

 **SENNHEISER**
COMMUNICATIONS



Future's calling

BW 900 Bluetooth long-range
office headset with adaptive intelligence

 Bluetooth®

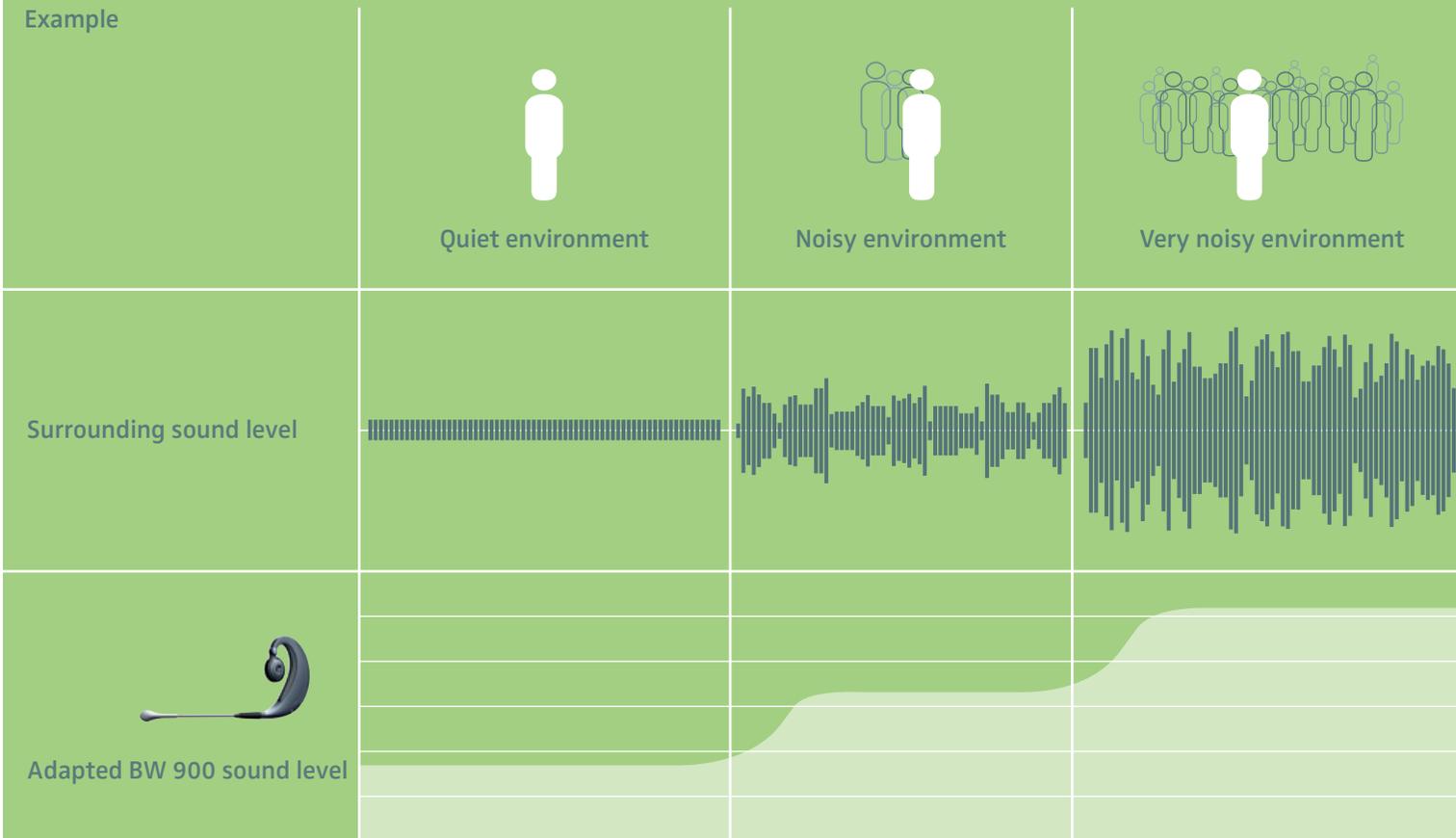
Introducing
adaptive
intelligence in
a Bluetooth
headset

Adaptive intelligence: How it works

Adaptive intelligence optimizes speech intelligibility and sound comfort via “adaptation” and “learning”.

Adaptation. The headset adapts itself to the current sound environment. If noise levels go up, the BW 900 will block unwanted noise and increase the headset sound volume. You don’t need to adjust the headset manually—it’s all done automatically.

Learning. If you choose to override the automatic adjustment for a given ambient sound level, the headset will memorize and learn your individually preferred settings. The BW 900 then automatically adapts to these individual preferred settings.



Adaptive intelligence is the automatic adaptation to different sound environments and preferred individual settings. Result: Optimized speech intelligibility and sound comfort for every situation.

