



PRESS RELEASE

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Polaris awarded 2014 Australian Business Award for Product Innovation

Now in their ninth year, the Australian Business (ABA100) Awards recognise Australia's business, innovation and technology leaders.

We are proud to announce that Polaris Communications is amongst the 2014 winners of the ABA100 Product Innovation category for the development of its Soundshield Wireless Headset and Soundshield 4G Acoustic Protection device.

When Polaris decided to develop its Soundshield products, it strived to develop products that are world-class and market leading in their category; products that not only deliver the best acoustic protection possible, but that also provide headset users with a user interface which enables them to work more effectively.

Developed specifically for Contact Centres, hundreds of call centre agents were surveyed and their needs were documented. The resulting Soundshield Wireless Headset and Soundshield 4G are now widespread around Australian contact centres and are also used by some large European organisations. As well as providing the best acoustic protection of any headset in the world, the Soundshield products also offer superior functionality through their intuitive touchscreen.

"We have developed high tech headset products right here in Melbourne using home-grown talent; and we have done it better than our big international competitors!", commented Polaris' Managing Director and Founder, Wayne Guest. "We are incredibly pleased and grateful that the Australian Business Awards judges have recognised the effort and commitment that has been put into the development of the Soundshield products."

All entries into the Australian Business Awards for product innovation are assessed using the World Business Awards Framework (WBA Framework) which enables the participating organisations to be benchmarked against world class performance standards. All award recipients are acknowledged for their achievements and recognised as the elite of their industry earning a place amongst a distinguished group by having their products, projects, initiatives and achievements recognised on a prominent and far-reaching scale.

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

Polaris' ABA100 Product Innovation win is a real testament to the company's passion and dedication to high quality and excellence in every facet of its products and business.