

Jabra Elite Active 8 Gen 2 claim verification

1. Summary

GN Audio A/S, in collaboration with GN development partner, has conducted a rigorous claim verification test which contributes towards substantiating the following claim. The claim wording is created by GN Audio A/S, for the newly released ear buds, Jabra Elite Active 8 Gen 2.

Details of associated disclaimers are given in Section 3.

Product	Claim
Jabra Elite Active 8 Gen2	"The world's toughest earbuds"

2. Method

A review of the most recent Truewireless market data as of April 2024 has been conducted. We have verified that the competitor products previously tested alongside the Jabra Elite Active 8 Gen 1 continue to be relevant benchmarks for the Elite 8 Active Gen 2. These competitors collectively command approximately 80% of the market share, which substantiates the comprehensiveness of our analysis and its accurate reflection of the current market dynamics.

In adherence to our commitment to the highest product standards, the Jabra Elite Active 8 Gen2 earbuds underwent a direct comparison with the Gen1 model. This comparative analysis was designed to determine if the Gen2 earbuds merit the claim of "The world's toughest earbuds." The assessment was based on their performance under identical testing conditions previously applied to the Gen1 model.

Three samples of each product were exposed to a number of environmental tests combined with functional tests. The testing parameters were selected by GN Audio A/S. The tests are described in GN Audio test report GNA-TR-240539 to be issued.

Branch 1

- Loose load vibration (bounce)
- Temperature shock
- Temperature change
- Humidity exposure (damp heat, steady state)
- Salt mist
- Drop
- Charging

Branch 2

- IP 54 (cradle)
- IP 68 (ear buds)

Branch 3

- HACT (Highly Accelerated Corrosion Test)

Branch 4

- Mechanical tests

Each branch was given an equal weight of 25 %.

Based on these measures, an overall score was calculated for the weighted parameters. Jabra Elite Active 8 Gen2 has achieved performance results that are on par with the Jabra Elite Active 8 Gen1.

4. Document validation

GN Audio A/S confirms that the Jabra Elite Active 8 Gen2 has achieved performance results that are on par with the Jabra Elite Active 8 Gen1. This testing substantiates the claim that the Gen2 model maintains the high standards of quality and durability established by its predecessor.

3. Disclaimers

This claim relates to the environmental robustness tests described in Section 2 only.

Tested by GN Audio & GN development partner (May 2024)