

Immersive Surround Sound For Gamers with Plantronics and Dolby®

Latest Headset from Plantronics with Dolby Technology gives gamers the advantage by unleashing surround sound capabilities

IFA, Berlin – 27th August 2008 – Plantronics, Inc. (NYSE:PLT) today launched the GameCom 777 featuring Dolby® Headphone technology. The GameCom 777 gives gamers an audio advantage, creating realistic, cinematic 5.1 surround sound, enabling them to accurately pinpoint enemies and obstacles even BEFORE they appear on screen.

Extremely comfortable and lightweight, the Gamecom 777 is ideal for intense gaming sessions and the improved audio listening experience, enabled by Dolby Headphone technology, adds an extra dimension to gameplay. The Dolby Headphone and Pro Logic® II technology is housed in a plug-and-play USB sound card that digitally separates (from the front, rear and centre) and amplifies multiple speakers for true 360-degree audio. Similar to the sound experience of high-performance home theatre systems, Dolby Pro Logic II combined with Dolby Headphone technology processes high quality stereo (two-channel) audio into five channels of full-bandwidth surround sound.

Bringing games to life, the two 40mm stereo speakers power a rich, resonant stereo and maximum bass response. Gamers can communicate clearly and accurately through the noise-cancelling microphone, designed specifically for online multiplayer games. In addition, when playing in a LAN the open ear design enables gamers to hear what is happening outside the game and communicate with teammates quickly.

Luc Ackaert, Head of EMEA Consumer Marketing at Plantronics, commented, “We have worked with gamers all around the world to design a headset that would give them a competitive advantage. Working with Dolby to create surround sound adds a new depth to the gaming experience, and when gamers are ready to fire off orders they can unveil the hidden, noise-cancelling mic boom and strategise clearly with their team members. Game on! “

The Gamecom 777 also features convenient in-line controls to quickly adjust volume or mute at the touch of a button, and a microphone boom that stows completely into the headband when not in use, turning the headset into surround sound headphones for listening to music or watching DVDs .

The Gamecom 777 is priced at £79.99 and will be available in September 2008.

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ABOUT PLANTRONICS

In 1969, a Plantronics headset carried the historic first words from the moon: "That's one small step for man, one giant leap for mankind." Since then, Plantronics has become the headset of choice for mission-critical applications such as air traffic control, emergency dispatch and the New York Stock Exchange. Today, this history of Sound Innovation™ is the basis for every product we build for the office, contact center, personal mobile, entertainment and residential markets. The Plantronics family of brands includes Plantronics, Altec Lansing, Clarity and Volume Logic. For more information, go to <http://www.plantronics.com>.

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