



**Press Release**  
**Polaris Communications**  
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### Polaris Develops New Headset Device for Contact Centre Agents

After three years of research and development, Polaris Communications is proud to announce the release of its new Soundshield 4G™ Acoustic Safety Device; a device that has been specifically designed for Contact Centre workers, providing them with unsurpassed acoustic protection, excellent HD wideband sound quality, as well as an intuitive and user friendly touchscreen.

Following on from the success of the Soundshield 3G, Polaris decided to redesign a new Soundshield from the ground up, and take the 'Soundshield solution' into the world of wideband, VoIP and the emerging UC applications. With a heavy focus on 'the user experience', hundreds of contact centre workers were surveyed, and their work practices analysed. An all-Australian design and development team was then formed to create the new Soundshield 4G which runs Polaris' patented Sonaron™ software.

"We wanted this product to provide more than just acoustic protection," says Polaris' Managing Director, Wayne Guest. "We wanted the Soundshield 4G to connect with the actual users; with the contact centre agents who are on the phones all day and who require a device that enables them to easily and effortlessly manage their calls, as well as switch between PC and desk-phone functionality."

Most contact centres acknowledge the issue of acoustic shock, however the cause is not always understood. Headset wearers, especially those in contact centres, are at risk from hearing damage due to long term noise exposure. However, acoustic shock is specifically caused by sudden and unexpected noises, not constant loud sound. It is this full understanding of the issue that put Polaris at the forefront of acoustic protection with its original Soundshield solution, and this knowledge and understanding has been carried through into the Soundshield 4G.

In addition to its advanced functionality, a lot of effort has been put into the design of the Soundshield 4G; making it slimline and stylish to reflect the modern desktop, and taking up a minimal amount of desktop space. "This is a desktop device that is not only functional but that will take pride of place on anyone's desk!" comments Wayne Guest.

Going forward, Polaris will continue its development based on customer feedback; always striving to enhance the user experience and offer a contact centre product that will increase productivity while providing the contact centre agent with the best acoustic protection possible.

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