

Jabra Sport Headset Portfolio

1. Summary

Strategy Analytics’ verified the following claim made by Jabra for their newly updated sport headset portfolio; the Jabra Elite Sport, Sport Pulse, Sport Coach and Sport Pace. The claim was verified through independent research:

PRODUCT	CLAIM
Jabra Sport Portfolio	The most technically advanced range of sports headphones*

This claim is considered to be accurate as of the 9th September 2016. Details of the compound claims and associated disclaimers are given in Section 5.

2. Method

Strategy Analytics’ has undertaken extensive independent research into Jabra’s claim for their sport headphones product portfolio. The claim (with the associated sub-claims and disclaimer) has been checked against a custom database compiled by Strategy Analytics. The database includes specification for 190 currently or recently available headsets and headphones from 60 vendors. The products detailed in the database are considered to be Jabra’s competitors.

The claim detailed in Section 1 was substantiated against specifications from all announced or available headsets and headphones. According to the definitions given in Section 3 the claim was found to be accurate.

3. Definitions:

Headset/Headphones	A head worn unit that includes a speaker and may include a microphone. Wireless headsets use Bluetooth technology or Wi-Fi connectivity to pair with a device.
Sports Headset/Headphones	A head worn unit (as above) with additional durability i.e. water/sweat resistance and security of fit i.e. over-ear hooks, or attachment to the head/neck.
True Wireless Headset/Headphones	Individual earbuds with no connecting wire. Each earbud is a self-contained unit with battery, wireless receiver, speaker and controls.
Fitness Testing	Aerobic fitness measured using VO ₂ Max. VO ₂ Max calculates the maximum oxygen consumption during incremental aerobic activity. Heart rate combined with speed provide a valid estimate of VO ₂ Max.
Reps	Counting (and logging) the number of repetitions for strength training/anaerobic exercise i.e. push ups, arm curls, burpees etc.
<100 USD Price Range	Based on product launch/list price, converted from local currency where necessary.

4. Specific Exclusion Criteria:

Strategy Analytics’ headset database includes specifications for all devices officially announced by the manufacturer. Rumoured, Kickstarter or Crowdfunded products are not included in the database due to the high incidence of inaccuracy/inconsistency or changes in device specification during production.

5. Sub-claims & Disclaimers:

Jabra Sport Portfolio: The most technically advanced range of sports headphones*

*Based on the Jabra Sport 2016 product portfolio: Elite Sport, Sport Pulse, Sport Pace and Sport Coach. All products are wireless and offer unique features. Strategy Analytics compared the specifications of 190 sports/audio headphones from 60 vendors and the claim verified as of the 9th September 2016.

Jabra Sport Elite: The most technically advanced true wireless sports earbuds¹

¹The Jabra Elite Sport are truly wireless (no connecting wire) audio headphones that automatically analyses heart rate and speed data to determine VO2Max (a clinical measure of fitness) and counts repetitions (reps) for 21 different exercises. Specifications of 160 sports/audio headphones were compared and the claim verified as of the 19th August 2016.

Jabra Sport Pulse: The world's first sport headphones with automatic fitness testing²

²The Jabra Sport Pulse automatically analyses heart rate and speed data to determine VO2Max (a clinical measure of fitness). Specifications of 150 products (sports/audio headphones) were compared and the claim verified as of the 12th April 2016.

Jabra Sport Coach: The world's first sport headphones with automatic rep counting³

³The Jabra Sport Coach directly counts repetitions (reps) for 21 different exercises. Strategy Analytics Ltd found no available competing product offered rep counting from the headset alone. Specifications of 150 products (sports/audio headphones) were verified and the claim supported as of the 12th April 2016.

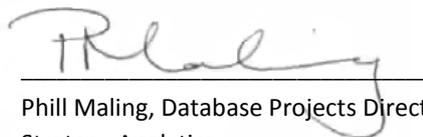
Jabra Sport Pace: The only Sports headphones under \$100 with on demand running pace guidance⁴

⁴Jabra Sport Pace are wireless sports headphones which retail for less than \$100 (USD) at launch and feature a dedicated SportLife button for on-demand in-ear updates. Strategic Analytics compared specifications of 190 sports/audio headphones from 60 vendors and the claim were verified as of the 9th September 2016.

6. Document Authorisation

Strategy Analytics confirm that on the 9th September 2016 the claims within this document for the Jabra sport headset portfolio are correct.

Authorised by Strategy Analytics:



Phill Maling, Database Projects Director
Strategy Analytics

Date: 09/09/2016