

JABRA PANACAST 50

1. Summary

Strategy Analytics verified that the following claims made by Jabra for the Panacast 50 Intelligent Video Bar are supported:

- THE FIRST NEW-NORMAL-READY INTELLIGENT VIDEO SOUNDBAR*
- THE FIRST VIDEO SOUNDBAR WITH AI SOCIAL DISTANCING*

The claims are considered accurate as of the 15th June 2021. Strategy Analytics did not identify another video soundbar which provided onscreen analytics of room population density. Details of the associated disclaimers are given in Section 5 & 6.

2. Method

Strategy Analytics has undertaken extensive independent research into Jabra’s claim for the Panacast 50 video soundbar. The claims (with the associated disclaimer) have been checked against a custom list of products compiled by Strategy Analytics. The marketing claim based on device specification (AI implementation) was verified by comparing Jabra’s product against competitor devices from 11 brands. Jabra provided Strategy Analytics with a list of its main competitors. This list was used to compile the product portfolios of Jabra’s competitors, additional manufacturer products were added where Strategy Analytics determined the devices were relevant to the claim verification process. A standardised dataset was prepared using public domain materials from manufacturers (i.e. product manuals) and trusted third parties sources (such as online retailers) to allow direct specification/hardware comparisons of Jabra’s product against the competitive set (video soundbars, definition given in Section 3) available in the retail market (the “Market”) at the time of verification.

To verify the claim for “First new-normal ready intelligent video soundbar” Strategy Analytics considered video-soundbars designed for meeting room use and applied the definition of “new-normal-ready” to determine if the Panacast 50 is the first product of this type to be announced. Strategy Analytics considered current features of each video soundbar system. Future software updates may release this feature to other competing products.

The claim was considered accurate as the Jabra Panacast 50 was found to be the only video soundbar that provided onscreen meeting room analytics and alerts in relation to room usage including person count and maximum room capacity currently on the Market.

The claim detailed in Section 1 was substantiated against specifications from all announced or available video soundbars. According to the definitions given in Section 3 the claim was found to be accurate.

3. Definitions

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|----------------|---|
| Video Soundbar | Video camera(s), speaker(s) and microphone(s) contained within in a single form factor. These products are often optimised for meeting room use and include features such as camera pan tilt zoom, noise cancellation and speaker identification. |
| “New Normal” | Behavioural and social changes required for safe working during the COVID-19 pandemic (to limit transmission). The main features are social distancing and/or hybrid working. |

4. Specific Exclusion Criteria

Strategy Analytics' research included video soundbar specifications for officially announced products as detailed by the manufacturer. Rumoured devices or in-development features were not included due to the high incidence of inaccuracy/inconsistency.

5. Disclaimers

*Panacast 50 features AI in-room safety analytics to facilitate social distancing. Verified by Strategy Analytics against public domain materials from 11 video soundbar brands. Correct as of the 15th June 2021

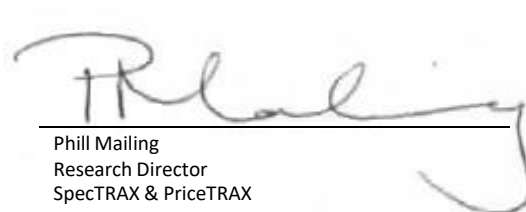
6. Short Disclaimers

*Verified by Strategy Analytics' SpecTRAX Service. Correct as of the 15th June 2021.

7. Document Authorisation

Strategy Analytics confirms that on the 15th June 2021 the claims within this document for Jabra's Panacast 50 video soundbar are correct.

Authorized by:



Phill Mailing
Research Director
SpecTRAX & PriceTRAX

Date: 15/06/2021