

The Accutone Gazette

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WL99 - The Lazy Choice

Nowadays everyone is so health cautious, either watching over their diet strictly, balancing work and fun equally or hitting the gym exercising whenever they are free.

For me, the secret (yet lazy) call centre agent, I totally object those ideas. I mean technology nowadays is so upbeat that I am sure in future years we can totally control our weight with a push of a button. As lazy as a pig, I am sure someone will invent something for me because I am certain I am not the only lazy one out there.

How would I know you may ask, well just the other day my co-worker brought me a WL99 Wireless Handset Lifter to pair with my new DW1 Wireless Headset.

What's that you ask, well it allows me to keep my hands free to do whatever I want when an incoming call is calling.

With a push of a button or a lift of my DW1 headset, it automatically lifts the telephone's arm and picks up the call for me. It is as if I have my own personal butler waiting beside me and saying "sir, your call is ready". It even has a LED indicator to show if there are any connection problems with my headset. How convenient is that!



Exhibitions

SPRING FAIR

You can really feel it. This year's HKEF Spring Fair saw a definite resurgence in terms of numbers and quality of buyers. With more than 93,000 buyers in attendance, S.E. Asian and American were amongst the biggest growth in terms of regional visitors.

Accutone changed its booth layout design to reflect their expanding product range. Separated by color design, the booth was partitioned into 5 sections. On top of the previous call center headset and audio headphone ranges, gaming headset, bluetooth and Wi-Fi audio products all have their own sub-booth to showcase demo and detail product information.

For the business headset range, Accutone finally launched the 910 headset, previously known as the 710MK-II. It was the key highlight of the show, as most visitors were amazed at its comfort and attractive design.

Audio headphones have the most new products, suggesting the brand's success in the consumer market. Flagship product in terms of supreme audio quality is the

Pisces BA, a hybrid design using Knowles balanced-armature driver and a dynamic woofer for bass.

Pavo is another dual-driver headphone launched during the show. Instead of BA speaker, it uses two dynamic drivers, and is an excellent balance between price and audio quality.

Humma Pro MK-II saw some redesigning, which made the InGameSync LED-indicator even brighter. Showcased as a perfect accessory for PS4 and PC, this gaming headset drew numerous buyer interests.

Perhaps most interesting of all, is an entirely new line-up of Wi-Fi Audio products. From the Alien-Red speaker to AirBulb, WiFi-Cube and Humma Wi-Fi, all products can be connected to the same audio source at the same time, making it a perfect sound system for AirPlay, DLNA or Google Cast.

There were more than a dozen new products launched by Accutone at the HKEF, so contact your account servicing support **now** to learn more.

World News

OLYMPICS OR NO-LYMPICS, RIO



(Credits: Adi Prabowo)

Modern Olympics began in 1896, the first Olympic game was hosted in Athens, Greece. Television was not invented until around 1927, so back in the days, there were two ways of receiving the Olympic news and results, which were radio and newspaper.

Technology has evolved in the past 120 years, although radio and newspaper has survived the wheel of time, most people would get first hand news and results from their 4K TV, smart phones and the internet.

In recent years, almost one year before the Olympic opening ceremony, media like TV and news papers would be flooded with Olympic news and sponsor advertisement.

What about this coming Olympics?

This summer the Games will be held in Rio de Janeiro, Brazil, and it is only four months away, surprisingly not many people including the press seems to be talking about it. Even if they were, most of them were bad news.

First, why would Brazil want to host the Olympic game in the first place? It is known that hosting the Olympics is a financially risky proposition, few countries nearly went bankrupt for hosting it, but there are two sides to every coin. Olympic is also a huge business opportunity, but to get their hands on the millions of tourist's wallet, they must first spend billions of

dollars building new stadiums, hotels and other supporting facilities.

The bidding process for the 2016 Olympic Games was officially launched on 16 May 2007. Back then the economy in Brazil was healthy, the country's leaders wanted to boost the nation's prosperity, that is how it began.

But by year 2016, the country's economy is collapsing, suffering from the worst recession in 25 years. Currently one million people are unemployed in Brazil, credit rating has been cut to junk by Moody's, Standard & Poor's and Fitch, GDP shrank 3.8% and inflation rate..... 10%.

With only 4 months before kickoff, only half of the tickets were sold. Mainly due to Zika virus, high crime rates and terrorism, jeopardizing travelers' safety.

Economists tend to pay more attention to money than to joy, because money is countable. However, the true meaning of sporting events like the Olympic and World Cup are to bring joy to people, the Olympic Games is a symbol of love, peace and friendship. If you can't make it to Rio this year, make sure you have the remote handy to watch it on you 4K TV.



New Product Launch

ALIEN INVASION!

aerodynamic body design. Standing alone, the Alien Red is a piece of art to look at, bringing some FUN to your living room!

Inside, Wi-Fi audio allows you to enjoy wireless music, without sacrificing the sound quality like you would on Bluetooth speakers. Unlike Bluetooth transmissions which is usually 10 to 15 feet wide, Wi-Fi transmissions could cover 150 feet indoor, 300 feet outdoor. It also has the ability to stream lossless files up to 16-bit / 44.1 kHz for CD quality playback.

