



Why give up durability for comfort
when you can have both?





Attune delivers the industry's best audio performance in a durable headset that'll save you thousands in repair costs

As a world-class consumer and professional audio equipment leader, Panasonic has engineered the Attune Drive-Thru Communications System to provide the clearest, most interference-free communication with the best-built headset in the industry.

The benefit to you: faster, more efficient communication for better customer service; fewer order mistakes; less wasted time, energy and resources; and decreased repair costs and downtime — clearly your best ROI.

Anatomy of ROI

Attunè is designed and manufactured to meet the high standards of ruggedness, reliability and durability Panasonic products are famous for.

SECURE FIT
Comfortable, personal size adjustment on the passive side of the headset.

RUGGED, FLEXIBLE HEADBAND
Most rugged headband in the industry allows 360 degrees of bending without breakage.

DIGITAL SIGNAL PROCESSING
Best sound clarity in the industry — achieved by digital signal processing NOT increased gain/volume like other manufacturers.

NOISE-CANCELING PROCESSORS
Screen out kitchen, counter and equipment noises from inside and wind and traffic from outside so communication is crystal clear.

DURABLE, HEAVY-DUTY BUTTONS
Rugged push-button retractors won't push through or break.

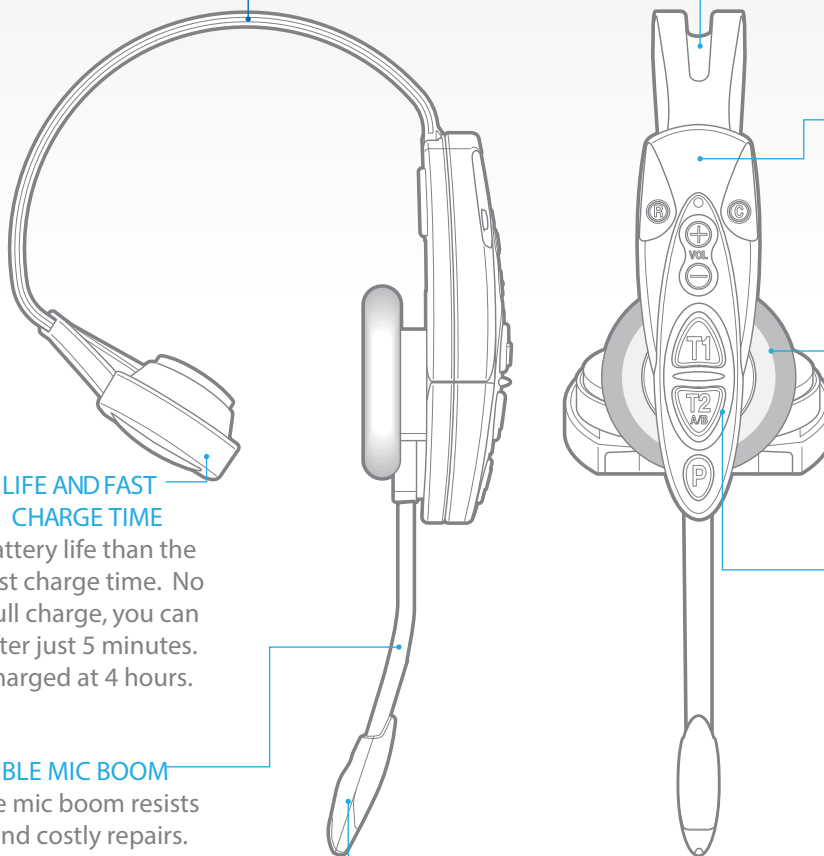
LEADING WARRANTY
Longest warranty of leading competitors — 2 years on headset, 2½ years on belt pack.

LONG BATTERY LIFE AND FAST CHARGE TIME

21% longer battery life than the competition and fast charge time. No need to wait for a full charge, you can use the battery after just 5 minutes. Battery is fully charged at 4 hours.

DURABLE MIC BOOM
Extremely durable mic boom resists breakage and costly repairs.

UNIDIRECTIONAL MIC
Only picks up sound within 90 degrees of user so customer does not hear background talk.

