



## PRESS RELEASE

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### **Polaris wins Business 3000+ 'Innovation' Award and '2013 Business of the Year'**

At the Melbourne Business 3000+ Awards Ceremony held on Wednesday, 20 November 2013 at the Docklands, Polaris Communications was announced as the winner of the Business 3000+ '*Innovation*' award, as well as being bestowed the '*2013 Business of the Year*' award.

Proudly sponsored by Enterprise Melbourne, the Business 3000+ Awards is the City of Melbourne's premium awards program. Now in its 10<sup>th</sup> year, it recognises and celebrates the endeavours and achievements of small and medium sized businesses within the City of Melbourne.

Being recognised for its innovation is extremely important to Polaris; a company that prides itself on being at the forefront of headset technology.

"What we are most proud of is that we are developing high tech headset products right here in Melbourne using home-grown talent; and we are doing it better than our big international competitors! We are incredibly pleased to have been granted these awards as they are both a testament to the commitment and passion that Polaris has for technology and constant innovation. We are reaching for the stars and we encourage all Melbourne businesses to do the same!", exclaims Polaris' Managing Director and Founder, Wayne Guest.

Polaris developed the innovative Soundshield Acoustic Safety Device and Soundshield Wireless Headset. The first Soundshield was released back in 2002 to address the issue of acoustic safety in contact centres. At that time, there was an ever-growing number of acoustic shock injury reports caused by headsets and Polaris invested heavily in research so as to fully understand the problem and develop a solution. The Soundshield emerged as the only product worldwide that was able to completely eliminate the sudden and unexpected shrieks that cause acoustic shock.

Since then Polaris has re-designed the Soundshield from the ground up and in 2012 released the Soundshield 4G Acoustic Safety device which maintains the same level of acoustic protection and incorporates other unique features such as wideband sound and an intuitive touchscreen.

Shortly after, Polaris also released the Soundshield Wireless Headset which incorporates all of the features of the Soundshield 4G but in a wireless headset. The Soundshield Wireless Headset is the most acoustically safe and intuitive wireless headset in the world. Both these products are niche products aimed at the contact centre industry and have won product awards both nationally and internationally.

Polaris used the advanced technology in the Soundshield products to develop the recently released HD Wireless Headset which is allowing the company to move successfully beyond the contact centre space and into the general office market.

The '*2013 Business of the Year*' award acknowledges not just Polaris' innovativeness but the company as a whole. Polaris not only provides its customers with the very best in headset technology, but also delivers the best customer service in the industry, and that's what sets it apart from the rest. It has always been committed to achieving excellence in all areas of the business.

Congratulations to all of the other category winners, as well as the finalists – all proud Melbourne businesses!



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