



Polaris Wins Court Case Against Plantronics

On the 30th September 2009, the Federal Court of Australia ruled that by publishing a report that was inaccurate and which misrepresented Polaris' Soundshield Acoustic Safety device, Plantronics and Dynamic Hearing had engaged in conduct that was deceptive and misleading. The appeal last year was also unsuccessful.

Polaris Communications is Australia's leading supplier of telecommunications products to the Contact Centre industry. It specialises in supplying high-quality corded and wireless headsets, as well as a digital Acoustic Shock Protection device called the Soundshield that it created locally in Australia.

The Soundshield has been very successful and is now providing Acoustic Protection for well over 100,000 Contact Centre workers in Australia. Most notably, Telstra has been equipping its Contact Centres with the Soundshield for many years and has almost completely eliminated Acoustic Shock injury in its workplace.

Several years ago, and with the aid of its software developers, Dynamic Hearing, Plantronics published and promoted what Polaris believed to be a fundamentally inaccurate report that unfavourably compared the Soundshield to a soon to be released competing Plantronics device. The report was highly critical of the Soundshield Acoustic Safety device. Polaris was, and remains convinced that this was an unfair attack on the credibility of the Soundshield and the company. Despite massive legal costs, it undertook to defend its credibility and its product by way of the due legal process.

An order was entered by the Federal Court of Australia in September of 2010 and can be viewed on the Federal Court website www.austlii.edu.au

Polaris is extremely proud of what it has achieved with its Soundshield product. In 2011 it will be launching more new and exciting products which it believes will be of better quality and offer substantially better value than its competitors.

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