



Plantronics Explorer 300 Series

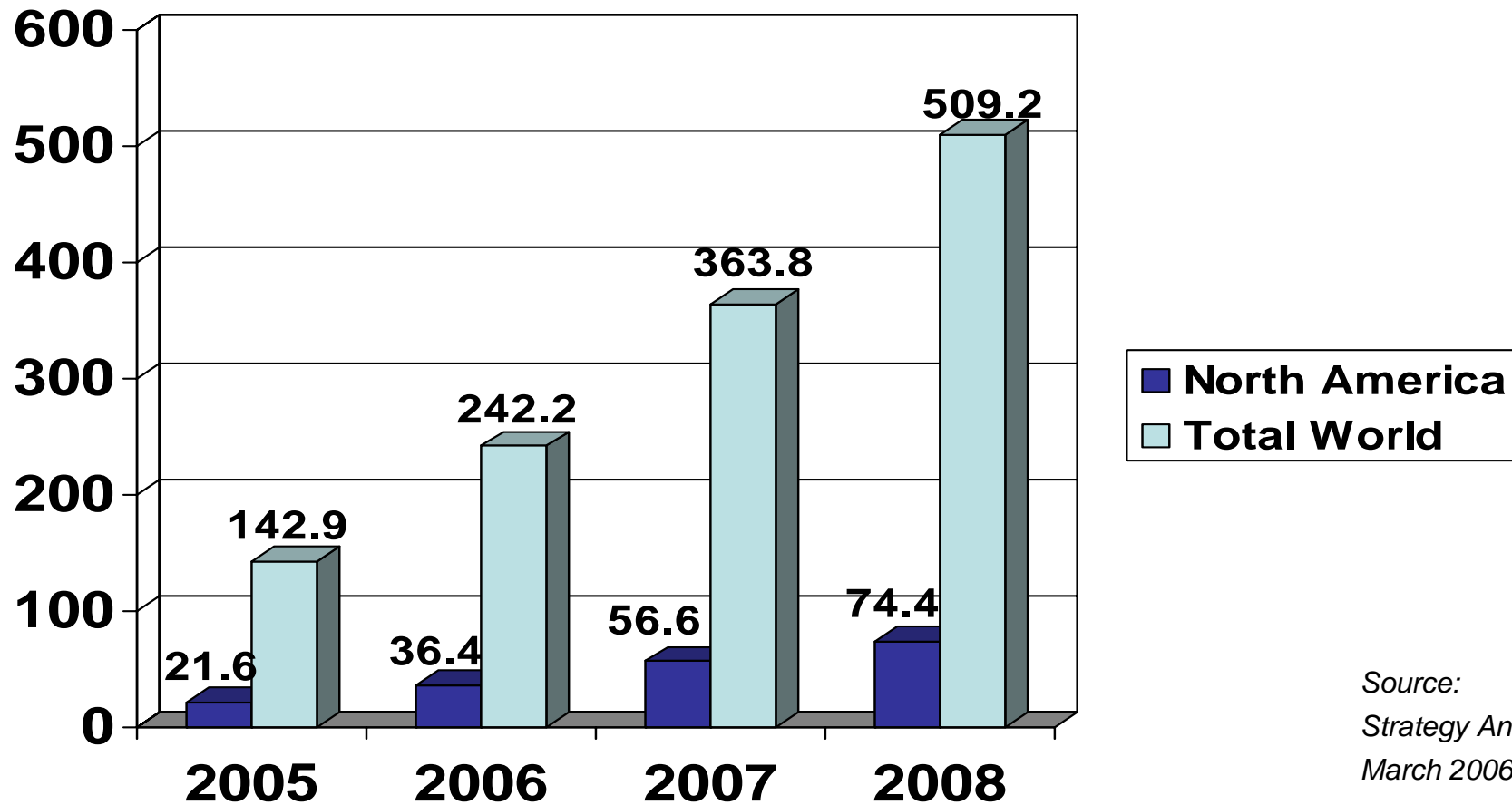
Fall 06



Bluetooth Cell Phone Opportunity



- **Bluetooth to reach 509M units by end of 2008**
- **>30% of all mobile phone sales in North America**

