world's first over-the-head Bluetooth headset, Nature, which is the first of its class designed for professional Contact Centers. With Nature, the hands of the staff users are free and mobile, with no cables disturbing the staff's work environment.

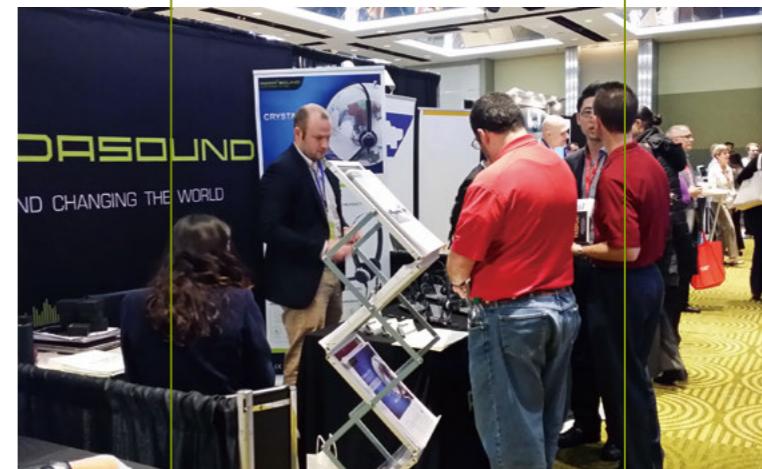
## 03. ADDASOUND celebrates the prize as "Best Headset Cooperator of Avaya"

At the Avaya SME Partner Conference "Collaborate+Grow" ADDASOUND has been awarded the "Best Headset Cooperator of Avaya" Award. At a festive event the Director of ADDASOUNDs China office accepted the award on behalf of the whole ADDASOUND team.

Apart from receiving the award, ADDASOUND was further invited to present its brand and business. Global Marketing Director Daniel Jakobi held a presentation with the title "Sound Changing the World" thanking Avaya for the successful cooperation as well as introducing ADDASOUND to the more than 200 invited guests.

# ADDASOUND

# ADDASOUND



## 05. ADDASOUND exhibited at the Future Call Center Summit 2014 in Orlando, United States

From January 21st to 24th, Addasound attended this years Future Call Center Summit in Orlando, FL, United States. The 9th summit and the alongside exhibition were attended by call center experts, professionals, and owners.

The topic of many discussions were how customer experience as well as the call center staff's working experience can be improved. These are questions that Addasound strongly considers when creating its products and here are some answers to them:

With its excellent noise-cancelling features, Addasound headsets guarantee barrier-free, clear communication with your speaking partner, thus improving customer experience.

Addasound not only made great contacts with potential partners and customers from Germany and other European countries, but also displayed their new headset Crystal 280 for the first time. It can be seen as a further development of the Crystal 2802, with the similar technical features, but improved sound quality and ID design to look even more elegant.



## 04. ADDASOUND exhibited at the Call Center World 2014 in Berlin, Germany

The Call Center World 2014, organized by the Management Circle, was held from February 18th to 20th in Germany's capital Berlin. With 7600 visitors even more than in the years came to the customer service, communication, and call center exhibition. 250 exhibitors from 18 different countries showed what they have to offer under the exhibitions theme: "We make the talks".

Addasound not only made great contacts with potential partners and customers from Germany and other European countries, but also displayed their new headset Crystal 280 for the first time. It can be seen as a further development of the Crystal 2802, with the similar technical features, but improved sound quality and ID design to look even more elegant.

