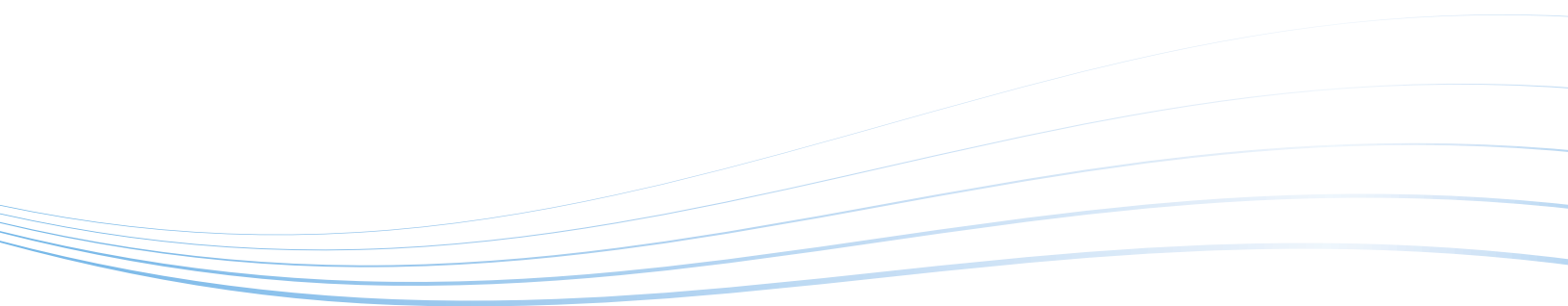




PLANTRONICS
SOUND INNOVATION™

Voice over Internet Protocol (VoIP) for the Road Warrior

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“Road Warriors” Look to Internet Telephony for Cost Savings, Productivity

CHALLENGE

“Road warriors,” those professionals who spend more time on the road than in the office, need an economical, convenient way to stay in touch with customers and co-workers while they are traveling. Hotels often charge for each call made with a calling card (not to mention the toll charges incurred against the card), and many don’t support basic telephony features like conference calling. Mobile phones provide much-needed “untethered” service, but even the best mobile phone service can encounter dead zones and assess roaming charges. How can road warriors use readily available technology to cost-effectively retain the same high quality telephony service they experience in the office?

SOLUTION

Mobile workers today can leverage Voice over Internet Protocol (VoIP)—a process that converts voice into digital data packets and transmits it over the Internet—to cost-effectively bring the quality and functionality of their landline on the road. Internet telephony is a VoIP application that enables mobile professionals to use their laptop, a broadband connection, a softphone and a communications headset or other audio input device to place local and long-distance phone calls over the Internet.

BENEFITS

Using VoIP for Internet telephony, road warriors can simply and cost-effectively enjoy telephony service with features that significantly increase productivity on the road. Travelers can take advantage of flat fee Internet access—offered in most hotel rooms, airports and even coffee shops—and make nearly unlimited calls from their laptop without incurring long-distance tolls from carriers. Softphone and other software applications give travelers virtual desktop phone functionality, including the ability to conduct conference calls, transfer calls within the office PBX system, and receive calls forwarded from the office system. Users can enjoy even greater mobility by pairing wireless headsets with Bluetooth-enabled laptops, Pocket PCs and other devices for wireless conversations.

MARKET OPPORTUNITY

Voice quality, processing speed, memory capacity, broadband adoption/availability and other factors that enhance Internet telephony have dramatically improved in the past few years, positioning it for widespread, rapid adoption in a number of markets. With the increase of wireless LANs and Wi-Fi “hot spots,” road warriors’ Internet telephony usage will continue to rise. According to a new study published by Sage Research Inc., 80% of current WLAN users surveyed expect to expand their deployment of wireless LANs in early 2004, the primary reason being employee productivity improvements.

PLANTRONICS AND INTERNET TELEPHONY

Plantronics headsets blend the benefits of numerous voice technologies to digitally enhance VoIP audio performance, enabling professionals on the road and in the office to achieve unmatched audio quality for their VoIP applications. The company's VoIP technology platform employs digital signal processors (DSPs) to cancel echo, Call Clarity™ technology to enhance transmission and reception quality for crystal clear sound, and proprietary Audio IQ™ technology to dynamically adjust voice signals for superior audio performance even in the noisiest environments.

Plantronics has developed a range of headsets that support VoIP for Internet telephony, including its M3500, a Bluetooth wireless headset featuring Audio IQ, and its award-winning M3000, a Bluetooth headset for users who require maximum talk and standby time. Internet telephony users who prefer a corded headset can also employ Plantronics' DSP Series headsets, which utilize the digital/USB interface in a PC to modify and enhance the digital audio stream, as well as Plantronics' Audio Series of analog headsets that connect to the PC through the sound card.

Plantronics has a full range of headset solutions to meet any user's needs, whether for Internet telephony or another VoIP application. Visit www.plantronics.com to find the solution for you.

Sound innovation for missions to the moon. And for everyday life on this planet, too.

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." Today, we're the headset of choice in mission-critical applications such as air traffic control and 911 dispatch. This history of proven sound innovation is the basis for every product we build—whether it's for work, for home or on the go.

