

→ ● ● → **Plantronics Voyager™ 510S Bluetooth®
Headset System Case Study**

Plantronics had people like Grif Blackstone in mind when it designed the Plantronics Voyager™ 510S Bluetooth® Headset System. Like many people today, he wears many hats—professional publisher, father, soccer coach, spiritual leader—and had become frustrated with how his demanding schedule in and out of the office made it difficult for him to remain in constant communication. When in the office, he spent much of his time tethered to his desk by a wired headset. When he left the office, he had to put on a separate headset for use with his mobile phone. And if he was working remotely on his laptop computer, but didn't have his mobile phone in hand, he was cut off completely.

What Blackstone needed was a communication solution that would enable him to stay connected as he transitioned between the various settings of his busy life, and the Plantronics Voyager™ 510S suited him like no other headset on the market. With its ability to work with both his office phone and *Bluetooth* mobile phone simultaneously, it promised him the peace of mind of knowing that no call would elude him, no matter where he went or what he was doing.

For Blackstone, who is publisher of *The Good News* in South Florida, a nonprofit monthly newspaper, the Plantronics Voyager 510S is more than a technology accessory. It has become essential to his professional and personal lives. He starts each morning by putting it over his ear, and there it stays—so comfortable it's barely noticeable to him—until he gets home at the end of a busy day. "I love it," Blackstone declared. "It connects me with everyone I need, whenever I need them, without having to pick up a phone."



CUSTOMER PROFILE

Grif Blackstone—professional publisher, father, soccer coach, spiritual leader—uses the Plantronics Voyager™ 510S Bluetooth® Headset System, to help stay on top of his day



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—Grif Blackstone

The fact that the Voyager 510S achieves such status with those who use it reflects its versatile design. It's the one headset that works with all the communication tools users depend on. It connects to office phones via a *Bluetooth* adapter, or to any *Bluetooth* enabled device, such as a mobile phone, PDA or laptop computer. When connected to a mobile phone or PDA, a user arriving back at his office can transition to answering calls from a desk phone with the simple touch of a button on the headset. (The included lifter automatically lifts the desk phone's handset when a call is answered with the Plantronics Voyager 510S, and then places the handset back into its cradle when the call is complete.) When used with a laptop, the Voyager 510S works well with popular Voice over Internet Protocol (VoIP) programs like Skype, which enable users to make long-distance calls over the Internet. For those whose computers are not equipped with *Bluetooth*, Plantronics makes the Plantronics Voyager 510-USB *Bluetooth* Headset System, which comes with a plug-and-play USB adapter that *Bluetooth* enables a PC.

Beyond its core functionality, the Voyager 510S is a testament to Plantronics' industry-leading attention to detail. With a lightweight construction for all-day wearing comfort, the Plantronics Voyager 510S is designed to fold for easy storage, and it enables one-touch control for answering and ending calls, or switching between devices. (If a user is conversing on a desk phone, and his mobile phone rings, with a simple touch of a button on the headset, he can end the call he's on, and another touch answers his mobile phone—or vice versa.) For call quality, the Plantronics Voyager 510S is equipped with a noise-canceling microphone that decreases background noise, and it also contains WindSmart® wind-noise reduction technology that ensures optimal sound clarity when outdoors.



Blackstone depends on Plantronics for his business communication needs. Blackstone's personal choice, is the Plantronics Voyager™. However, his assistant uses the CS55™ Wireless Office Headset System and enjoys the ability to walk away from her desk and not miss a call.

PRODUCTIVITY BENEFITS—IN AND OUT OF THE OFFICE

With the Plantronics Voyager 510S, Blackstone says his day has been transformed by the ability to solve problems as they happen, rather than being faced by a backlog of calls every time he returns to his office. He also points out that as a publisher, it's immensely helpful for him to have his hands free while he takes care of tasks like checking proofs, marking up pages, designing or laying out the paper, or even getting a much-needed afternoon cup of coffee, all while he takes calls he'd have otherwise missed.

These are benefits that any Plantronics Voyager 510S user can expect to enjoy, but Blackstone has discovered many more capabilities. As a self-avowed productivity guru who's developing a website to promote methods for increasing office and personal productivity, Blackstone looks for every possible advantage his devices can provide. For instance, he uses the headset to edit podcasts—downloadable audio files—being posted to *The Good News* website.

But it's not just work productivity that's augmented—Blackstone's personal productivity also has gotten a boost from the Plantronics Voyager 510S. When he's coaching soccer practice, he has left it on so parents can alert him that their children will be late or won't make it to practice. When he's in the car with his family, he sometimes listens to music or a podcast in one ear while using the other to listen in case his kids need anything. And when people need some emergency spiritual advice, he's able to always be available to them, regardless of his schedule or what he is doing. Says Blackstone: "This is a headset that should be worn in all phases of day-to-day life."

A FULL SUITE OF WIRELESS OFFERINGS

While Voyager is Blackstone's personal choice, Plantronics offers a complete line of wireless headsets. Plantronics Voyager, using Bluetooth technology, is clearly very versatile although its range is limited to 33 feet from the headset to its host device. For people requiring more roaming distance from their office phone, Plantronics offers a suite of products that run on DECT™ 1.9GHz voice-dedicated wireless technology, providing a range of up to 300 feet and uncompromised audio quality. In fact, Blackstone's assistant uses the Plantronics CS55™ Wireless Office Headset System and is enjoying the benefits of being able to walk anywhere in the facility, tackling tasks and interacting with colleagues, all with the knowledge that she's never really away from her desk.

It's easy to see why people like Blackstone depend on Plantronics for their business communication needs. Whether they're on-the-go professionals, office-bound workers who need mobility or busy members of the community who have to juggle their work and personal lives throughout the day, they know they can count on Plantronics for the most sophisticated wireless headsets to meet their communication needs.

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