



THE JABRA STORY:

BORN IN DENMARK, RAISED IN CHINA,
LIVES AND WORKS IN NORTH AMERICA

Jabra has been a leader in communications since before the dial tone. The company was born just as the telephone was invented, getting its big start stringing the first trans-Siberian telegraph lines between Europe and the Far East, connecting the major Western European capitals with Shanghai, Canton and Tokyo in 1869.

You could say this Danish product grew up in China. But its long resume of pushing the boundaries of global business communications quickly took root in the North America, as well.

As the headset brand of GN Netcom, Jabra produces some of the world's best selling hands-free communications devices for Unified Communications and traditional telephony applications.

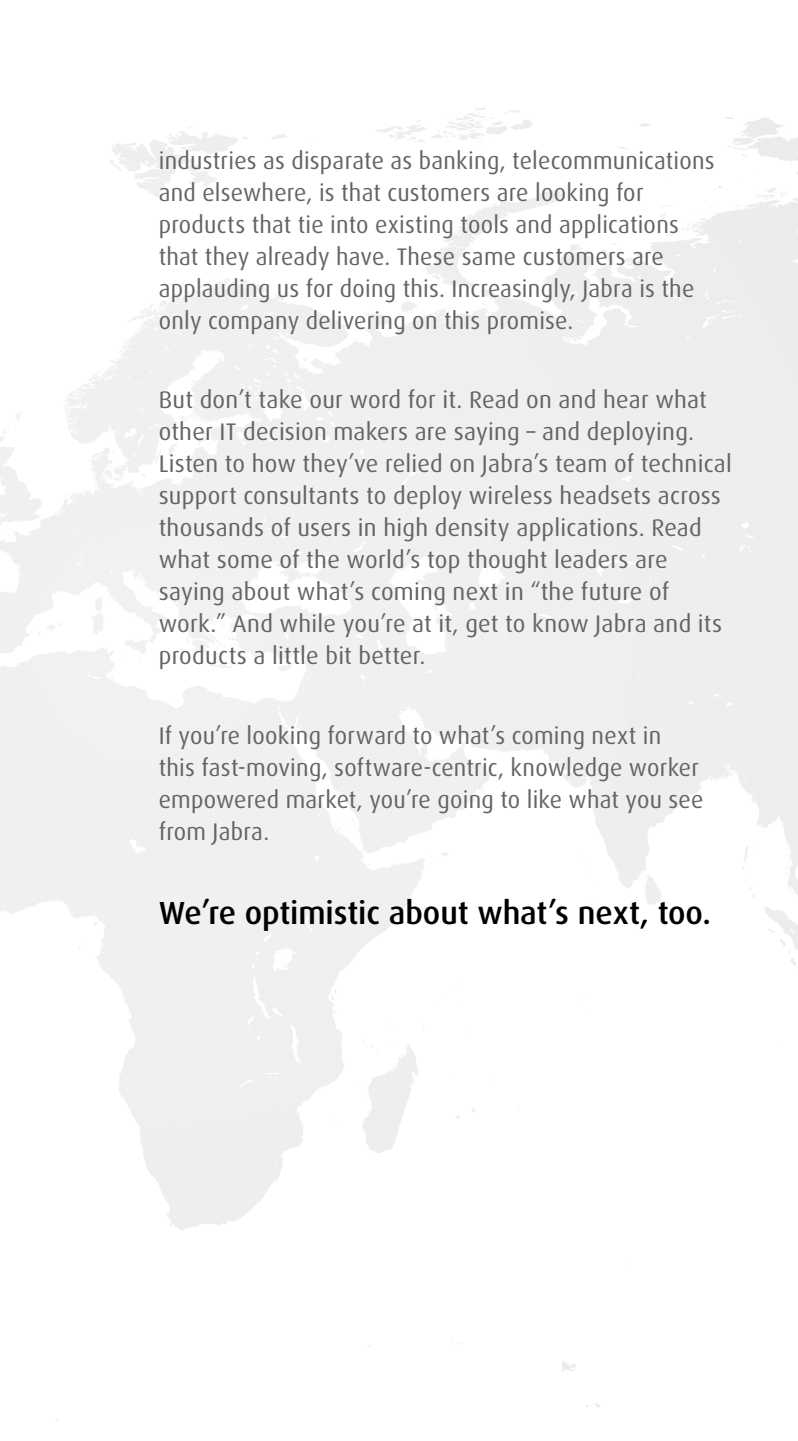
- We created the first Unified Communications certified headset alongside Microsoft's OCS in 2006 and have since produced the world's largest suite of UC-certified headsets and speakerphones.
- We created the world's first wireless headset, the Ellipse, back in 1996 – and the world's first fully digital wireless headset, the 9120, in 2000. We've been on the forefront of wireless headsets since the beginning of the category – and our strength and expertise in the wireless arena is apparent. Just ask our customers (read more in our "Wireless Goes Mainstream" piece further on in this issue).
- We created the world's first Bluetooth® headset, the BT100, in 2000, as well.

We have a lot of "firsts" at Jabra. And while our history of "firsts" stretches back to the days of clipper ships, our mindset is clearly focused on creating what's next (read more about that in the "The Future of Work" article later in this issue, as well).

Our management team, from CEO Mogens Ellsberg to US President Peter Fox, is largely comprised of Microsoft alumni, and this culture pervades Jabra. We've made a number of big bets in software, from launching the world's first touch-screen enabled wireless headsets to the launch of Jabra's PC Suite software, allowing users – and soon IT professionals – to manage updates and upgrades to their select Jabra devices. We understand what CIO's need because we've been working with them our entire professional lives.

As for product design, we've been honored with numerous awards for sound and design, including five Red Dot Best Product Design Awards, the most recent in 2012 for the Jabra SPEAK™ 410 speakerphone, another five German iF Product Design Awards, and many others. Design enthusiasts and end users both gravitate to Jabra's unique Scandinavian design sensibilities.

And while good looking products, wireless expertise and a software-centric approach are all good things, if you're like most IT decision makers, you're looking for smart endpoints that connect seamlessly to the communications infrastructure you've invested in. You want no surprises. We understand this. What we're hearing from enterprise customers across the world, in



industries as disparate as banking, telecommunications and elsewhere, is that customers are looking for products that tie into existing tools and applications that they already have. These same customers are applauding us for doing this. Increasingly, Jabra is the only company delivering on this promise.

But don't take our word for it. Read on and hear what other IT decision makers are saying – and deploying. Listen to how they've relied on Jabra's team of technical support consultants to deploy wireless headsets across thousands of users in high density applications. Read what some of the world's top thought leaders are saying about what's coming next in "the future of work." And while you're at it, get to know Jabra and its products a little bit better.

If you're looking forward to what's coming next in this fast-moving, software-centric, knowledge worker empowered market, you're going to like what you see from Jabra.

We're optimistic about what's next, too.

In 1907, GN was one of the leading international telegraph companies. The network consisted of 15,600 km, which connected an advanced network in Northern Europe via Siberia with the most sophisticated network in East Asia. This photo shows a Hong Kong telegraph messenger in summer uniform.



