

# The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

## "Secret" Agent 310's Anecdote

"This is agent 310. I work at a standard call center of about 200 employees. Going to work, trying to catch that 9am deadline with only three elevators to line up for, the lines sure seem as long as Nathan Road. As usual swiping my name card into the clocking machine a minute before the hour hand strikes 9 can already be the day's first challenge.

Finally, I've made it to my desk, settled down and ready to start my job. I turn on the computer, reach for my mouse and have my pen and paper ready, as if a pilot entering his fighter-jet making sure all weapons and controls are functioning. Each morning, this routine is my sanctuary, a place where I can have a little moment of inner peace before I enter battle!

For a pilot the most important equipment is his helmet, the only communication tool he has with his team. Equivalently the headset of a call center agent, secret or not, is just as important. Lucky for me, we have just upgraded all our headsets to Accutone Series 310 MK-II headset. An evolution from the previous 310 series, the MK II is known for its versatility and acoustic performance. Lightweight, elegantly-designed and highly-durable are the first things that come to mind when I have it on. Switching between standard telephone connecting cable to USB connection is a breeze, easier than putting on my seatbelt.

6 o'clock signals the end of my day in battle. On my way out the door, I hear my coworkers laughing, why I ask... Then I realized I still have my 310 MK-II headset on!! I guess it's really light and comfortable eh?"



(Credits: Robbert Noordzij)

## Guānggùn Jié

### The Single's Day 光棍節

As we all know the biggest spending season in Europe is Christmas and there's Thanksgiving Black Friday for the US, but what about for China?

It used to be the Chinese/Lunar new year, but since 11th November 2009, a group of male single students from Nanjing University decided to set a date to celebrate "being single". There is a lot of saying why they have chosen 11th Nov in particular; but if you look at it in DDMM formation, it's 1111. "1" resembles an individual that is single.

At first it has nothing to do with spending, just a small group of single male students gathered and had a party, that's why it is also known as "Bachelors' Day," but shortly after that things went viral, and everyone flooded the internet with sales promotions. Especially in year 2011, this date having six "1" instead of four, marked as "Single's Day of the Century".

The word Guang (光) in Chinese also have multiple meanings, just like many other words. One of them is "Sold Out". Biggest online business platform in China - Taobao of Alibaba saw the opportunity to help its members to clear off their stock by offering Single's day discount and giving away free coupons. Many online stores followed, some of them even offer discount of up to 90% off, during Single's day everybody just treasure hunt now, including females and the non-singles.

It turns out to be a great success, this festival has gradually become one of the largest online shopping days in the world! With sales in Alibaba's sites Tmall and Taobao at US\$5.8 billion in 2013, US\$9.3 billion in 2014, and a record-breaking US\$14.3 billion in 2015! Unlike traditional festivals, no one knows how much longer this "virtual festival" is going to last, one thing for sure is - never underestimate the power of the internet, and marketing!

Marketing Activities

# AUTUMN ELECTRONICS



(HK) The 35<sup>th</sup> HKTDC HK Electronics Fair (Autumn Edition) and the 19th electronic-Asia, which together form the world's largest electronics marketplace, concluded last month. The fair attracted a record total of 96,000 visitors from about 150 countries and regions.

The number of visitors visited Accutone's booth this year also made a record, with over 500 visitors came in 4 days, 50/50 split between CC&O and audio products. 50% came from Asia, 25% from North and South America, 20% from Europe and 5% from the rest of the world.

Visitors for CC&O products were drawn by the new 710MKII telephone headset, the

headset comes with a "shifted-axis" design for comfort and durability, the "Single Chamber" design excels the headset noise cancelling abilities. Sharad Jaiprakash, Managing Director of Accutone APAC from India, said the new 710MKII headset was stylish and trendy, it balanced between ergonomic and durability, he said "it is a KILLER product, a perfect solution that fulfills different market requirements, it is the ultimate headset for telecommunication professionals across market segments". Positive buyers and end users love the new design and even want to place their pre-orders for 2016 March shipments!

The Cube Bluetooth audio amplifier was

another highlight at Accutone's booth. The Cube turns any old speaker at home that we hardly ever use again into a portable Bluetooth speaker, the environmental-friendly concept is very well-received by buyers.

Visitors were not only attracted by the products demonstrated at Accutone's booth, Accutone was the first exhibitor using hologram to showcase product, it displayed a fully three-dimensional image of the newest Humma MKII gaming headset, which is seen without the aid of special glasses or other intermediate optics. The holographic object demonstrated the Humma MKII key features with a 3D video. The hologram showcase drove a lot of interests for the audio product. - See more here: ([biz.accutone.com/blog.html](http://biz.accutone.com/blog.html))

The Autumn show was a great success to Accutone, "we've already established contacts with 25 potential customers from different places such as Australia, France, Chinese mainland and US. The response was even better than last year" said Ada Lee, Marketing Director of Accutone.