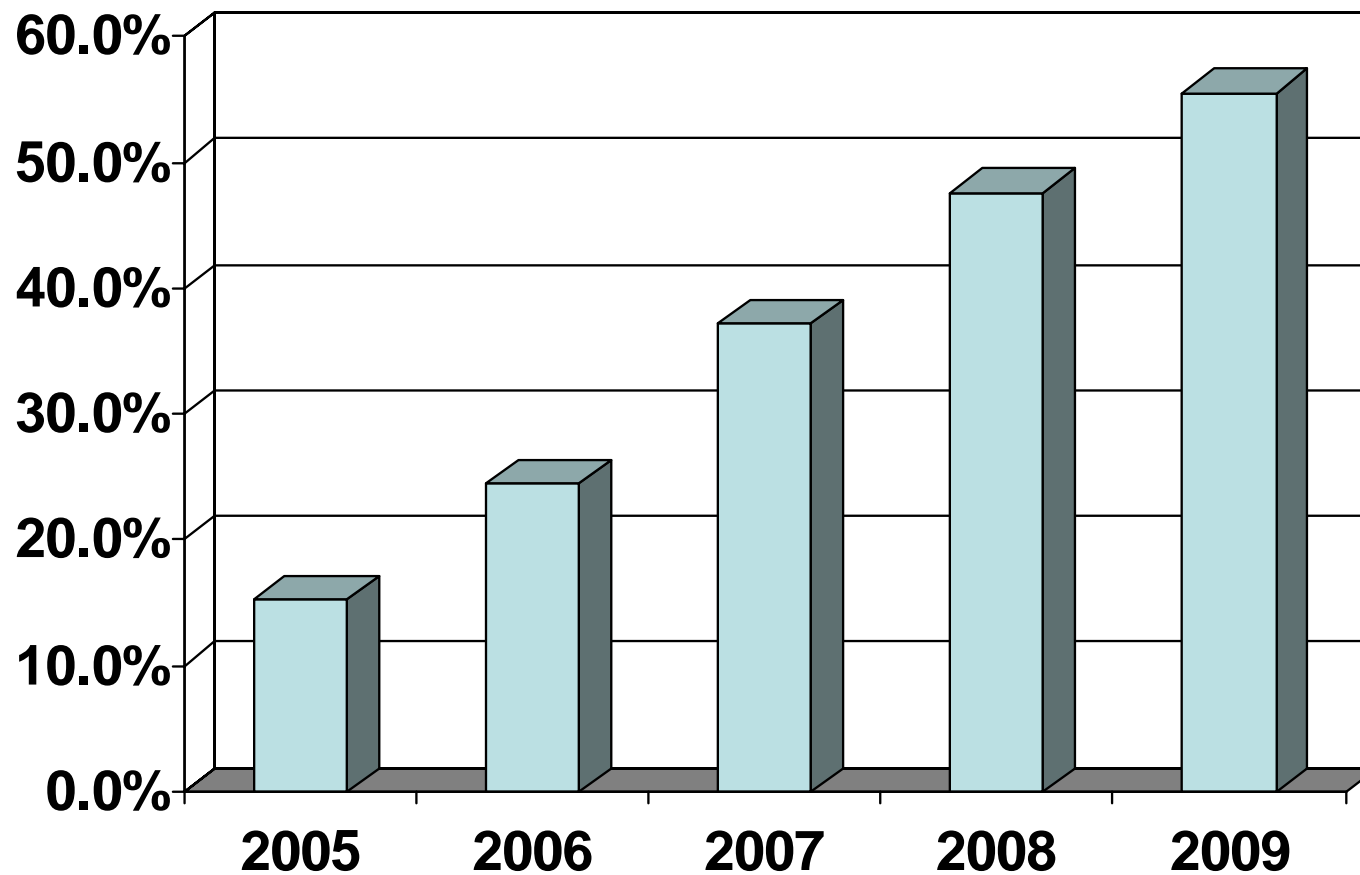


Source:
Strategy Analytics
March 2006

Bluetooth Market Opportunity



Percent of North American Phones with *Bluetooth*

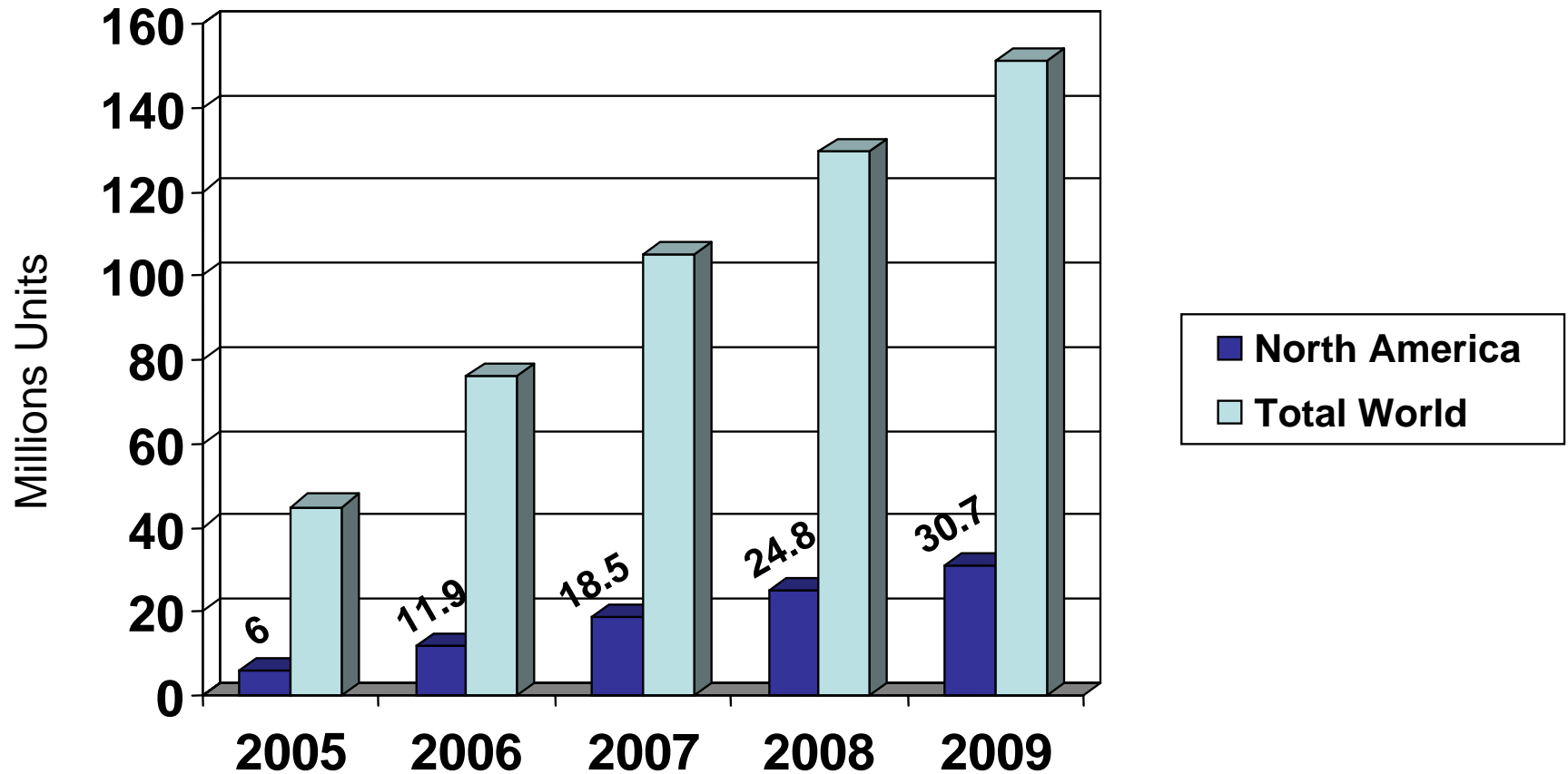


Source:
Strategy Analytics
March 2006

Bluetooth Headset Opportunity



- **Bluetooth headset sales will increase more than 50% from 2006 to 2007 in North America (includes both new headset sales and replacements).**



Source: Strategy Analytics, March 2006

Fall 2006 *Bluetooth* Portfolio



\$199.99				Pulsar 590A
\$129.99			Discovery 655	Pulsar 590E
\$99.99		Voyager 510	Discovery 640E	Pulsar 260
\$69.99	Explorer 350			
\$59.99	Explorer 330 Explorer 340			
Street Price	Personal	Professional	Style	Stereo
			Premium	

Blue indicates NEW



Explorer Overview



Explorer Series *Bluetooth Headset*

Key Attribute: Easy to use

Benefit: Access all call controls with a single button

Features: 8 hour talk time, comfortable headset fits either ear. Models available with convenient in-car charging accessories

