

# DA40 channel marketing guide



## Positioning Statement:

With the expanding use of VoIP Softphones in the enterprise, a growing number of customers require a PC headset solution which is specifically designed to stand up to the daily rigors of the office or contact centre environment. Most PC headsets available are designed for consumer, occasional use and do not fully meet this need. Plantronics DA40 is the entry product within a range of adapters which allow Plantronics professional grade headsets to be used with VoIP Softphones. Professional grade headsets such as the SupraPlus have been specifically designed to meet enterprise customer requirements for robustness, all-day wearing comfort and offer features such as acoustic shock protection.

## DA40 headline:

Add headset convenience to VoIP Softphones

## Key features:

- Entry level USB adapter to PC-enable Plantronics professional headset range for use with VoIP applications.
- USB connection
  - o provides universal compatibility
  - o allows PC speaker to ring for incoming calls.
  - o Plug and play – no software or drivers to install
- Compatible with all Plantronics professional headsets (H range)
  - o All-day wearing comfort with a choice of wearing styles.
  - o Acoustic shock protection
  - o Designed for intensive every day use.
  - o Investment protection.

## Approved Copy:

### 25 words

DA40 is an entry level USB to QD adapter that enables the use of Plantronics professional range of headsets with VoIP Softphones.

### 50 words

DA40 is an entry level USB to QD adapter that enables the use of Plantronics professional headsets with VoIP Softphones. Connecting via the USB port it provides universal compatibility and allows the PC speaker to ring for incoming calls. Used with a professional Plantronics headset, it is an ideal solution to provide all day comfort & reliability.

[www.plantronics.com](http://www.plantronics.com)

Plantronics Released



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..." From the man on the moon to the man on the street, Plantronics is an innovation leader dedicated to creating communication solutions for people who understand and appreciate the real freedom of space. From outer space to inner space, find your space.

Space photo imagery courtesy of NASA

The table below provides a comparison of key features:

			Combine with professional headset such as SupraPlus		
			Professional range		
Features	Consumer PC headsets		DA40	DA55	DA60
	audio range	DSP range			
Daily sound level monitoring (Persono Pro)	No	No	No	No	✓
Acoustic shock protection <sup>1</sup>	No	No	✓	✓	✓
Acoustic startle protection (SoundGuard Plus) 1	No	No	No	✓	✓
Enhanced voice intelligibility (Call Clarity)	No	No	No	✓	✓
Echo suppression	No	No	No	✓	✓
In-line volume/mute control	some	some	No	✓	✓
Maximum all day wearing comfort & designed for intensive everyday use.	No	No	✓	✓	✓
Professional headsets supported	No	No	H top	H & P top	
TIA810a compliant	No	No	SupraPlus NC only	Yes- any headset	
Allows PC speaker, not headset, to ring for incoming calls.	No	✓	✓	✓	✓
Replacement ear cushions & voice tubes available to maintain optimum hygiene	No	No	✓	✓	✓
Stereo	✓	✓	No	No	No

<sup>1-</sup> *Acoustic Startle and Acoustic Shock Definitions*

- *Acoustic shock occurs at or above 118dB, as defined by EU telephony standards.*
- *Acoustic startle can be caused by sudden loud sounds, including those below 118dB. It is claimed such sounds can cause a range of undesirable symptoms in some people.*

*Plantronics professional telephony headsets include acoustic shock protection to limit sounds at 118dB. For customers- particularly contact centers who seek additional protection from sudden loud sounds for their employees, SoundGuard Plus provides acoustic startle protection to further reduce the level of sudden loud sounds.*