



Claims verification

Jabra Speak 710

1) Summary

FORCE Technology verified the following claim made by Jabra for their newly launched speakerphone; the Jabra Speak 710.

The claim was verified through independent measurement.

Product	Claim
Jabra Speak 710	<i>“Engineered to be the best sound in a professional portable speakerphone”</i>

The claim is considered to be accurate as of the 2nd of June 2017. Details of associated disclaimers are given in section 4.

2) Method

Jabra Speak 710 was tested against the 4 main competitors, using perceptual testing with 80 consumers. All test-participants were part of the Speak 710 target group – having experience with professional communication equipment, such as professional headsets or speakerphones, and having a similar age distribution, as that of full time employees in Denmark. Each subject performed a double-blind listening test, using SenseLabOnline 4 as test platform.

The subjective tests were carried out at FORCE Technology Hørsholm. Each product was rated in 3 different rooms with Hoth background noise present, using 4 different modes: Rx (Receive), Tx (Transmit), RxTx (doubletalk), and music playback. Recordings for subjective tests were carried out and compensated for loudness, recording and playback chain, by FORCE Technology.

Measures used as base for this claim are, subjective scores from:

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Measure	Weighting
Music playback	25%
Tx (transmit speech)	25%
Rx (receive speech)	25%
RxTx (double talk – speech in both directions at the same time)	25%

3) Definitions

Tx – Uplink/Transmit, meaning the signal which is captured by the device’s microphone.

Rx – Downlink/Receive, meaning the signal which is reproduced by the device’s loudspeaker.

RxTx – Double talk – meaning the signal which is reproduced by the device’s loudspeaker, when the microphone input, of the same device, is also active – i.e. when speakers in both ends of a call talk at the same time.

SenseLabOnline 4 – is a professional subjective test administration software tool, developed by Force Technology, which handles stimuli presentation, randomization, data collection, and statistical data analysis. SenseLabOnline 4 tests are presented, to the test-persons, in a double-blind scheme.

Hoht noise – Background noise, representing average office noise.

4) Disclaimers:

*At the time of the product launch (June 2nd 2017) Jabra Speak 710 had the best audio within the category of professional portable speakerphones. Measured externally and against enterprise portable speakerphones from leading competitors. Correct as of 2rd of June 2017

5) Document Authorization

FORCE Technology confirms that on the 2nd June 2017 the claim within this document for Jabra Speak 710 is correct.

Authorized by FORCE Technology.

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