



PRESS RELEASE

31st May 2013

Polaris' Soundshield products win Australian International Design Award

Following hot on the heels of its international iF Award, Polaris Communications is delighted to announce that its Soundshield Wireless Headset and the Soundshield 4G Acoustic Safety device were awarded an Australian International Design Award (AIDA) at the AIDA Ceremony in Sydney on 30th May 2013 (www.gooddesignaustralia.com/awards).

Run by Good Design Australia, the Australian International Design Awards is one of the oldest and most prestigious design awards in the world and recognises the best Australian design and innovation. At the AIDA ceremony in Sydney, the Soundshield products were awarded '*Best in Category*', beating 19 other finalists. This is a testament to the level of excellence that they have achieved.

Developed uniquely for contact centres, the Soundshield products are world-class and market leading and not only deliver the best acoustic protection possible, but also provide headset users with a user-friendly interface which enables them to work more effectively.

Their development was based on the feedback obtained from hundreds of contact centre agents that were surveyed. Polaris wanted to create products that were state-of-the art, with a level of usability never before seen in a headset product. Every facet of the Soundshield Wireless and Soundshield 4G is considered and purposeful, from its intuitive touchscreen to its unique software.

Polaris Communications is very proud of the awards won by the Soundshield products as they are recognition of the effort and commitment that the company has put into their development. This same level of commitment and striving for excellence is carried across all areas of the business, and is clearly demonstrated in Polaris' newly released HD Wireless Headset, which is by far the best wireless headset ever developed for the office environment.

The HD Wireless Headset provides office workers with unprecedented control and freedom over their telephone calls as well as giving headset users access to applications such as Microsoft® Lync™, Cisco® WebEx®, VoIP and other soft-phone applications.

For more information on the Soundshield 4G, Soundshield Wireless Headset or HD Wireless Headset, visit www.polaris.com.au.

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www.polaris.com.au