

# PRESS RELEASE



product  
design award

2013

## Polaris' Contact Centre Soundshield products win prestigious iF Award

Polaris is delighted to announce that two of its products, the Soundshield 4G Acoustic Safety device and the recently released Soundshield Wireless Headset, have been honoured with individual iF product design awards for 2013.

For 60 years, the iF design awards have been an internationally recognised label for award-winning design in the three disciplines of product, communication and packaging design. The iF brand is a seal of quality and has become a symbol for outstanding design achievement.

When Polaris decided to develop the new Soundshield, it strived to develop a product that was world-class and market leading in its category; a product that not only delivered the best acoustic protection possible, but that also provided headset users with a user interface which enabled them to work more effectively. Hundreds of contact centre agents were surveyed and their needs were documented. The result was the Soundshield 4G, a stylish plug and play acoustic safety device that features HD wideband sound and a large, intuitive touchscreen that provides users with all of the essential call controls at their fingertips.

The Soundshield Wireless Headset followed naturally and is the first wireless headset to be uniquely designed for contact centres. Modelled on the Soundshield 4G and including all of its features, Polaris turned its attention to user comfort. Keeping in mind that contact centre users wear a headset virtually all day long, it designed a lightweight headset piece that achieves maximum comfort. Polaris also added features such as a long talk time (the longest of any wireless headset), easy one touch pairing and side-by-side remote supervisor coaching and training, making the Soundshield Wireless the most comprehensive and acoustically safe headset in the world.

The iF awards is recognition of the effort and commitment Polaris has put into developing these world-leading contact centre products. Over the past three and a half years more than 50,000 man hours have been dedicated to achieving excellence in every facet of their design. Proudly developed and designed in Australia, the Soundshield 4G and Soundshield Wireless Headset stand beside other iF product design winners from companies such as Samsung, Sony and Apple.

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