

PLANTRONICS PARTNERSHIP WITH KEY SOUND TECHNOLOGY PROVIDER – DOLBY®

About Dolby

Dolby Laboratories creates technologies that enhance the entertainment experience. For four decades, Dolby has defined high-quality audio and surround sounds in cinema, broadcast, home entertainment systems, cars, games and personal computers.

Why does the Plantronics GameCom® 777 now include Dolby® technology?

- Research has shown that one of the main requirements from gamers is the inclusion of Surround Sound 5.1 on any PC Gaming headsets to ensure a realistic sound experience.
- The Plantronics GameCom 777 is the first Plantronics headset combined with Dolby Surround sound – for total immersion and pure gaming enjoyment.
- Dolby® Headphone technology creates a realistic surround sound experience for any PC game. Listeners experience every smash and explosion as if they're really happening. Adding another dimension to the playing environment, Dolby Headphone technology gives gamers a competitive advantage – making it easier to pinpoint enemies and obstacles that aren't onscreen.

DOLBY® PRO LOGIC® II

Transforms stereo entertainment into realistic, natural, five-channel surround sound.

How Dolby Pro Logic II works

Dolby Pro Logic II extends the capabilities of Dolby Pro Logic, the technology that brought cinema sound to the home and originally defined home cinema. Dolby Pro Logic II uses a sophisticated algorithm to extract the ambience and directionality cues that already exist in the recording.

Dolby Pro Logic II further enhances this sound with a greatly improved steering logic for maximum channel separation, including stereo surrounds, for an exceptionally stable soundfield.

As a result, you can hear the same detail and subtleties from the original stereo content – but in full, compelling surround sound. It's no wonder that Dolby Pro Logic II is regarded as one of the most natural and revealing decoding technologies on the market today.

DOLBY® HEADPHONE TECHNOLOGY

Enjoy 5.1 surround sound through stereo headphones.

How Dolby headphone technology works

Dolby headphone technology actually reproduces the full sound of a speaker system in a room. With conventional headphone sound, listeners perceive that audio images are originating from inside the head, because normal mixing provides none of the cues that space and acoustics impart to a soundstage.

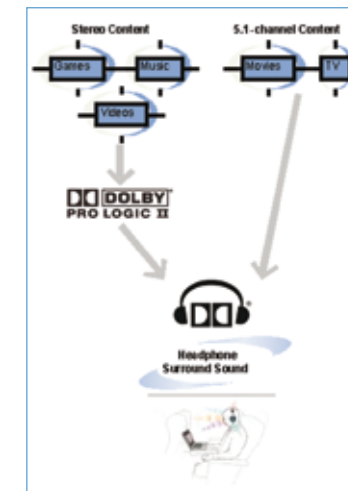
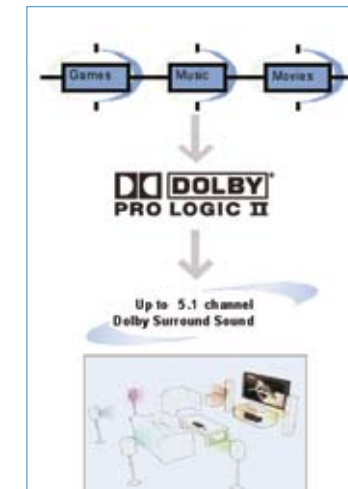
Dolby headphone technology differs radically from other virtual headphone solutions. It's the only one that accurately re-creates the HRTFs of a 5.1-channel system in a real listening room. By reproducing all of these complex sonic signatures in their entirety, from initial impulse to final decay, Dolby headphone provides a palpable and convincing illusion of multiple speakers around you.

See back cover for further information.



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The Dolby technology explained



Dolby® Pro Logic II

- Transforms high-quality stereo content into a natural and realistic surround sound listening experience.
- Enhances your listening experience without sounding processed or artificial.
- Applies Dolby expertise in matrix surround sound technology to produce a natural listening experience.
- Music mode offers three adjustable features:

Panorama mode creates a seamless, wraparound surround effect.

Center width control modifies the breadth of the main vocals in the centre and front speakers.

