

The Accutone Gazette

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UB202 | Back to Basics

As a fresh graduate seeking his first job, I decided to list out my preferences such as having a decent salary, reasonable workload and the flexibility to occasionally not work on weekdays. Naturally, my de-facto decision is to work in the call center industry. Till this day, I'm still working as a customer representative in a credit card company.

Although this job satisfies my initial aspirations, dealing with stressed out customers and attending graveyard shifts is also a requirement. Luckily, I have my ol' trusty headset, Accutone's **UB202**.

It's nothing fancy since this is the entry-level model. Yet it never fails to impress me in how it gets the job done with its plug-and-play USB connector. In addition, the durable, lightweight design helps reduce the stress accompanying hours of usage. Having stereo sound and the option to listen to music whilst handling inquiries is truly a sweet bonus!

Although being a call center agent is not glamorous, yet this job has ultimately taught me one thing. A little positivity does go a long way! As Winston Churchill say "Attitude is a little thing that makes a big difference!"



Trending Topic

Pokémon No?!

They are called "Pokémon Zombies"; yes, those hundreds of people you see in your neighborhood park in the middle of the night with a bluish glow on their faces are all part of a latest worldwide trend generated by an AR (Augmented Reality) game.

Unless you have lived under a rock for the past 3 months, you have probably seen some-one played this game, or you yourself have tried this simple and repetitive ball-throwing game, the latest iteration of a two-decade old game-cartoon franchise known as Pokémon.

Much has been said about the danger of playing this immersive game. Reports on the news of traffic accidents and crimes as a result of gamers playing this game in the real world, disregarding their personal safety for the sake of the game.

Of course, there are two sides to every story. We've also heard about the benefits of the game, in bringing people together. Parents and children finding a common topic, spending time doing something together. It is also successful in getting young gamers out of the house and finally doing some exercise for a change.

But why is Pokémon Go so successful, you ask?

Is it because the game is a GPS-based game with Augmented Reality, blurring the game's content with reality, which gets gamers hooked?

But Pokémon Go is not the first game to use these technologies, it's not even the first game from Niantic to do so. Pokémon Go shares many ideas and systems from a previous Niantic game called Ingress.

Perhaps it's because the age group which grew up with Pokémon are now the most influential age-group on the internet?

But again, we've seen such a diversify fan base for this game, from pre-teens up to grand-parents.

I believe it's the social element of the game. Most games are played alone, even multi-player games are played online or at online café. Yet, Pokémon Go forces players to go outside and interact with fellow gamers. Sharing information about the location of a rare monster, complaining about missing a catch is what makes it fun.

Channel News

HONDURAS

The Accutone Honduras team ran an extensive marketing campaign to introduce their audio headphones products in the most reputable electronics chains in Honduras: Jetstereo.

Jetstereo is a renowned retail chain established 50 years ago, the chain is reputable in the country for its representation of the best quality brands, they own 25 retail stores throughout Honduras.



Accutone audio products are offered exclusively in Jetstereo stores from June to September. The launch is a milestone of Accutone, this stretches the brand presence from business products (B2B) to consumer retail market (B2C) in Central America!

“The products are very well received by the visitors” said Claudia P, head of Sales in Honduras. According to Claudia, Accutone will shortly run another marketing campaign on digital and radio.



HONGKONG

The Accutone Hong Kong team exhibited at the **2016 Hong Kong High-End Audio Visual Show** for the first time, the show presented world class audio visual equipment to the public. The Show showcased to visitors LP systems, high end digital audio playback systems, world-renowned Dolby Atmos and Auro 3D multi-channel Theatre system, glass CDs – the finest software carriers, UHQCD, UPMCD, MQS and rare original LPs, making the show most pioneering.



During the 3-day exhibition, Accutone presented their full range audio products, including their newest flagship model, Pisces Hybrid BA in-ear headset to the visitors.

The show was an extraordinary success to Accutone, visitors flooded into their booth buying headsets and headphones at the spot. The “explosion buying” led to good business opportunities to the company as some renowned retail stores and online platforms want to partner with Accutone reselling their products offline and online.



As Accutone's flagship product, the **Pisces BA** is generating a lot of buzz. Audiophiles and product reviewers are amazed by its audio performance, but cannot figure out how this BA headphone can beat most competitive product twice its price. The Audio Insider is here to reveal their secret.

Audio Insider

WHY HYBRID?

First, let's decode the name Hybrid BA. Actually, BA stands for Balanced Armature. As some of you may have already known, BA driver is expensive and only specializes on limited frequency range.

To cover full range, multiple BA drivers are often required for higher performance. Since BA drivers are not originally designed for listening to music, to compensate for their limited range, sometimes it can take up to three or four BA drivers to complete the sound spectrum. This is why a decent quadruple BA-driver headphone will easily set you back USD400 to USD500.

