

CeBIT 2017 Assignment

1. Plantronics

Develops wireless Bluetooth equipment.

I own one BackBeat Fit for sports and stereo listening.

2. Smart Wave Technology

Develops Compact Smart Mike for video.

Could be a good idea for music recording.

Ad. 1

Plantronics is the producer of my wireless Bluetooth earphone, BackBeat FIT. I have been very satisfied using this product and would like to try further equipment from this company. They had four (small) stands on CeBIT in different places. I had a look at the nearest and was lucky to meet their Key Account Manager Dagmar Elmer. She was eager to tell me all about their equipment, but she was disappointed, when I revealed my situation as a consumer. I convinced her of my seriousness by showing her my Plantronics BackBeat Fit earphone. My engagement must have been overwhelming, because she gave me her card and told me to attend the resellers' area in Hall 14-15 (not for consumers). I was advised to pretend to be a reseller. In Hall 15 I went to the guard and was asked to fill a reseller form (which I did) and was slipped into the area.

I met a great (also in real sense) woman, who told me all about the latest BackBeat FIT. Now in five new colours (among them pink and stealth green), improved Bluetooth connection, longer battery life, shorter charging time and reflective rubber earphone connection. She was NOT a user – and was reading from the earphone reselling box.

I told her of my experience with the product – how solid it is, waterproof (but with no Bluetooth connection under water – which she knew), and the ability of driving, listening to stereo music and the possibility of attending a call. Then she asked for my country of origin – in Germany it is prohibited listening stereo music while driving: it impairs the possibility hearing emergency vehicles.

Only one ear (mono) handsfree equipment is allowed.

BackBeat Fit is equipped with an app for software updates (two until now) and connection switcher. She did not tell me about Plantronics business earphones.

Ad 2

Smart Wave Technology is a company, who provides streaming equipment. According to the company, “Smart Mike is really compact but strong. Its weight is only 12g, and it is easy to carry. It will be your best partner whenever you want to shoot a good video to tell a story.”

I attended the stand and placed myself in front of neatly dressed middle-aged male eating a sandwich. I could unimpeded walk around his stand, looking for information, glancing at the video-show and the technical information – he showed absolutely no interest in my hanging around.

I stared at the sparingly exhibited Smart Wawe products: two tiny squared microphones with a clamp to put on the jacket collar – he ignored me almost.

I had chosen my devices because of my interest and knowledge and I must say: I was not impressed! The technical data concerning the frequential range is too narrow, from 100 – 10.000 Hz. The outfit is very plastic like and perhaps fragile. However, the video with the examination of the products possibilities in connection with the software was convincing – but not durable. Perhaps I would like to buy a corresponding device from another supplier.

I also went through the large Chinese exhibition area, which made me think of the Danish IT-development at least ten years ago: a huge amount of outdated equipment in several stands.

On the other hand many - in other halls - European brands with surprisingly innovating products – unfortunately only for a short glance.

Bo Skjærbæk, 22. Marts 2017