

Dynamic Duo bring specialised sound technology to the commercial space

Plantronics and Dynamic Hearing combine forces to produce an acoustic shock protection headset for call centres

SYDNEY, Australia, XX February 2006 – Plantronics, Inc. and Dynamic Hearing have partnered to produce an industry first enhanced acoustic protection system. Designed for call intensive organisations such as contact centres, the Plantronics M15D uses specialised technology previously used in advanced hearing aids and cochlear implants.

Incorporating Dynamic Hearing's flagship product, ADRO® processing strategy with digital signal processing (DSP), the M15D offers an acoustic limiting feature that provides audio protection for headset users by limiting the output of the headset. This stops the user from being exposed to long term noise levels that exceed the National standard¹ and prevents sudden loud noises from reaching them that may result in a startle event².

"Headsets help to increase productivity in call centres by freeing up both hands and providing more comfortable ergonomics," says Graeme Gherbaz, Managing Director, Plantronics ANZ. "Using DSP, the M15D offers a solution to contact centres needing to comply with noise at work regulations whilst providing high speech intelligibility and superior sound quality for the user."

Sound processing, including the comfort of sound levels, intelligibility in background noise and reliable enhanced acoustic protection, is an important component of any headset device. Superior sound processing is especially important in call centres where essential information is being conveyed.

"Dynamic Hearing and Plantronics complement each other well," says Elaine Saunders, CEO, Dynamic Hearing. "The Dynamic Hearing team has very strong experience in the science of hearing (psychoacoustics), software engineering and digital signal processing on multiple platforms. It was a natural fit for Plantronics to integrate our software with their technology to create the M15D."

Previously used in advanced hearing aids and cochlear implants, ADRO® uses a set of fuzzy logic rules to adjust gain so that the output signal is always within the comfortable and audible range of the listener. For the M15D, ADRO® was incorporated into two of Plantronics' trademark technologies – SoundGuard® and Call Clarity™.

Plantronics SoundGuard® system provides transparent, natural voice whilst always on guard to protect users against unwanted sounds such as a sudden rise in acoustic levels, network interference, a fax machine tone, or even a whistle blown by a malicious caller.

Plantronics Call Clarity™ system uses electronic signal processing to enhance the transmission and reception of the headset using noise reduction techniques and well-chosen frequency response designed to enhance intelligibility. This provides an automatic volume leveller that maintains a constant listening volume, regardless of incoming call loudness, maximising speech intelligibility and reducing unwanted phone-line noise.



The M15D is compatible with the majority of phone systems, including all Plantronics Call Centre and Office headsets.

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¹ The national standard for exposure to noise in the occupational environment is an eight-hour equivalent continuous A-weighted sound pressure level, LAeq,8h, of 85dB(A).
[National Standard for Occupational Noise](#) [NOHSC:1007 (2000)]

² Two sets of guidelines have been developed to control potential acoustic startle events, the Australian Communications Industry Forum G616 (ACIF G616:2004) and the Telstra TP TT404B51: "Specification – Headset & Limiting Amplifier, Acoustic Protection."

About Plantronics

In 1969, a Plantronics headset carried the historic first words from the moon: "That's one small step for man, one giant leap for mankind." Since then, we've become the headset of choice for mission-critical applications such as air traffic control and 000 emergency dispatches. Today, this history of sound innovation is the basis for every product we build for the office, contact centre, personal mobile, entertainment and residential markets. For more information, go to www.plantronics.com or call (03) 8371 0050.

Plantronics, Call Clarity, SoundGuard and Sound Innovation are trademarks or registered trademarks of Plantronics Inc. All other trademarks are the property of their respective owners.

About Dynamic Hearing

Dynamic Hearing Pty Ltd, headquartered in Richmond, Australia, provides advanced patented digital signal processing solutions for audio devices as embedded software.

All technology developed by Dynamic Hearing is designed to enhance the experience of sound for hearing aid and device users in any listening environment, providing them with greater mobility and improved lifestyle.

The company licenses its technology to international manufacturers of hearing aids, headsets and other communication devices, and has a high performance team of audiologists, scientists, software programmers and DSP engineers, led by a business and management team, focused on rapid product development scientific validation and sound commercial partnering. For more information on Dynamic Hearing, please visit the website at: www.dynamichearing.com.au.

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