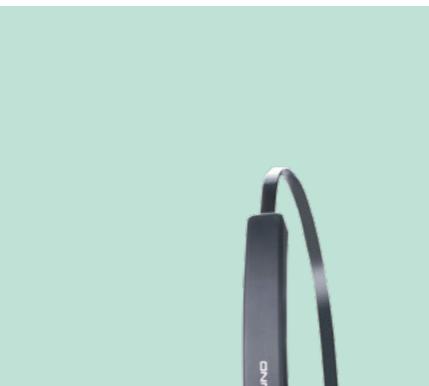


## 06. ADDASOUND exhibited at the Salon Stratégie Clients 2014 in Paris

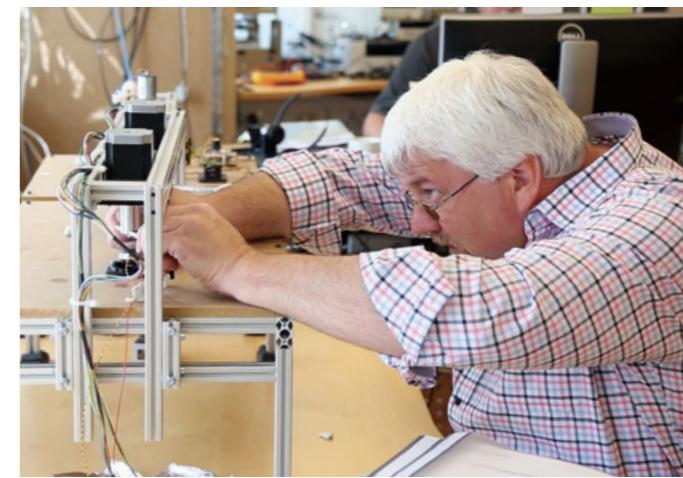
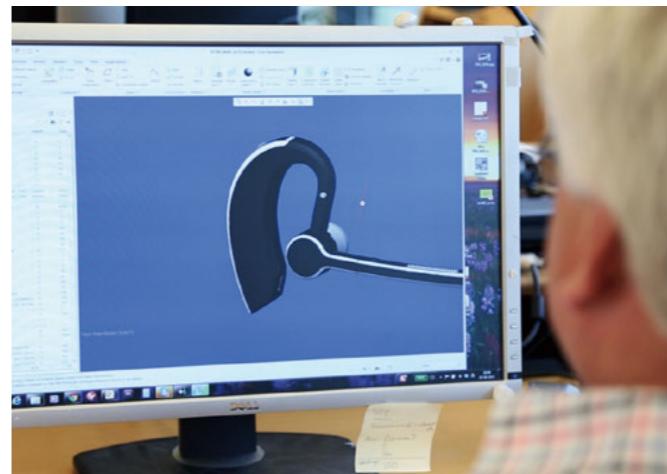
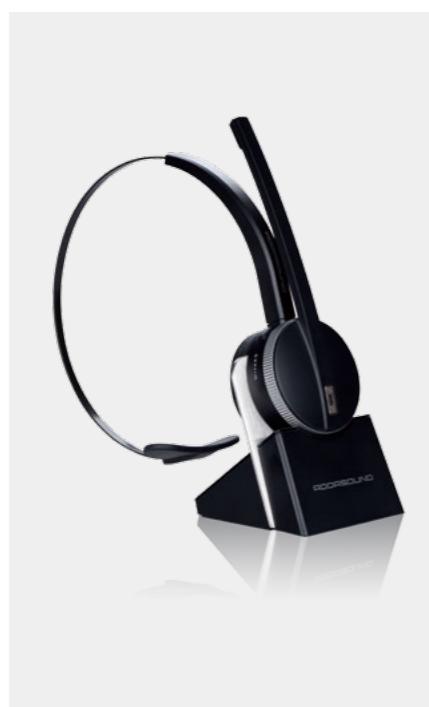
The Salon Stratégie Client 2014, organized by the Tarsus France, was held from April 8th to 10th in the capital of France Paris. Almost 200 exhibitors have participated in the event. More than 2000 visitors came to the exhibition and shared their experience, knowledge and thoughts with the exhibitors.

In the exhibition, Addasound made great contacts with potential partners and customers from France and some african countries as Tunisia, Algeria and Morocco, alongside the related conference and associated social event.

# MEET THE DESIGNER



There is an expert research and development team behind each refined headset. From now on you will listen to the Per Kromann's design ideas and inspiration.



**Per Kromann**

"How to create a user's beloved ones and are willing to wear it everyday? This is our initial idea. This idea that sounds pretty simple however it is a thoughtful question we regard ourselves as consumers. We do not only make what headsets popular on the market, we regard ourselves as consumers to use and to experience so as to know the headphones then design it. We firmly believe that is the one the consumers want.

For example, considering the suitability of the long time wearing our headsets in accordance with ergonomics with several adapt don't let any mistakes to made the headsets really free with burden. In order to protect the user's hearing health, we restrict the sound pressure level within the 112dB, fully in line with international standards.

Including the use of Apt-X technology to restore the most authentic voice, Multi-Points technology, allowing simultaneous connection to two intelligent Terminal, these have been considered. Hope Addasound headset can make everyone's life, working and entertainment more and more intelligent and convient."