Setting up a Wi-Fi based system used to be quite tricky, but not anymore! Connecting Wi-Fi audio with DLNA, AirPlay, Google Cast is as easy as connecting a Bluetooth device, if not easier. Leaving you with more time to enjoy your favorite music!

If one Alien isn't enough, you can connect multiple units thanks to its built-in Multiple Unit Pairing (MUP) technology. You can setup different units to create a surround-sound system within any room, all wirelessly and with zero setup. Control and settings are all done on an app for both iOS and Android.

Accutone will shortly introduce few more Wi-Fi audio products, like AirBulb Music Playing Lamps, and WiFi-Cube for connecting old subwoofers into the digital age. Together the applications for both home and work are limitless.

Seeing is believing! For more details about the Alien Red and better understanding about the benefits of Wi-Fi Audio over traditional bluetooth solutions, please contact our development team for live demonstration at sales@accutone.com

There are a lot of Wi-Fi speakers on the market, they are usually in geometrical shapes such as round and rectangular.

If Accutone were to launch a Wi-Fi speaker, what will it look like?

Yes, it will look unique! "Alien Red", designed by Accutone's award-winning design team, is inspired by the M&M chocolate and the character from classic video game Pac-Man. Adding to the creativeness and imagination for its sci-fi appearance, is a glossy and aerodynamic

Disneyland with all its cartoons and characters have always been an irreplaceable part of childhood memory for most people and in around two month's time the Shanghai Disneyland Resort will celebrate its grand opening. Meaning the Chinese people can have a closer choice to experience this magical and spectacular theme park.

The Shanghai Disneyland will feature lots of different attractions such as Disneytown, 2 Resort Hotels, Wishing Star Park and many more. The theme park itself is divided into 5 main sections, Adventure Isle, Fantasyland, Gardens of Imagination, Tomorrowland and Treasure Cove.

Adventure Isle is all about the outdoors and exploring all the adventurous rides and trails. Featuring different fun thrilling rides, the Roaring Rapids has water rifting rides and big drops, so be prepared to be soaked and wet.

The Fantasyland and Gardens of Imagination is where you find all the legendary Disney's remarkable characters. From Winnie the Pooh, Alice in the Wonderland, Peter Pan, Dumbo, Mickey Mouse and all his friends and last but not

New Attractions

SHANGHAI TOON



least all of your favorite princesses in all of the Disney classic tales. I am sure these two areas will constantly be crowded and fill with visitors just trying to capture a picture with their favorite character.

Tomorrowland features all the futuristic rides and sights of the future. From Buzz

Lightyear Planet saving ride to meeting your favorite Star Wars characters. Sore in the spinning ride, Jet Packs and encountering Stitch while riding on the TRON based rollercoaster ride, this part of the park is action packed and should not be missed.

Treasure Cove, is great for family fun, you can paddle and explore the seaside of the park and catch great views of the Treasure Cove and Adventure Isle areas. While there is also a Pirates of the Caribbean themed ride that takes you back and experience the pirate ages.

Shanghai Disneyland is jam packed with attractions and entertainment which is surely able to provide a wonderful experience. Being the first big international themed park located in mainland China, it would have big shoes to fill and large expectations to be met. The latest theme park where the cultural differences of East and West met was in Hong Kong and many problems sprouted.

From all the smoking, littering to budging in line and not queuing for rides and allowing their kids to use public areas as toilets by some mainlander-visitors, these were some of the bad publicity faced by the Hong Kong Disneyland. Perhaps this is the reason for the huge drop in attendance.

Hopefully the Shanghai Disneyland can do a better job of handling these problems and not let the overall image of Chinese visitors equalling to savages or uncivilized individuals spread internationally.

Kickstarter Monthly

OLO - 3D PRINTER



As we know, 3D printing is an innovative technology in which objects are built up in many thin layers. These objects can be in almost any shapes or geometry but the sacrifice is that it is still very expensive to purchase a 3D printer.

Could you imagine if we can initiate our own 3D printing at home without the expensive cost? I am talking about the smartphone 3D printer - **OLO** developed by Solido3D. OLO will be available for purchase for only USD\$99 on Kickstarter, and here's how it works:

At the bottom of the reservoir, there's a piece of polarized glass which you place your phone underneath, facing upward. Basically, once you place the lid on top and the printer starts going, the app makes your phone's screen lights up with a specific pattern. The polarized glass then takes all this light to print individual layers.

The photo-polymer resin liquid inside the reservoir hardens by shining directed light from the screen into specific patterns, forming each layer. That's basically how the device prints 3D. OLO works with most smart- phone sizes and brands, even large 5.5 inch displays such as iPhone 6S+ or Galaxy A7.

OLO is the first smartphone 3D Printer in the market, it is easy to use, ultra light-weight and cheap. It seems their team may really be able to fulfill their goal "to provide everyone with access to 3D printing technology in an easy, quick, and, most importantly, extremely affordable way."