

## GN introduces first line of headsets optimized for Microsoft Office Communicator 2007

*Jabra GN2000 USB OC headset will maximize sound quality and mobility for Microsoft unified communications VoIP client*

New Delhi, Delhi, IND, 2007-10-23 18:32:53 (IndiaPRwire.com)

Coinciding with the launch of Microsoft Unified communications in India, GN, the world leader in innovative headset solutions, today launched the corded Jabra GN2000 USB OC headset that has been optimized for Microsoft Office Communicator 2007. Featuring wideband sound quality and plug and play capabilities Jabra GN2000 USB OC offer full compatibility with Office Communicator 2007. Jabra GN2000 USB OC is now available immediately through GN-authorized distributors and resellers in India.

Working closely with Microsoft, GN has introduced a suite of products that have been 'Optimized for Microsoft Office Communicator 2007'. By using wideband technology as well as simple software integration, easy set-up and remote call control, GN has created a unique product that offer superior audio quality and rich functionality and maximize the sound quality and user experience of Office Communicator 2007.

'The market opportunity for unified communications is huge, with analysts predicting that 90 per cent of all business telephony will be IP-based by 2009\*. Microsoft Office Communicator 2007 will play an integral part in ensuring the rapid adoption of easy-to-use VoIP and presence applications,' commented Jan McNair, VP, GN Office Business. 'By working closely with Microsoft, GN can offer busy professionals an out-of-the-box solution that instantly allows them to make the most of IP telephony in the office and on the move.'

According to Joel Chow, Vice President, Marketing, Enterprise and Strategic Development, GN Asia Pacific, 'In today's fast paced environment where multi-use communications is the norm, this partnership, which is not only about technological collaboration and innovation, will deliver increased productivity, mobility, greater connectivity and most importantly end user satisfaction.'

'Combining Microsoft's unified communications software with GN's headsets offers customers a rich and integrated communications experience,' said Eric Swift, senior director, Unified Communications Group, at Microsoft Corp. 'Microsoft's strategic relationship with GN provides customers new levels of business value, helping streamline communications and collaboration.'

'Office workers increasingly expect to access their office desktop applications, including telephony, from any location via any device. Headsets will play a key role, giving users greater mobility together with the freedom of hands-free communication,' added McNair. 'Businesses can make real productivity gains by providing the mobile workforce with effective business tools. Our range of optimized headsets are versatile and flexible, making them the ideal partner for those using Office Communicator 2007, regardless of industry, location or working style.' added McNair.

'The Indian market is very much in step with global technology developments and with the launch of Microsoft Office Communicator 2007, we foresee the benefits of unified communications percolating down to levels, where office workers will be able to multi-task by making the most of certified

hardware and enabling accessories. The Jabra GN2000 USB OC headsets have been tested and certified to work seamlessly with Microsoft Office Communicator 2007 and we see a good market uptake for it,' said Vincent Peña, Regional Managing Director, India, EMEA and Emerging Markets, GN A/s.

Jabra GN2000 USB OC headset features PeakStop&trade; technology that cuts out sudden loud noises ensuring that user's hearing is always protected. The headsets also have integrated buttons for answering and hanging up a call and adjusting the volume. The headsets are suitable for a variety of industries and employees, from customer care staff and office personnel to sales reps and executives.

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.

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.'

Key product features include:

- The Jabra GN2000 USB OC is a dual-speaker wired headset that offers outstanding comfort through an extra-thick pivoting foam ear-cushion which automatically adjusts to the shape and angle of the user's ear.

\* Source: Synergy Research Group 2005

**- END -**

**For more information, Please contact:**

**Contact --**

PR - Brodeur India

+91-11-26142292

You can also visit [www.brodeurindia.com](http://www.brodeurindia.com) for more information.