Headphones and earbuds are basically loudspeakers, only a lot smaller. The key element in both are the drivers. There are two main types of drivers in making earbuds and headphones, balanced armature driver (BA) and Dynamic driver.

BA applications are usually used in professional sectors, such as radio studios, hearing aids and in military applications. Also you would find them in-ear monitors (IEMs), used by audio engineers and musicians as well as audiophiles.

Dynamic driver on the other hand, because of its lower price point, they are widely used in regular headphones, earbuds and also in-ear monitors. Especially used by bassists and drummers thanks to its superior bass response.

There are pros and cons for dynamic and BA drivers. Dynamic drivers are less expensive, and it covers the entire frequency range. However, when it is tuned

Product Knowledge

## DYNAMIC | BA | HYBRID

### The Pros and Cons for Loudspeaker Driver Types

to deliver say low frequency (heavy bass), mid and high frequency will be sacrificed. Same goes to Mid and High frequency, one goes up, other two goes down.

BA drivers are expensive and usually offers limited frequency range, with weakness in bass and strength in trebles and clarity. To cover full range, multiple (up to 4) BA drivers are often required for performance.

Depending on what kind of music user listens to, dynamic or BA driver each has its strengths. But users might have different tastes of music too, sometimes classical, sometimes R&B and sometimes Pop, it can be annoying to have to switch between headphones/earbuds for listening to different types of music, right?

By combining dynamic and BA drivers, called Hybrid-design, it is now possible to have full range coverage without having to sacrifice any of the low, mid and high frequencies, and best of all it will not cost you a fortune.

For hybrid design, both drivers work together. BA is responsible for mid/high frequencies, such as the vocal part of a song and musical instruments like piano, violin and harp. Yet, when the percussion and bass kick in, the dynamic driver will shift into high gear, much like driving a car at 3000rpm and all of a sudden the turbo wakes up and roars its way in, Hybrid earphones does exactly that! Pretty interesting huh?

Music lovers can now enjoy different types of music with just one pair of earphones!

Culture & Business

# THE AMERICAN THANKSGIVING

The Thanksgiving Day holiday celebrated in the United States, is on the fourth Thursday in November. Thanksgiving was founded as a religious observance for all the members of the community to give thanks to God and the generosity of Native American.

Thanksgiving was first observed in 1621 and continues to be an American tradition today. The festive holiday means many things to different people but for most, it is celebrated with festive meals, parades, football, family and friends, and, of course, turkey.

For many, it's also about spending time together, catching up and enjoying one another's company. The holiday is a reminder to give thanks for the good things, people and providential events in our lives.

In America, the day after Thanksgiving is characterized by heavy shopping, encouraged by several enticing deals and



(Credits: Tim Sackton)

discounts offered by retailers.

Stores typically open early on Friday morning and people line up at night to be the first ones through the door when stores open so that they get the choicest "doorbuster" deals. The day is called "Black Friday" because traditionally that is the day when retail stores go from red to black (turn a profit) for the year.

Recently, we've seen further commercialization of this holiday, with the Monday after Thanksgiving being called "Cyber Monday" because of the heavy online shopping people do on that day.

Nevertheless, despite all the different celebrations rituals, the day is to remind us to appreciate what we have and cherish the times with our love ones.

New Trends

# NOT JUST A GAME

Hey Gamers! Can you imagine playing a video game with your teammates and against your enemies on a big stage for true glory? I know you can, because I am a gamer too, and that is what E-sports are all about.

E-sports or "Electronic Sports" is used as a general term to describe the play of video games competitively. Most commonly E-Sports take the form of organized multi-player video game competitions. Professional E-Sports is growing exponentially, as you can see many professional E-sports organizations in many countries, such as US, Europe, South Korea, Taiwan, and

Hong Kong, with a fully developed ranking system in place.

Currently, many tournaments such as the League of Legends World Championship, or the Battle.net World Championship Series offer prize money and attractive salaries to participants.

In 2015, South Korea's "SK Telecom T1" won the LoL World Championship, and claimed a cool US\$1 million in prize. Tournaments are often broadcasted live with running commentary by professional commentators via Twitch or YouTube live.

Professional gaming is not easy, you need skills and practice. Teamwork is also important, but so is your gaming equipment, much like a soldier with his gun and ammo. You can't win if not properly equipped. "What is a workman without his tools" right? Meanwhile, check out the Gaming Headset - Humma Pro II from Accutone, and suit up.



(Credits: artubr)

**WIN!!**  
**Free Pisces Band Accutone T-Shirt**

**1**  
**Like our Facebook Page and TAG 5 of your friends to immediately win a T-shirt.**

**2**  
**Tag More to Win More Top 10 players with Most TAGS enter lucky draw for Pisces Band US\$199 Value**



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