The future of communications starts today

Sennheiser Communications is proud to introduce the BW 900, a revolutionary wireless headset which will modernize your communication. For the first time ever, a Bluetooth® office headset actually uses “adaptive intelligence” to automatically react to your environment and adjust to your preferred sound settings. With adaptive intelligence the future of communications starts today. Compliant with Bluetooth version 1.2, this amazing headset provides up to 100 meters of operation range. The BW 900 headset also lets you connect and communicate effortlessly with other Bluetooth-enabled devices. The result? You are guaranteed excellent quality and high clarity of sound—whatever the tool, wherever you go and regardless of what is going on around you! So you can roam around the office and communicate—regardless of the type of location, surrounding noise levels or activities performed. You will enjoy a significant and consistent improvement in sound quality and comfort, conveniently and automatically set for you.

What is adaptive intelligence?

A headset that adapts to its environment. The BW 900 features a highly innovative technology unique to Sennheiser Communications, called adaptive intelligence, which automatically optimizes sound comfort and speech intelligibility. The volume in the speaker automatically adjusts to surrounding noise levels, so that the voice-over-noise ratio is always optimized. Both you and your conversation partner can focus completely on communicating, while adaptive intelligence ensures the quality of the acoustic signal to each of you.

A headset that memorizes individual preference. Everyone has different sound requirements and your individual preferences can be set on the BW 900. The system will memorize and actually “learn” these settings, then automatically adjust to preserve this level as your environment alters. Should your requirements change for whatever reason, you are free to manually override the automatic function to a different setting. The system will again learn your new preference and automatically adjust according to ambient noise.

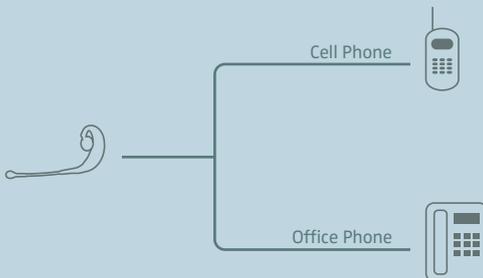
Multi-connectivity

One headset does it all. You can use the BW 900 headset with your regular office desktop and mobile phones, as well as alternative telephone types such as smart phones, soft phones, etc. Needless to say, the BW 900 is compatible with all your voice-enabled Bluetooth devices like PDAs and even VoIP-enabled computers or laptops.

In and out of the office. Especially in combination with mobile phones, you will benefit from the BW 900 headset while on the move. Imagine how convenient it will be to leave the office while still using the BW 900 in your car or on a train, for example.

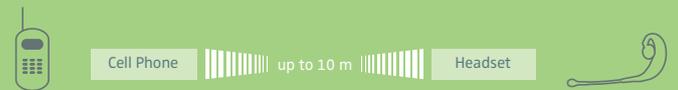
Simple “toggling”

You won't miss a call. On an average day at the office you spend time on both desktop and mobile phones. Utilizing the BW 900 you won't have to juggle receivers or have a phone clamped to each ear in order to be able to take all your calls. With the touch of a button, you can seamlessly switch (toggle) between your office telephone and your Bluetooth-enabled mobile phone. Pure convenience.



Feel free to move around

Long-range freedom. BW 900 is a Bluetooth Class 1 device supporting the version 1.2 standard, which provides long-range operation and maximum compatibility. With the base station connected to your office phone enjoy roaming up to 100 m away. Move up to 10 meters away from your Bluetooth-enabled mobile phone.



You'll forget you're wearing it

Stylish and lightweight. The very discreet over-the-ear wearing style offers the definitive solution in comfort and design. Ergonomically designed for optimal balance and weighing less than 30 grams, it ensures all-day wearing comfort. It's easy to put on and take off with only one hand. Three earpieces in various sizes ensure a perfect individual fit. A click-on headband is available as an optional accessory, if the traditional over-the-head wearing style is preferred.

Keep on talking

The BW 900 can literally give you infinite talk time. In the unlikely event that your battery shows low power, you can simply “hot swap”, exchanging the empty battery for a charged one while the system holds the call. This highly convenient function is unique to the BW 900. The alternate battery, available as an optional accessory, can be charged in the base station while not in use.

Next generation product features

Headset:

- 1 Unique speaker – Perfect Sennheiser quality sound guaranteed. Soft earpieces adjustable for perfect individual fit in three sizes. Adapts for left or right side.
- 2 Multi switch – To switch the headset on/off, to adjust volume level, to mute microphone during a call, to cancel or ignore a call.
- 3 Hook switch – To take and end the call, or toggle between calls from office phone and mobile. Can be used to activate voice dialling and redial of last number if phone supports these features.
- 4 Infinite talk time – Use of second exchangeable battery gives infinite talk time, as one battery reloads while the other is in use.
- 5 Headset status – LED shows headset status: Standby; out of range; busy/online; battery low and incoming call.
- 6 Goose-neck boom – Can be rotated 180° for optimal comfort and positioning of microphone. With noise-cancelling microphone that blocks out unwanted ambient noise.

Base station:

- 7 Hook switch – To take and end calls, to toggle between calls from office phone and mobile, and to transfer calls.
- 8 Charging LEDs – Separate LEDs for headset and second battery: Shows charging status–on/off and % recharged.
- 9 Hook LED – Shows headset status: Incoming calls; headset in use; out of range; call on hold; battery low.
- 10 Mute LED – Shows microphone status: on/off.
- 11 Headset/handset switch – To switch calls between headset and handset.





Introducing adaptive intelligence in a Bluetooth headset

BW 900 is available from fall 2005.



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