Dimension control modifies the depth of the surround sound experience.

Dolby headphone technology

- Enables enjoyment of personal surround sound without disturbing others.
- Improves listening comfort and reduces "listener fatigue."
- Allows stereo content to be heard as 5.1-channel surround (when combined with Dolby Pro Logic II).

STYLISH HEADSETS, BACKED BY GREAT TECHNOLOGY

Bluetooth® (.Audio 920 only)

Bluetooth wireless technology provides a way for devices to communicate with each other using short-range radio frequency instead of wires. Any two Bluetooth devices can communicate as long as they both have Bluetooth turned on, they are within range, and they have been paired – a quick "handshake" that connects the two devices. Bluetooth range is up to 10m. Obstructions, such as walls or other electronic devices, can cause interference or shorten the effective range. For optimal performance, place your headset and phone on the same side of your body.

Digital Signal Processing (DSP technology)

Digital Signal Processing technology delivers up to 35% reduction in background noise, whilst maintaining crisp clear voice transmission.

If you are planning to use your .Audio headset for chatting over the Internet, or for games which rely on voice recognition, it is well worth looking for a DSP model – especially so, if you live in a lively household where there is a lot of background noise.

QuickAdjust

Enables ideal microphone boom placement.

Noise-cancelling microphones

Plantronics' noise-cancelling microphones reduce the background noise and so enhance the accuracy of the sounds being transmitted.

They are ideal for noisy environments.

WindSmart®

Plantronics' patent-pending WindSmart technology uses a specially designed material over the microphone to diffuse wind noise, so that even in windy environments – such as the car or the street – users can enjoy crisp, clear conversations.