Competitive Differentiation: Long talk time, in car charging accessories



The Explorer User

Primary mobile phone usage is for personal calls –when traveling, or as a replacement for their home phone

Desires an attractive headset, but not cutting edge design

Needs a simple solution that just works without hassle

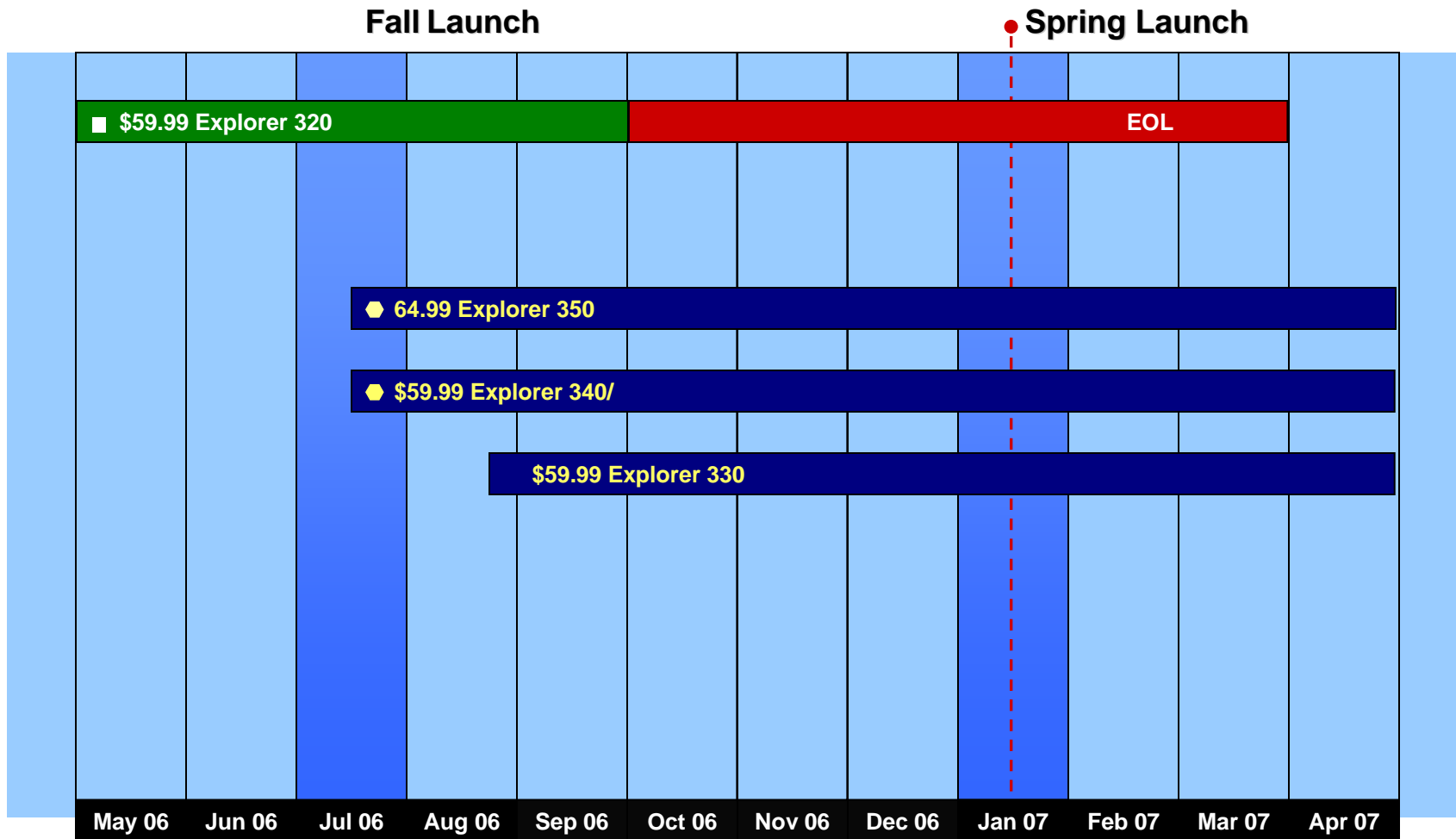


Explorer Models



	Explorer 330	Explorer 340	Explorer 350
Key Difference	Classic design	Modern design	Explorer 340 with in-car charging accessories
Talk Time	8 hours	8 hours	8 hours
Weight	17g	17g	17g
Includes	Headset, AC charger	Headset, AC charger	Headset, in-car charging cradle, in-car charger and USB charger
Available	Samples July, available August	Samples May, available July	Samples May, available July
MSRP	\$79.95	\$79.95	\$89.95