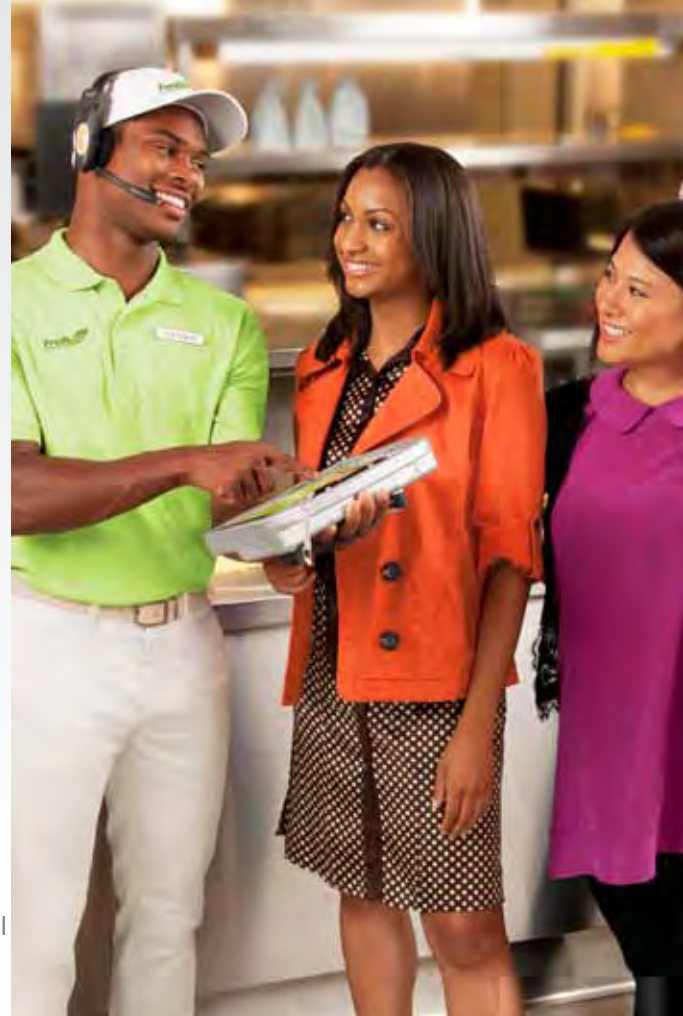


Reliability Matters

As a manufacturer with decades of experience, Panasonic understands the importance of products that won't break down or wear out quickly.

Here's a quick comparison showing how Attune headsets are built better than our leading competitors:

LEADING COMPETITORS		ATTUNE
Glue	Pressure points	Screws
Quarter-inch width	Headband	One-inch width
Thin plastic	Mic booms	Thicker, heavy-duty plastic
No gasketing — contaminants can get in to form rust and oxidation	Seal	Fully sealed to keep moisture, dirt and grease out



The bottom line: the costs of shipping, repairing, retrofitting, plus downtime from broken headsets quickly make our leading competitors' headsets a significant financial liability. Having a headset down is the same as having any other piece of equipment inoperable — such a grill or beverage dispenser — you can't operate efficiently.

How a More Rugged Headset Saves You Thousands in Repairs and Downtime

The table below illustrates the repair frequency and out-of-warranty repair costs for 10 headsets in a QSR system for Attune and three major competitors.*

	COMPETITOR A	COMPETITOR B	COMPETITOR C	ATTUNE
Repair Frequency per year	1.5 repairs	1.2 repairs	2 repairs	.86 repairs
Repairs per year per 10 headsets	15.0	12.0	20.0	08.5
Maintenance costs over 8 years following warranty expiration	\$15,600	\$12,480	\$20,800	\$8,913
Additional repair costs compared to Attune	\$6,687	\$3,567	\$11,887	n/a

Clear Communication with Attune

Attune delivers superior digital audio performance through four key features:

Operates on a restricted 1.9 GHz band, with a regulated Digital Enhanced Cordless Telecommunications (DECT) voice technology protocol for interference-free communications (Conventional systems operate on the unrestricted and more interference-prone 2.4 GHz band used by Wi-Fi and cellular phones.)

Uses true digital packet diversity, virtually eliminating communication dead spots and signal fading for exceptionally strong clarity and reception.

Advanced Digital Noise Canceling blocks practically all ambient noise

Echo Cancel provides clearer communications with no background reverberation.

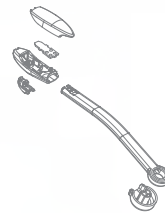
Durability by the Numbers^{*}



360°

Headset Strength

Resists breakage by bending 360 degrees and twisting 180 degrees while retaining shape.
LeadingCompetitor: permanently stretches and loses shape.

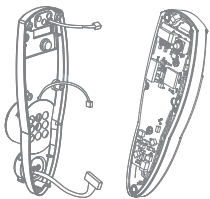


20,000 +
movements

Microphone Boom

Resists breakage up to a 26-lb. load when pulling off the headset by the microphone boom or by rotating the microphone boom up to 20,000 times. That's when the testing ended — with no sign of any structure failure in sight.

LeadingCompetitor: failed at 18 lbs. and 8,226 rotations.



1,100 lbs.

Body Strength

Can endure over 1,100 lbs. of direct pressure — preventing breaks by accidentally stepping or sitting on the headset.

LeadingCompetitor: failed at 570 lbs.





Find out more about the benefits and cost advantages of Attune

We invite you to talk with us further about how Attune can meet your business needs and requirements. Please contact your local RDS Office.

<http://www.rdspos.com/LocateanOffice>



You may also visit us at www.rdspos.com/headsets

Engineered with optimized digital audio transmission technologies, the Attune integrated communication system offers the complete drive-thru solution for QSRs.