# CALL CENTER

Hard work in the call centers has put forward higher requirements, as to how to ensure long time- wearing comfort, excellent noise cancelation and durability. In order to meet these requirements, ADDASOUND has developed a range of professional call center headset.

Lightweight design ensures all-day comfort, dual-microphone noise canceling functionality guarantees sound clarity in noisy environments. Durable material greatly extends the lifecycle of product, and consequently reduces the cost.

ADDASOUND's unique design, a comprehensive solution to the actual headset needs of the call centers.



**"I need to communicate  
more attractive"**

# Economical Professional Solutions

## Crystal 2801&2802

Specially designed for cost-effective call center users

- Noise cancelling microphone filters out ambient noise and highlights your voice
- 150-6800Hz wideband audio processing ensures natural sound transmission
- 112dB maximum volume control protects your hearing under intensive usage
- Two types of easily replaceable ear cushions to choose from: Soft leatherette cushions protect skin around ear/Light porous foam cushions let your ears breathe
- Adjustable to the specific habits of every user
- Ultra lightweight design for maximum wearing comfort
- Only environmental-friendly materials used in our products



Crystal 2801

Crystal 2802

Could be connect with the following devices:



Desktop Phone



PC

ADDASOUND Crystal 2801 is particularly designed products to meet the special needs of contact centers. With professional acoustic engineering, our products deliver a high quality audio performance. In all different environments, crystal-clear communication is ensured while your hearing is protected attentively. The advanced ergonomic design of the ADDASOUND Crystal series allows you to wear the headsets comfortably over a long time, making your work efficient and easy.



Crystal 2802

# First-rank Headsets for Call Centers

## Crystal 2821&2822

Classic nordic design, professional noise cancelling headsets for call centers

- Wideband audio processing; also applicable to VOIP communication
- Optimal design of sound chamber for improved call quality
- Directional microphone noise cancelling filters out background noise
- International standard hearing protection function protects your ear under intensive usage
- Advanced evaporation technology to display textured appearance
- 180° horizontal adjustable ear cap and 270° bendable boom to fit custom need of every user
- Ergonomic design for an extremely comfortable wearing experience
- Ultra lightweight design allows all-day wearing



Crystal 2821

Crystal 2822

Could be connect with the following devices:

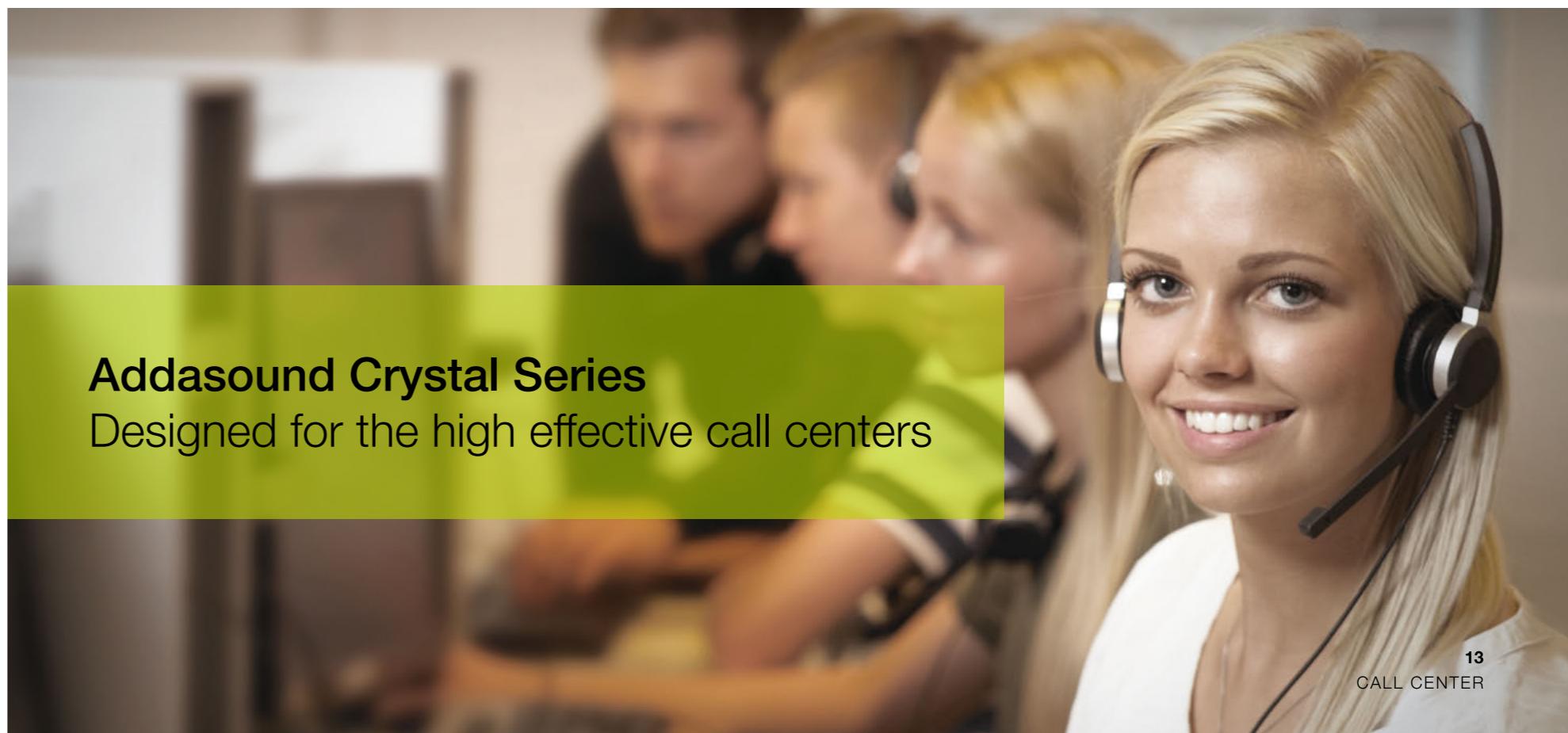


Desktop Phone



PC

ADDASOUND always keeps pace with the developments of the call center industry in order to provide headsets that meet the special requirements of professional users. With its strong R&D background, ADDASOUND made Crystal 2821 an ergonomic noise cancelling headset especially for call centers and noisy working environments. Start working even more efficiently now!



# Perfect interpretation of brand-named sound

## Crystal 2852

The world's first wired dual-mics noise-cancelling headset for call centers

- Dual-mics noise cancelling technology filters out background noise to provide perfect call conditions
- Full-duplex echo cancelling technology for a communication without interference
- Enhanced Voice Extraction technology optimizes voice extraction effect
- 112dB maximum volume control protects your hearing under intensive usage
- 180° horizontal adjustable ear cap and 270° bendable boom to fit custom need of every user