But money aside, more and more experts are saying BA speaker “feels” artificial, lacks genuine bass sound. So, what's the secret?

You hear it here first, from the Audio Insider; the secret is this: **Hybrid BA design.**

By combining dynamic and BA drivers, the Hybrid design allows full range coverage without sacrificing any of the low, mid and high frequencies. Best of all, it will not cost you a fortune. In hybrid design, both drivers work together: BA driver is responsible for mid and high frequencies, such as the vocal part of a song or musical instruments like strings. Yet, when the percussion kicks 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!

Interesting right? Check out The Audio Insider next month for more product secrets.

Technology

Virtual Reality Redefines Olympics

Virtual Reality Headset created a trend in visualization training in the top ranks of elite Olympic athletes like Gwen Jorgensen. In the near future, we can expect the VR technology will take a major role in the road to champions and medals, no matter it is a good thing or not.

As the US's first ever winner in triathlon gold, who is relatively new to cycling and only finished 38th in London Olympic in 2012, Gwen Jorgensen's secret training tool isn't her \$10,000 road bike, but is her mind. "I use mental visualization to prepare for races," says Jorgensen. So Jorgensen spent this summer concentrating, via virtual reality, on the muddy streets of Rio's neighborhood.

Rio is well known as a very tough bike course, but with visualization training, she can drive the entire bike course months before Olympic starts and capture it in 360 degrees. Even more, she can replay the entire bike route, or some short clips of isolated sections that she can study in

detail. In other words, she can drive the bike course as many times as she wants before she comes to Rio, which something not every player can do. However, learning the bike course perfectly is not the only benefit of visualization training.

From visualization training, Jorgensen also gains muscle-memory knowledge. By having muscle-memory knowledge, Jorgensen can game out her responses from her challengers by experiencing anything that could potentially happen on race day with having the least risk from getting injured.

It also helps her to build confidence and make calm judgments, since she can figure things out with the VR headset, such as look through coming corners, then she can decide when to hammer down or lay back a bit. It just sounds like she has been racing on the Rio Bike course for a thousand times.

We can foresee Olympic athletes who have

hungered to be champions for years, will be thinking of getting the same set of VR gear for their visualization training, which might be that shortcut on the road to gold medals.

But remember, the purpose of the Olympic games is to promote unity within the international community through fair-play and sportsmanship. Yet, when considering the application of cutting-edge technology in future Olympics, the question on having such advantages affect fairness amongst athletes becomes unavoidable.

Product Concepts

TRUE WIRELESS



In the revolution of wearable tech, one thing people always keep asking for is "We want the wires gone." The motivation is that we want new smart-tech devices to be smaller and pocketable. As one of the main field in wearable tech, true wireless earphones have finally hit the market this year with lots of discussion and sales. But are they the devices we dreamed of?

I am excited for the shiny **Dash** from *Bragi* and the **Gear IconX** from *Samsung*. They are the childhood comics and sci-fi anime dreams come true for me and many others. However in nowadays, true wireless headphones are still in their infancy, but they are likely to grow up fast, especially if smartphone makers save space by taking out traditional headphone jacks.

As we shall find out in a week's time, if rumors are true, Apple's iPhone 7 series will have removed the headphone jack completely; so have the thinnest Android phone ever build, Motorola's Moto Z. When batteries become even longer lasting and wireless transmission becomes better and more reliable, it's not difficult to imagine true-wireless earbuds becoming the trend.

Kickstarter Monthly

LIFT | Anti-Gravity



Last time we showed you how to charge many devices at the same time without wires. What if I tell you, you can charge your smart-watch without wires, while it suspends in thin air?! Pretty cool eh?

Introducing **Lift** by Levitation Works, the only smart-watch charger that levitates in mid air while it charges. It is not just a charger, it is a home and office adornment. It will also transform into a smart lamp when it is not charging your watch.

This product is inspired by Nikola Tesla's

idea of wireless transmission of electrical energy. The induction pad on the base unit can also charge any smart phone wirelessly.

Here's how **Lift** works. Using magnetic levitation, the main charging unit floats in mid air via magnetic push. Place your Apple Watch or Pebble over the charging unit and let it float in the center of the base unit.

While this may not be the first wireless charger for smartphones or even smart-watches, Lift is an awesome product, from both technological and aesthetic angles. It is something we only see in sci-fi movies, conducting electrical power thru thin air will surely make Tesla proud.

Lift comes in two sizes and various accessories. Standard version and a Pro version for charging your iPhone alongside the levitating watch-charger. Other accessory includes the Orb, which replaces the watch charger and levitates as a lamp. Lift will be available on Kick-starter for USD149.