



## PRESS RELEASE

**Polaris Communications**  
**14 August 2015**

### Logitech Business Products – now distributed in Australia by Polaris Communications

Polaris Communications is excited to announce that it is now partnering with global IT company Logitech, and has added the Logitech business products to its portfolio. This includes Logitech's Video Conferencing units, Webcams and USB Headsets.

Logitech is known for its high quality peripherals such as mice, keyboards, PC speakers, remote controls and headphones. Its devices are distributed in more than 100 countries worldwide through retail channels or via strategic partnerships with top-tier PC manufacturers.

More recently, Logitech has expanded into the Unified Communications (UC) space with its new range of business products which includes Video Conferencing solutions, as well as UC ready Headsets; all aimed at helping meet the demands of businesses.

While Polaris, Australia's leading headset manufacturer for over 34 years, still offers traditional headset solutions to businesses and contact centres, the company has gradually been shifting its focus to UC peripherals suitable for organisations using UC applications such as Skype™ for Business / Lync®, Cisco®, Avaya, ShoreTel®, Mitel® and other VoIP / Softphone applications.

Polaris' latest range of headsets is UC compatible and enables HD quality softphone communication. The Logitech business products complement Polaris' latest headsets perfectly, and take the company from the audio communication space into the world of video collaboration.

For a long time there has been a gap in the video conferencing market which the Logitech business products fill beautifully. Video conferencing solutions for businesses have traditionally been incredibly expensive and therefore unattainable for the smaller to medium-sized companies. The Logitech products are portable, versatile and very affordable, while providing a communication experience equal to that of its more expensive counterparts.

They combine enterprise-quality audio and HD 1080p video with breakthrough affordability to bring video conferencing to the masses. From open workspaces to private offices to conference rooms – now any space can be a video-enabled collaboration space.

Partnering with Logitech means that Polaris now has more flexibility in the type of communication solutions it offers its customers, and definitely positions the company as one of the major players in the UC peripherals space.

We encourage you to visit [www.polaris.com.au](http://www.polaris.com.au) for more information or contact Polaris on **1800 626 505 | [sales@polaris.com.au](mailto:sales@polaris.com.au)**