

Microsoft & GN launch integrated unified communications solutions

Jabra headsets integrated to enable multi- use communications with Microsoft Office Communicator 2007

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GN, the global industry leader in headset solutions, announced today that it is working with Microsoft to provide unified communications solutions to customers across the region. GN is delivering the first portfolio of Jabra headsets that have been optimized for use with Microsoft Office Communicator 2007. Optimization for Microsoft Office Communicator 2007 means these Jabra headsets give enterprise professionals an integrated, out-of-box solution to deliver a 'just works' experience - easy of use simplicity and call management functionality straight out of the box without any drivers. This collaboration brings together two world leaders in innovation in their respective industries, to break new ground in the unified communications space.

"This partnership is not only about technological collaboration and innovation but also the coming together of two leaders to provide world class unified communications for the enterprise. In today's fast paced environment where multi-use communications is the norm, this collaboration will deliver increased productivity, mobility, greater connectivity and most importantly end user satisfaction." said Joel Chow, Vice President, Marketing, Enterprise and Strategic Development, GN Asia Pacific.

The Microsoft Office Communicator 2007 solution enables effective communications across e-mail, instant messaging (IM), voice, data, video, and web conferencing with enterprise-grade security and reliability. This enhances productivity and collaboration within the office environment, streamlining how people communicate. The Microsoft Office Communicator 2007 solution enables users to be mobile, share and switch between multiple modes of communications and ensures connectivity within the extended enterprise.

Added Yasir Yousuff, Director Unified Communications, Microsoft Asia Pacific, **'Microsoft is pleased to be working with GN, to deliver a full Microsoft Office Communicator experience to our enterprise customers. We are confident that our partnership with GN, a proven and trusted technology provider, will offer enterprise users seamless, streamlined business communication for improved productivity and collaboration.'**

Easy to set-up, Simple to use

The easy to use Jabra headsets are plug and play-enabled on the Microsoft Office Communicator 2007 platform thus eliminating the need for additional drivers. The seamless integration ensures ease of use, automatic device and command recognition which increases its user friendly quotient, especially in a fast paced enterprise environment. In addition, all GN headsets have built in controls for connecting and disconnecting calls as well as volume control.

The GN headsets certified to work with Microsoft Office Communicator 2007 are wideband headsets with superior audio quality, allowing the user to experience the true sound of Office Communicator 2007. In addition, a PeakStop feature eliminates loud noises above a certain frequency, so working with the Microsoft Office Communicator platform becomes more pleasurable. The GN headset is the

only solution certified to the stringent Microsoft standards.

Furthermore, GN's 135 year pedigree in designing and equipping communications users with ergonomically superior solutions means that these headsets are not only designed for comfort and long usage but are also stylishly crafted to withstand the most stringent user and technology requirements.

Shared vision in unified communications

With over 420 million users worldwide, Microsoft is a leader in unified communications and productivity solutions. In partnering with GN, Microsoft is working with the leader in Bluetooth technology with over 30% worldwide market share, and above all, an organization that shares the same vision for unified communications in the global enterprise.

In this partnership, GN and Microsoft will collaborate to acquire and develop new channel partners as well as providing multiple levels of joint sales and marketing initiatives to drive adoptions. Together, GN and Microsoft are focused on creating and developing innovative solutions for a truly mobile office space, granting mobility and the ability to multi-task easily, thus improving work and cost efficiency.

Joel Chow concluded, '**This partnership reinforces our global position as the partner of choice in communications devices. Both organisations collaborated on a technical level to ensure rich functionality and interoperability; also at the business levels to improve user investment and experience. It demonstrates our commitment to provide the highest quality products and make GN headsets a mainstay in the enterprise environment.**'

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About GN

Through its Jabra brand, GN is a world leader in innovative headset solutions. With sales offices around the world, GN develops, manufactures and markets a broad range of wireless headsets for mobile users and both wireless and corded headsets for contact centre and office-based users. GN's business activities also include its original equipment manufacturing (OEM) business. GN has been helping people communicate since 1869 and is a listed company on the Copenhagen Stock Exchange.

GN is a Gold Certified Microsoft Partner. For additional product information, please visit: www.jabra.com/microsoft

About Microsoft

Founded in 1975, Microsoft (Nasdaq 'MSFT') is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

For further information, please visit www.gn.com, www.jabra.com, www.microsoft.com

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