.AUDIO™ & GAMECOM® HEADSET PORTFOLIO QUICK SALES GUIDE

FALL 08

Audio: CSG/EN/0408/A4

Plantronics Ltd, Wootton Bassett, UK, Tel: 0800 410014



www.plantronics.com

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WHAT DO YOU WANT TO USE YOUR HEADSET FOR?	PC CHAT & VOICE RECOGNITION Stay in touch with friends and family					MUSIC Quality comfortable headsets for music lovers		PORTABLE & MOBILE Calls and entertainment. Wherever. Whenever					GAMING Live games to the max			
	.Audio™ 310	.Audio™ 325	.Audio™ 345	.Audio™ 625 USB	.Audio™ 645 USB	.Audio™ 355	.Audio™ 650 USB	.Audio™ 400 DSP	.Audio™ 440	.Audio™ 470 USB	.Audio™ 480 USB	.Audio™ 920	GameCom® 367	GameCom® 377	GameCom® 777	
Description	Monaural headset	Stereo headset	Behind-the-head enhanced multimedia headset	USB stereo headset	USB stereo headset	High performance multimedia headset	High performance multimedia USB headset	Digitally enhanced laptop headset	Ultimate performance on the go headset	USB foldable stereo headset	Keep the sound in and the noise out	Bluetooth headset for PC and mobile calling	"Closed Ear" Gaming Headset	High Performance "Open Ear" Gaming Headset	Ultimate Surround Sound "Open Ear" Gaming Headset	
Sales argument	Exceptional voice precision in a monaural design	A multipurpose headset that delivers rich stereo sound with in-line controls	Discreet behind the head wearing style, with great stereo sound and in-line controls	Outstanding audio performance with in-line controls and with flexible connection choice – USB soundcard or analogue	Discreet behind-the-head wearing style, with outstanding audio performance and in-line controls	Full range stereo-gives you a great sound experience for all your PC applications	Plug-and-play headset with outstanding audio performance and comfort	A foldable headset which is enhanced by digital audio processing to give exceptional audio quality	In-ear stereo headphones with microphone for portable use	Foldable headset with high quality stereo sound and flexible connection – USB soundcard or analogue connection	Sound isolating earbuds minimise outside noise and a discreet microphone boom for clear communication	One headset – switch seamlessly between PC and mobile	Closed ear technology; no distractions, no background noise – total game immersion	Open-ear Gaming Headset with full-range stereo – Play better, play faster play to win	Dolby Surround Sound Technology brings the game to life	
Product benefits	<ul style="list-style-type: none"> The monaural (single ear-piece) style allows you to stay in touch with your environment Easy to set up and install 	<ul style="list-style-type: none"> Full-range stereo intensifies audio experience Noise-cancelling microphone enhances speech recognition accuracy Adjustable telescoping, bendable boom assures ideal placement In-line volume and mute provide convenient access and control 	<ul style="list-style-type: none"> Behind the head design ensures a comfortable discreet solution which rests stylishly above the neckline 36mm neodymium ear phones deliver full-range stereo and intensifies the audio experience Full-range stereo intensifies audio experience In-line volume and mute provide convenient access and control Noise-cancelling microphone enhances speech recognition accuracy 	<ul style="list-style-type: none"> Full-range stereo intensifies audio experience Flexible connection choice; USB sound card or gold plated 3.5mm jacks, either way set up is straightforward Noise-cancelling microphone enhances speech recognition accuracy QuickAdjust telescoping, bendable boom assures ideal placement Microphone boom stows discreetly out of the way when listening to music and watching DVDs Vista compliant 	<ul style="list-style-type: none"> Behind the head design ensures a comfortable discreet solution 36mm neodymium ear phones deliver full-range stereo and intensifies the audio experience Flexible connection choice; USB sound card or gold plated 3.5mm jacks, either way set up is straightforward In-line volume and mute provide convenient access & control Noise-cancelling microphone enhances speech recognition accuracy Adjustable telescoping, bendable boom assures ideal placement Vista compliant 	<ul style="list-style-type: none"> 40mm stereo speakers for rich resonant stereo and bass Noise-cancelling microphone enhances speech recognition accuracy Stowable boom microphone ensures it is neatly stored when listening to music or watching DVD In-line volume and mute provide convenient access and control Lightweight and adjustable headband delivers all day comfort 	<ul style="list-style-type: none"> Noise-cancelling microphone enhances speech recognition accuracy The swivel-mounted, ear cushions offer all-day comfort and great sound for all PC applications Flexible connection choice; USB sound card or gold plated 3.5mm jacks, either way set up is straightforward 	<ul style="list-style-type: none"> Noise-cancelling microphone enhances speech recognition accuracy The headset comes with full range stereo ear buds Flex Grip® design provides a comfortable fit Windsmart™ and