



.Audio™ 340 Behind-the-Head Enhanced Multimedia Headset

Usage and applications

- Internet chat/ telephony
- Voice or sound recording
- Music, listen to CDs, DVDs, and MP3 files
- Multiplayer games
- Speech-to-text dictation; speech-based command and control

Target customer

- Home and workplace use
- PC users with multimedia PCs
- Younger demographic

Features and benefits

Feature	User Benefit
Full-range stereo sound	Superb sound quality
Noise-cancelling microphone	Greater accuracy of speech for Internet Telephony applications
Sliding microphone boom	Ensures perfect microphone placement for improved speech recognition
Volume control	Easily adjusts for personal comfort
Mute control	Allows you to speak to others without confusing speech recognition software or being heard on the other end
Behind-The-Head Design	No-pressure headband rests comfortably above neckline. A popular style among youth
Lightweight, behind-the-head headband	Adjustable for all-day comfort

Approved Headlines:

INTERNET TELEPHONY & MUSIC
Behind the Head Wearing Style

Approved bullet points:

- Sleek, pressureless headband rests stylishly above the neckline
- Full-range stereo sound engulfs listeners in audio bliss
- Noise-cancelling microphone boosts speech recognition accuracy
- QuickAdjust™ telescoping, pivoting boom assures ideal microphone placement
- Soft, swivel-mounted ear cushions deliver comfort and acoustic precision
- Inline volume and mute provide convenient access and control
- Works with popular PC sound cards
- Full two-year warranty

Approved Copy:

25 words

Bass-thumping stereo never looked so chic. Explore music, Internet telephony, gaming, DVDs, and voice applications in robust stereo sound with the Plantronics .Audio™ 340—our hottest new headset design. (29 words)

50 words

Bass-thumping stereo never looked so chic. Explore music, Internet telephony, gaming, DVDs, and voice applications in robust stereo sound with our hottest new headset design. The Plantronics .Audio™ 340 features a sleek, pressureless headband that rests stylishly above the neckline for a feather-light, all-day fit. The noise-cancelling microphone enhances speech recognition accuracy. (52 words)

100 words

Bass-thumping stereo never looked so chic. Explore music, Internet telephony, gaming, DVDs, and voice applications in robust stereo sound with our hottest new design. The Plantronics .Audio™ 340 Behind-the-Head Enhanced Multimedia headset features a sleek, pressureless headband that rests stylishly above the neckline for a feather-light fit. Soft, swivel-mounted ear cushions deliver acoustic precision and ensure all-day comfort. A noise-cancelling microphone enhances speech recognition, while the QuickAdjust™ telescoping, pivoting boom assures ideal microphone placement. Convenient inline volume and mute give you full control over your listening and speaking experience. The .Audio 340 is compatible with popular PC sound cards for plug-and-play ease. (102 words)