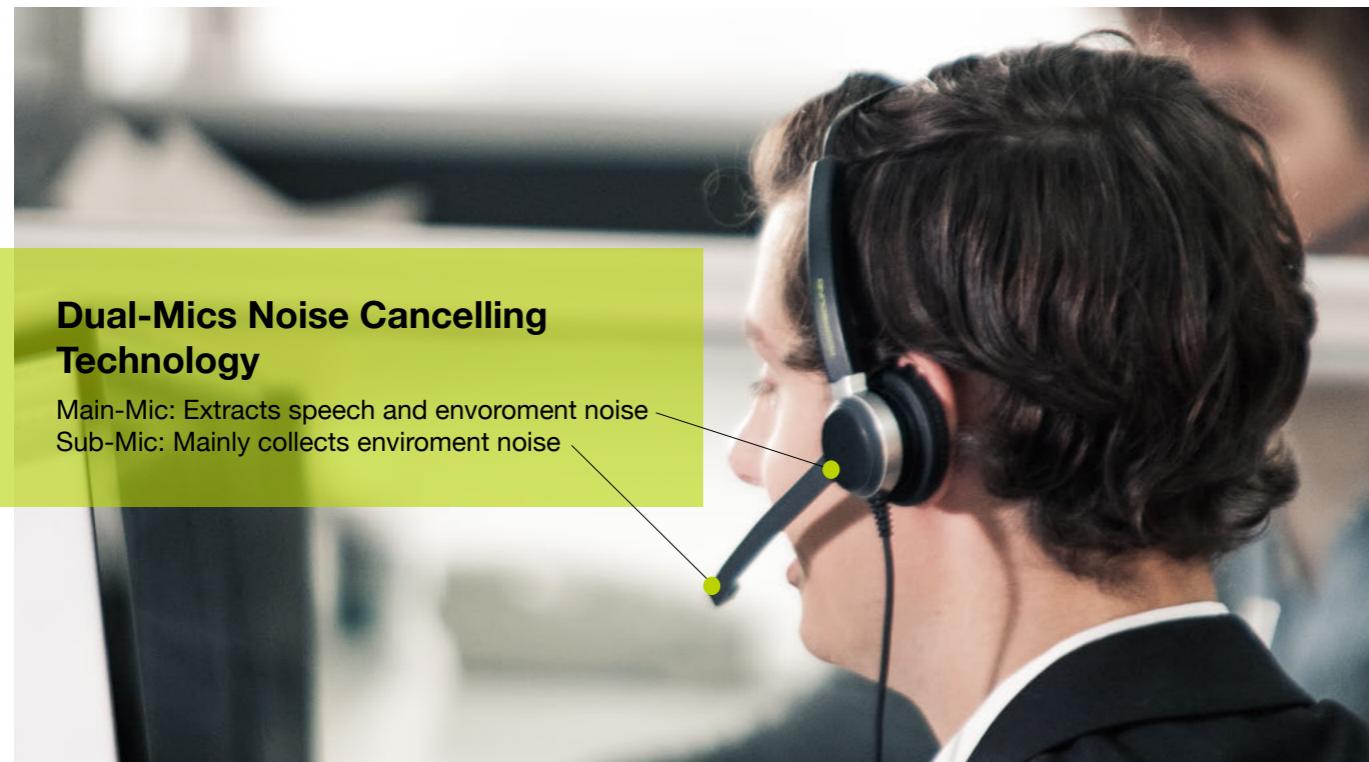


Crystal 2852

### Could be connect with the following devices:



PC



### Dual-Mics Noise Cancelling Technology

Main-Mic: Extracts speech and environment noise  
Sub-Mic: Mainly collects environment noise

## Addasound Solutions for Call Centers

	Crystal 2801	Crystal 2802	Crystal 2821	Crystal 2822	Crystal 2852	Nature
Could be connect with the following devices	Desktop Phone PC	Desktop Phone PC	Desktop Phone PC	PC	PC Cellphone	
Target Users	cost-effective call center users	Professionals of call centers and office workers who require high quality communication and enjoy a stylish style	Contact centers, Crowded office environments, Users who require high quality communication and wearing comfort.	Office users who often answer calls and require high quality communication and wearing comfort.		
Wearing Mode	Mono Duo (Stereo)	Mono Duo (Stereo)	Duo (Stereo)	Duo (Stereo)	Mono	
Audio Performance	Wideband audio processing	Wideband audio processing, also applicable to VOIP communication	Wideband audio processing, Enhanced Voice Extraction technology, Full-duplex echo cancelling technology	Wideband audio processing, Enhanced Voice Extraction technology, Full-duplex echo cancelling technology	Wideband audio processing, A2DP support displays stereo sound aptX support provides CD class sound Echo cancelling technology	
Hearing Protection	International standard hearing protection function protects your ear under intensive usage	International standard hearing protection function protects your ear under intensive usage	International standard hearing protection function protects your ear under intensive usage	International standard hearing protection function protects your ear under intensive usage	International standard hearing protection function protects your ear under intensive usage	
Noise Cancelling	Directional microphone noise cancelling	Directional microphone noise cancelling	Dual-mics noise cancelling technology	Dual-mics noise cancelling technology	CVC dual-mics noise cancelling	
Type of ear cushions	Light porous foam cushions /Soft leatherette cushions	Light porous foam cushions /Soft leatherette cushions	Light porous foam cushions /Soft leatherette cushions	Light porous foam cushions /Soft leatherette cushions	Soft leatherette cushions	
Limited Warranty	2-year	2-year	2-year	2-year	1-year	
Model Number	Crystal 2801 (Mono) Crystal 2802 (Duo)	Crystal 2821 (Mono) Crystal 2822 (Duo)	Crystal 2852 (Duo)	Nature (Mono)		

For more Addasound product informations and related products, please visit [www.addasound.dk](http://www.addasound.dk)



"I need the hands-free office working way"

## OFFICE

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Office environment needs headsets that can improve work efficiency. Addasound focuses on the comfort and convenience of its headset products. We provide wireless headsets to meet the need of mobility in the office, which ensures fewer missed calls as well as the possibility of working while answering calls; hence, enhancing work-efficiency.

# Work Comfortably, Communicate Freely

## Nature

Target Users: Office users who often answer calls and require high quality communication and wearing comfort.

