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A Quarterly Publication  
for Authorized Plantronics Dealers  
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# HEADSet UPdate

Who uses Plantronics?



## Plantronics PC Headsets Now Available

THE PLANTRONICS PC HEADSET PRODUCT LINE includes a speech recognition headset for office use, a speech recognition/stereo headset for both office and home entertainment, and a multimedia/gaming headset for the multimedia enthusiast.

Computer applications that require PC headsets include gaming, listening to music CDs or MP3 files, VoIP (Internet chat, Internet telephony, multi-player games) and speech recognition. Clarity and quality are especially critical for voice recognition. Plantronics headsets are now available to meet each of these needs:



- **Plantronics SR1**, a high-quality monaural headset designed especially for speech-recognition applications.
- **Plantronics LS1**, a lightweight, high-quality stereo headset designed for use with business and entertainment applications, including speech recognition, Internet telephony and audio, and listening to CDs or MP3s.
- **Plantronics HS1**, provides the ultimate experience for gaming and multimedia enthusiasts. Its design includes 40 millimeter neo-dymium magnet speakers for maximum bass response, and circumaural earmuffs for complete immersion in the multimedia experience.

Additionally, Plantronics recently announced two new computer audio headset lines:

1. In February Plantronics announced that it has developed technology to support both PC and Apple™ platforms, including the iMac and Mac OS 9, with the first line of Universal Serial Bus (USB) digitally enhanced headsets.
2. Two weeks later, Plantronics announced its selection by Microsoft® to deliver a stereo headset for the PC gaming enthusiast. The complete package, including Microsoft SideWinder® Game Voice, enables gamers to talk with each other through Internet or LAN connections while allowing voice control of game commands.

Check out these and other new products and press releases:

<http://www.plantronics.com/dealers>

## Do Your Customers Use Mobile Phones?

### *Mobile Headset Use on the Rise!*

Check out what *The Wall Street Journal* said in its March 8, 2000 edition, page CA2 (*Heard in California and paraphrased;* Copyright © 2000, Dow Jones & Company, Inc.)

### **Headsets for Use on Car Cell Phones Could Drive Up Plantronics Shares**

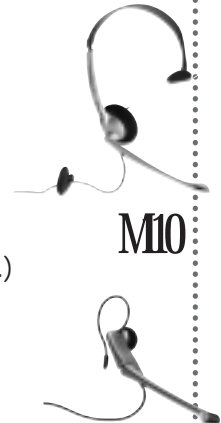
By Brenda L. Moore

Headsets are "cropping up more and more among cell-phone-wielding business people and soccer moms and dads.

"For now, sales are being driven by personal preference, but eventually the law could figure into it. People concerned about dangerous driving by distracted cell-phone users are raising the prospect of regulating use in spots around the country.

"At least three cities — one in Ohio and two in Pennsylvania — restrict use by drivers and allow only hands-free use of cell phones in cars. Dozens more, including Santa Monica and San Francisco, have broached the idea, and at least 23 states — not including California — have some sort of legislation under consideration," says Matt Sundeen, a transportation specialist with the National Conference of State Legislatures in Denver. The state proposals range from outright bans to mandates for studying possible connections between accidents and cell-phone use.

"Market-research firm Dataquest in San Jose estimates there are 476 million cellular-phone subscribers world-wide and the number is growing at 37% a year. Meantime, fewer than 2%



M10

M40



**PLANTRONICS**  
World Leader in Communications Headsets

*continues next page*

## Direct Mail Sample Enclosed!

Do you take advantage of Plantronics download media site to order flyers, brochures and catalogs? Check out <http://www.plantronics.com/download> The following sales tools can be ordered through the Literature section.\*

- "If you spend a lot of time on the phone..." (3+ hours per day) — Handset users will be interested in the health benefits of headsets. See the enclosed ergonomic brochure that points to the muscle groups that are affected by cradling a headset. It speaks louder than a catalog! This is a great awareness and introductory piece. Order form # **ST189-2**. (Enter under "miscellaneous.") For related materials, enter "ergonomics" in the search window.

- The same applies to the bill stuffer ("The more you're on the phone, the more we need to talk") — so popular in its first run. And we've improved the graphics! It's inexpensive to send and can be followed up with a catalog. Order form # **ST179**.
- Generic product catalogs are also available without Plantronics' 800# and website address, so they are easier for you to customize with your contact information. Order form # **ST185-2**. (Enter under "miscellaneous.")

Order online or call the Dealer Hotline for more information! **800-682-0384**.

\*Note new sign-in codes (see enclosure):  
Sales Rep ID: **sell** Password: **sales1**

## Do You Have AttiTubes™?

Great new accessories for your voice tube customers!

*Put a little color in your smile.*

Introducing Plantronics **AttiTubes™** color voice tubes. Brighten up your headset with:

*Cool Blue  
Passion Pink  
Serene Green  
Peaceful Purple  
Outrageous Orange*

They are available in different sizes and colors to fit all Plantronics voice tube products. And, since your voice tube should be replaced every 6–9 months, you can change the color of your smile frequently. Use the colors as a replacement reminder, to individualize teams or just be yourself.

Available in mid-April.

Call your distributor and order **NOW!**

## Trivia Question

### WHO USES PLANTRONICS?

What famous words, heard live by millions, were spoken through a Plantronics headset July 20, 1969?

Who spoke them? (Hint: speaker's initials are "N. A." and he was an employee of the United States government.)

First 50 correct answers e-mailed to [dealers@plantronics.com](mailto:dealers@plantronics.com) (subject: *PLT Trivia*) **win a free cordless telephone!**

Hot Product!



**CS10**

CORDLESS TELEPHONE HEADSET SYSTEM

CA10/CS10 — Have you ordered yours from your distributor?

## Announcing dealers@plantronics.com

Would you like Plantronics to communicate with you electronically? Would you like to receive product information and company news via e-mail? E-mail your consent by sending a message to [dealers@plantronics.com](mailto:dealers@plantronics.com) and adding "Consent to Plantronics E-mails" to the Subject line, agreeing to allow Plantronics to contact you by e-mail. Please include your contact name, company name and location address — Thanks!

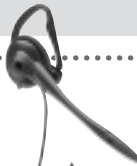
## Mobile Headsets from page 1

use headphones, 'so there's just enormous potential for increased adoption.' Kevin Daly, an analyst with brokerage firm Hofer & Arnett in San Francisco, says Plantronics appears 'to be pretty well-positioned' to capture some of the growth. 'The company is the market leader in communications headsets in general,' he says.

"In Washington, D.C., Lisa Ihde, spokeswoman for the Cellular Telecommunications Industry Association, says the group opposes use restrictions, but recommends drivers 'look into headsets' or other hands-free devices.

"To bolster its position, Plantronics last quarter acquired ClearVox, a privately held Los Gatos company that specializes in mobile and cordless headsets. The purchase adds to Plantronics' distribution channels and product lines, giving it more offerings at the lower end of its \$30 to \$70 list prices."

**ASK YOUR DISTRIBUTOR ABOUT MOBILE HEADSETS!**



**M70**



**Dealer Hotline**  
**800-682-0384**

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