

The Jabra logo consists of the word "Jabra" in a bold, black, sans-serif font, centered within a bright yellow square that has a slightly irregular, hand-cut appearance.

Trouble-Free Handsfree with the Jabra BT2080

Designed for technophobes, the Jabra BT2080 is effortless to use – the epitome of simplicity



Copenhagen, DENMARK, June 8th 2009: Jabra, a world leader in innovative headset solutions, has today launched its latest no nonsense handsfree device, the all new Jabra BT2080. Perfect for the day-to-day headset user, the headset solves all the small, fiddly problems that can put users off using a headset, and combines the two outstanding qualities that Jabra is best known for; style and ease of use. Not only will you look good when using it, but you will be sure to master the headset in next to no time.

Jabra's all new StatusDisplay™ makes the BT2080 stunningly easy to use. With a dedicated product team devoted to addressing customer feedback and solving the problems that the average headset user regularly faces, Jabra has developed this clever little addition so users can check connectivity and battery life with just one glance. Separate, multi-colour lights are used to convey the status of the headset and just one touch of any button results in two clearly labeled lights on the rear telling you everything you need to know.

Because Jabra recognizes it is not the headset that matters, but what the headset allows you to do, the BT2080 is discreet and won't have you pulling your hair out in frustration as you make a call whilst driving, painting or sewing. Carefully placed buttons ensure that using the Jabra BT2080 is practically effortless. The answer/end button takes pride of place as the only button on the front of the headset, so no need to worry about accidentally revealing your true feelings after you thought you'd hung up on the call. With a dedicated on/off button, you'll never find yourself inadvertently switching off the headset when trying to adjust the volume.

Weighing just eight grams, the BT2080 combines a sophisticated matt black finish with an attractive silver button to produce a contemporary and stylish headset. Not only is the BT2080 easy on the eye, it also has a smaller ear interface and improved Jabra Eargel™ to ensure a comfortable, moulded fit like never before.

With Bluetooth™ 2.1 connectivity, BT2080 users with phones that support this will enjoy simple, secure pairing without the need to enter a PIN code.

Key Specifications of the Jabra BT2080:

- Bluetooth™ 2.1, including EDR and eSCO

- Jabra StatusDisplay™
- Dedicated on/off switch
- Auto-pairing to mobile phone
- Talktime = 6 hours
- Standby time = 8 days
- Dimensions = 53 x 16 x 9 mm
- Weight = 8 grams
- Voice dialling
- AC charger

Part of Jabra's 'Easy' headset category, the BT2080 offers fantastic value, with a retail price of €29.99. The Jabra BT2080 will be available from mid June.

For further information on Jabra, please visit: www.jabra.com

About GN Netcom

Through its Jabra brand, GN Netcom is a world leader in innovative headset solutions. With around 1,000 employees and sales offices around the world, GN Netcom develops and markets a broad range of wireless headsets and speakerphones for mobile users and both wireless and corded headsets for contact centre and office-based users. GN Netcom's business activities also include its original equipment manufacturing (OEM) business. GN Netcom is a subsidiary of GN Store Nord A/S.