- CVC dual-mics noise cancelling + Echo cancelling technology ensure clear sound transmission
- Wind proof function reduces wind noise effect
- A2DP support displays stereo sound
- Apt-X support provides CD class sound
- Over-the-head design prevents leakage sound
- Multi-Points support manages PC and cellphone at the same time
- AVRCP support allows remote control of calls and music play
- Voice prompt function prompts you for remaining battery capacity and connection status
- Auto pairing mode automatically searches and identifies Bluetooth devices



Nature

### Could be connect with the following devices:



PC Cellphone

Bluetooth version	V4.0	Standby time	17 days	Bluetooth profile	A2DP AVRCP HSP1.2 HFP1.6	Weight	46g
Transmission distance	10m	Charge time	2 hours	Talk time	8 hours	Color	Black
Other performance	CVC dual-mics noise cancellation, echo cancellation	Wearing mode	Over-the-head	Charge connector	Micro-usb	Service and support	1-year limited warranty



### The Convenient wireless communications

Can accomplish several tasks at the same time, via the headsets you could also writing, searching files, or to operating computer. The technology of Nature's wireless makes work more efficiently.

# Unified Communications Solutions

Your working way?	connect with?	Recommended headset	Type of headset
			Wired Headsets



"I need life to be more intelligent"

## MOBILE WORKER

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Mobility Overview Based on demand for wireless communications, ADDASOUND offers wireless headsets that are suitable for working environment, driving, Telecommunications, etc. With our wireless headsets, mobility and convenient operation are combined to ensure the experience of Intelligence of the user.

# Unprecedented headset experience Addasound Pilot



Target users: Users who want to communicate as freely as possible

- CVC dual-mics noise cancellation + FD echo cancellation
- Multi-Points support manages PC and cellphone at the same time
- aptX support provides CD class sound
- AVRCP support allows remote control of calls and music play
- Voice prompt function prompts you for remaining battery capacity and connection status
- Auto pairing mode automatically searches and identifies Bluetooth devices



Pilot

## Could be connect with the following devices:



PC Cellphone

Excellent sound quality and distinguished appearance, suitable for a great variety of scenarios and work-environments.

Bluetooth version	V4.0	Standby time	11 days	Bluetooth profile	A2DP AVRCP HSP1.2 HFP1.6	Weight	16g
Transmission distance	10m	Charge time	1.5 hours	Talk time	6 hours	Color	Black
Other performance	CVC dual-mics noise cancellation, echo cancellation	Wearing mode	Over-the-ear	Charge connector	Micro-usb	Service and support	1-year limited warranty

# TECHNOLOGICAL EXCELLENCE

## Addasound headset technical

### Wired Headsets

#### Quick Disconnect(QD)

The Quick Disconnect function not only enables quick disconnect but also keeps the calls convenient for the call center agents to leave the seat without removing the headset.

#### Enhanced Voice Extraction

Enhanced Voice Extraction technology optimizes voice extraction effect

#### Dual-mics noise cancelling technology

Dual-mics noise cancelling technology filters out background noise to provide perfect call conditions

#### Full-duplex echo cancelling technology

Full-duplex echo cancelling technology for a communication without interference

#### Directional microphone noise cancelling

Directional microphone noise cancelling filters out background noise

#### VoIP

VoIP (Voice over Internet Protocol) is the IP voice and speech technology. Its basic idea is to realize voice and speech business through transmitting IP packet. Which provides more service and better degrees of freedom than the traditional business.

#### Wideband audio processing

150-6800Hz wideband audio processing ensures natural sound transmission

#### Hearing Protection

112dB maximum volume control protects your hearing under intensive usage

#### Comfortable Wearing

180° horizontal adjustable ear cap and 270° bendable boom to fit custom needs of every user

#### Left and right ear wearing

At your ease.

### Wireless Headset

#### Bluetooth V4.0

Less energy consumption but more efficiency

#### CVC dual-mics noise cancelling

CVC dual-mics noise cancelling ensures clear sound transmission

#### Multi-Points

Multi-Points support manages PC and cellphone at the same time

#### Apt-X

Apt-X support provides CD class sound

#### A2DP

A2DP support displays stereo sound

#### Comfortable Wearing

Ergonomic design for an extremely comfortable wearing experience, Ultra lightweight design allows all-day wearing

#### Left and right ear wearing

At your ease.

**addasound.dk**

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