Explorer Product Transitions



Note: Prices used are Estimated Street Price (ESP)

Appendix



- *Bluetooth* Primer
- Press Quotes

- **What is *Bluetooth*?**

- :: *Bluetooth* is the name for a short-range radio frequency (RF) technology that operates at 2.4 GHz and is capable of transmitting voice and data

- **Range and Data Rates**

- :: The effective range of *Bluetooth* devices is 30 feet. *Bluetooth* transfers data at the rate of 1 Mbps; three feet and 300 feet versions are available with data rates up to 3Mbps

- **Why is it called *Bluetooth*?**

- :: The name *Bluetooth* refers to the 10th century Danish King Harald "Bluetooth" Blatand who was instrumental in unifying warring Denmark and Norway, just as the technology is designed to allow collaboration between differing industries such as the computing, mobile phone and automotive markets



- **Setting up *Bluetooth***

- :: The very first time a *Bluetooth* device is used it must be paired, or bonded, to another device
- :: Pairing is a one-time activity; once paired, *Bluetooth* devices will “recognize” each other until the user deletes the pairing information

- **Profiles and Services**

- :: *Bluetooth* devices come in all shapes and sizes; for two *Bluetooth* devices to work together, however, they must support the same “service”
- :: *Bluetooth* features, or services, are called profiles
- :: Headset (HSP) and Handsfree (HFP) are communication profiles while Advanced Audio Distribution (A2DP) is a stereo profile

- ***Bluetooth* Versions**

- :: The *Bluetooth* standard is constantly being updated for added features and functionality; the latest version is v.2.0



- **How Secure is *Bluetooth*?**

- :: *Bluetooth* employs several layers of data encryption and user authentication
- :: *Bluetooth* devices use a combination of the Personal Identification Number (PIN) and a *Bluetooth* address to identify other *Bluetooth* devices
- :: Data encryption (128-bit) can be used to further enhance security
- :: *Bluetooth* radios use a fast frequency-hopping spread spectrum (FHSS) technique, allowing only synchronized radios to access the transmitted data

- **Security Tips**

- :: *Bluetooth* devices are most vulnerable during the pairing (bonding) process
- :: Never leave your *Bluetooth* device in “visible” mode
- :: Take precautions when pairing new devices; pair only in secure locations and never accept anything from an unknown *Bluetooth* device



Press Quotes



FORTUNE

"GADGETS," August 24, 2005

"The sound quality is impressive... I'd say the Pulsar 590 is out of this world."

- Fortune, Peter Lewis



"PRODUCT REVIEW: Plantronics new Bluetooth stereo headphones," August 19, 2005

"Plantronics has done an outstanding job with these headphones, effectively streamlining the experience of sound - sans wires. ... I suddenly can't live without them [Pulsar 590]"

- Associated Press, Ron Harris

LAPTOP

"Plantronics Voyager 510: A Headset We'd Wear," August 2005
"Voyager 510 Editor's Choice Award," August 2005
"Pulsar 590 Editors' Choice Award," October 2005
"Explorer 320 Editors' Choice Award," October 2005
"Discovery 640 Honorable Mention," October 2005

"The Explorer 320 is a terrific value. It's stylish and comfortable, delivers solid quality, and lasts a very long time between charges."

"Tiny, comfortable, and versatile, the Plantronics Discovery 640 may be the perfect Bluetooth headset."

"Plantronics' Pulsar 590 can do it all."

-Laptop Magazine

"The Plantronics Discovery 640 is a well-performing Bluetooth headset that offers first-class usability."

- CNET, Kent German

Los Angeles Times

"Going Hands-free -- If You Must Talk at All," September 6, 2005

"My current favorite [headset] is the Plantronics MX500. It's lightweight, it dips comfortably under the ear (once you get the hang of it), and it delivers a sound rivaling that of a land line. ... 'Your voice sounds more human with that one,' my sister told me - the closest she has come to a compliment in years."

- Los Angeles Times, David Colker



Awards and press quotes

