

Jabra Sport Pulse & Jabra Sport Coach

1. Summary

Strategy Analytics’ verified the following claims made by Jabra for their newly updated sports headsets; the Jabra Sport Pulse and Jabra Sport Coach. The claims were verified through independent research:

PRODUCT	CLAIM
Jabra Sports Pulse	The world’s first sport headphones with automatic fitness testing*
Jabra Sports Coach	The world’s first sport headphones with automatic rep counting**

These claims are considered to be accurate as of the 12th April 2016. Details of associated disclaimers are given in Section 5.

2. Method

Strategy Analytics’ has undertaken extensive independent research into Jabra’s claims for the product updates of the Sport Pulse and Sport Coach. Claims (with associated disclaimers) have been checked against a custom database compiled by Strategy Analytics. The database includes specification for 150 currently or recently available headsets and headphones. The products detailed in the database are considered to be Jabra’s competitors.

Each 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 claims were 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.
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.

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. Disclaimers:

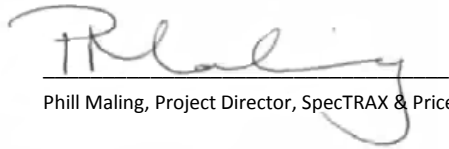
*The Jabra Sport Pulse automatically analyses heart rate and speed data to determine VO₂Max (a clinical measure of fitness). Specifications of 150 products (sports/audio headsets) were compared and the claim verified as of the 12th April 2016.

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

6. Document Authorisation

Strategy Analytics confirm that on the 12th April 2016 the claims within this document for the Jabra Sports Pulse and Jabra Sports Coach are correct.

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Date: 16th June 2016

Authorised by Strategy Analytics:


Stephen Entwistle, VP, Strategic Technologies Practice

Date: 16th June 2016