

JABRA ELITE 25E

1. Summary

Strategy Analytics verified that the following claims made by Jabra for its Elite 25e headset are supported.

- *Best in class battery for wireless calls and music**
- *Unbeatable battery for wireless calls and music**
- *Industry leading battery life for wireless calls and music**

These claims are considered to be accurate as of the 21st July 2017. Details of associated disclaimers are given in Section 4.

2. Method

In July 2017, Strategy Analytics undertook a technical assessment of the battery performance of Jabra Elite 25e Bluetooth Headset compared with Skullcandy Ink'd Wireless, LG Tone Pro (HBS-780) and LG Tone Ultra (HBS-820). These are defined as the leading Bluetooth headsets under \$100.

Battery performance was benchmarked in two scenarios. 1) Music Test: This involved connecting each headset via Bluetooth to an iPhone 5c which played one song continuously (A Loop by Elektraband). 2) Speaking Test: this involved connecting each headset via Bluetooth connection to an iPhone 5c which was set-up in calling mode to partake in a call continuously. The Bluetooth headsets were fully charged. Each headset was mounted. Sound volumes on the headsets were set to maximum minus two clicks. Other than this, default settings were maintained for all headsets.

SA measured the time taken for each device to fail through battery exhaustion. Testing was conducted twice under each scenario and the average time taken to discharge the battery is reported in these results. According to the definitions given in Section 3 the claims were found to be accurate.

3. Definitions

Best in class battery / Unbeatable battery / Industry leading battery life	Longest time taken for device to fail through battery exhaustion under two scenarios (music listening and speaking).
Leading Bluetooth Headsets under \$100	Jabra Elite 25e, LG Tone Pro (HBS-780), LG Tone Ultra (HBS-820), Skullcandy Ink'd Wireless


4. Disclaimers

* Of the leading Bluetooth Headsets under \$100. Based on the results of battery performance testing of Jabra Elite 25e and Skullcandy Ink'd Wireless, LG Tone Pro (HBS-780) and LG Tone Ultra (HBS-820), being the leading Bluetooth wireless headsets below \$100. Research was conducted by Strategy Analytics between 13-21 July 2017.

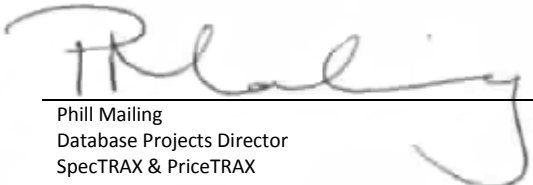
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5. Document Authorisation

Strategy Analytics confirms that on the 21st July 2017 the claims within this document for the Jabra Elite 25e headset are correct.

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