Omni-directional microphone, ensures superb audio quality in all conditions 	<ul style="list-style-type: none"> Foldable headset design ideal for travel and easy storage Noise-cancelling microphone enhances speech recognition accuracy Swivel-mounted, soft ear pads provide comfort and acoustic accuracy QuickAdjust boom assures ideal placement Vista compliant 	<ul style="list-style-type: none"> Keep the sound in and the noise out Have clear conversations wherever you are – exceptional sound management and wind noise reduction features improve voice clarity Adjustable microphone placement for improved speech recognition Perfect for commuting – fold, stow, and go USB connector for plug and play simplicity 	<ul style="list-style-type: none"> Multipoint connectivity allowing the user to have 2 active bluetooth audio devices connected at any one time Plug and play USB Bluetooth adaptor – no drivers to install Noise-cancelling microphone enhances speech recognition accuracy Wind noise reduction technology 	<ul style="list-style-type: none"> 40mm stereo speakers providing maximum bass response Noise-cancelling microphone enhances speech recognition accuracy Concealed Microphone Boom – stows completely into the headband when not in use Convenient in line controls for quick response in the heat of the action Quick adjustable microphone boom for ideal placement for improved communications Specially designed ear pods redistribute pressure for the longest gaming sessions 	<ul style="list-style-type: none"> Noise-cancelling microphone enhances speech recognition accuracy Concealed Microphone Boom – stows completely into the headband when not in use Ideal when listening to music or watching DVD Convenient in line controls for quick response in the heat of the action Quick adjustable microphone boom for ideal placement for improved communications Specially designed ear pods redistribute pressure for maximum comfort 	<ul style="list-style-type: none"> Specially designed 40mm stereo speakers to deliver acoustically accurate audio Noise-cancelling microphone enhances speech recognition accuracy Concealed Microphone Boom – stows completely into the headband when not in use Ideal when listening to music or watching DVD Convenient in line controls for quick response in the heat of the action Quick adjustable microphone boom for ideal placement for improved communications Specially designed ear pods redistribute pressure for maximum comfort 		
Technical data & product information																
FULL-RANGE STEREO SOUND Superb sound quality	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	
NOISE-CANCELLING MICROPHONE Omits surrounding background noise	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	✓	✓	✓	✓	✓	
QUICK ADJUST™ ADJUSTABLE BOOM Perfectly position your microphone and stow against headband when not in use	✓	X	X	✓	X	X	✓	✓	X	✓	X	N/A	✓	✓	✓	
MUTE CONTROL Allows you to speak to someone outside the conversation without being heard on the other end	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	✓	✓	
VOLUME CONTROL Easily adjust for personal comfort	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
SOFT FOAM EAR CUSHION Comfortable and acoustically accurate	✓	✓	X	✓	X	X	X	✓	N/A	✓	N/A	N/A	✓	✓	✓	
LEATHERETTE EAR CUSHION	X	X	✓	X	✓	✓	✓	X	N/A	X	N/A	N/A	X	X	X	
WEARING STYLE	Over-the-head	Over-the-head	Behind-the-head	Over-the-head	Behind-the-head	Over-the-head	Over-the-head	Over-the-head	In-the-ear	Over-the-head	In-the-ear	Over-the-ear	Over-the-head	Over-the-head	Over-the-head	
TECHNOLOGY USB = USB Plug, Analogue = Jack Plug	Analogue	Analogue	Analogue	USB	USB	Analogue	USB	USB	Analogue	USB	USB	Bluetooth	Analogue	Analogue	USB	
PACKAGING																
PART NUMBER	37852-01	37853-01	37855-01	37865-01	37866-01	79730-05	37867-01	37859-01	37860-01	37863-01	77681-03	78592-02	79732-05	79731-05	79733-05	
EAN CODE	5033588027447	5033588027454	5033588027478	5033588027577	5033588027584	5033588029236	5033588027591	5033588027515	5033588027522	5033588027553	5033588028338	5033588028635	5033588029243	5033588029250	5033588029267	
SINGLE PACK	Dimensions (WxHxD)	222 x 244 x 64	222 x 244 x 64	213 x 238 x 95	222 x 244 x 64	213 x 238 x 95	229 x 262 x 92	213 x 238 x 95	222 x 244 x 64	152 x 210 x 41	222 x 244 x 64	150 x 176 x 35	178 x 152 x 38	244 x 305 x 106	244 x 305 x 106	244 x 305 x 106
	Weight (kg)	0.2	0.3	0.25	0.3	0.25	0.4	0.2	0.3	0.1	0.3	0.2	0.2	0.5	0.5	0.5
THREE PACK	Dimensions (WxHxD)	238 x 254 x 197	238 x 254 x 197	292 x 257 x 216	238 x 254 x 197	292 x 257 x 216	273 x 270 x 232	292 x 257 x 216	238 x 254 x 197	160 x 222 x 132	238 x 254 x 197	157 x 210 x 124	221 x 155 x 124	319 x 318 x 249	319 x 318 x 249	319 x 318 x 249
	Weight (kg)	0.9	1.0	1.0	1.2	1.0	1.4	1.0	1.0	0.5	1.0	0.8	0.6	1.9	1.9	1.9
TWELVE PACK	Dimensions (WxHxD)	476 x 279 x 397	476 x 279 x 397	600 x 287 x 448	476 x 279 x 397	600 x 287 x 448	563 x 292 x 478	600 x 287 x 448	476 x 279 x 397	338 x 238 x 281	476 x 279 x 397	322 x 229 x 262	231 x 333 x 262	652 x 340 x 519	652 x 340 x 519	652 x 340 x 519
	Weight (kg)	4.3	4.7	4.9	5.4	4.9	6.4	4.9	4.6	2.7	4.7	4.8	2.7	8.3	8.3	8.3