



Press Release
Polaris Communications
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Polaris Releases its UC Range of Headsets

Continuing on with its development of high quality headsets for businesses and contact centres, Polaris Communications has just released its Unified Communications (UC) range of headsets suitable for work environments that have moved over to softphone.

The new UC headset range consists of the Soundpro Touch Wireless Headset, Soundpro USB Headsets and Soundpro Bluetooth Headset; all compatible with applications such as Microsoft® Lync®, Skype™, Cisco® WebEx®, Cisco® Jabber®, Avaya, ShoreTel®, Mitel® and other VoIP / Softphone applications.

Polaris has long been Australia's leading headset supplier; especially in the contact centre space where it is renowned as being at the forefront of acoustic safety for headset users; an important factor for call centres when choosing headsets for their staff.

Up until now, the company's products have mostly been used alongside traditional desk-phones, and while its wireless headsets have been compatible with softphone applications, the new Soundpro range of UC optimised products positions Polaris as a major player in this space.

"The UC market is still in its infancy in Australia but growing at an incredible rate", comments Polaris' Product Manager, Simon Shanks. "More and more companies are moving over to softphone because it is a far more cost effective and portable communication solution, and offers many enhancements over traditional telephony communication."

Applications such as Microsoft's Skype for Business, or Cisco's Jabber are wonderful in enabling people to communicate affordably and effectively in a variety of ways, from a variety of devices from wherever in the world. That's the beauty of Unified Communications. However, when it comes to softphone calls or video conferencing, your UC application is only as good as the headset you use. If you use an inferior headset then you will have an inferior communication experience."

Polaris' new Soundpro range of headsets is UC optimised and designed to provide the user with the best UC experience possible.

The new headsets cater for office workers, contact centre workers and those workers that are constantly on the go, such as sales executives. They are all high quality, robust headsets with excellent voice enhanced sound quality. Most importantly, they are comprehensively supported by Polaris' in-house customer service team that is a free of charge service extended to all Polaris customers that they can utilise at any time for the life of their headset.

This push into the UC space is just the beginning. Going forward, Polaris will continue its product development based on customer feedback and emerging technology trends; always striving to enhance the user experience and achieve a level of excellence that its products and customers deserve.

We encourage you to visit www.polaris.com.au for more information or call **1800 26 505**.