



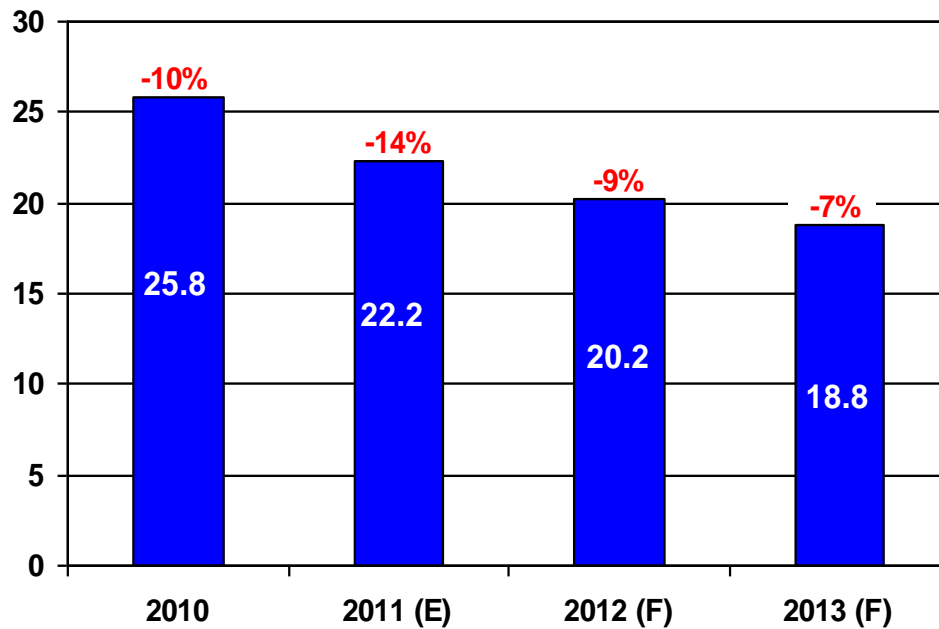
# Presentation for CAT-IQ Summit September 2011

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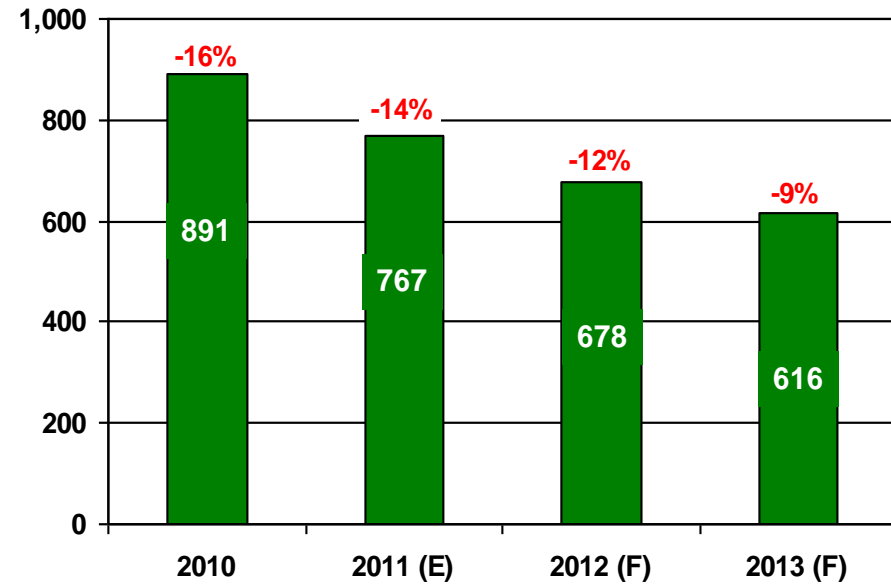
Richard P. Krupka – Uniden America Corporation

# Cordless Telephone Market Size

Units (millions)



Dollars ( millions USD)



# HD VOICE

## *?But How Good Is The Sound?*

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Narrow Band 711

WIDE Band 722



Female Voice



Male Voice



Female Voice



Male Voice



# Telecommunications Industry Association

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- Supports the development of innovative technology to facilitate access to information by all Americans, including those with disabilities.

# TIA Works to Help People with Hearing Loss

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TIA works with these organizations to support initiatives to help those with hearing loss:

- Hearing Loss Association of America (HLAA)
- Gallaudet RERC on Telecommunications Access
- Members of Congress
- National Association for Deaf
- U.S. Access Board
- Federal Communications Commission



# TIA Completes Development of New Standard

- Results from the two HLAA Studies were compared with lab measurements by TIA member companies.
- Performance Requirements were established
- Compliant phones were tested by wearers of hearing aids and cochlear implants with good results.
- ANSI/TIA-1083 “Handset Magnetic Measurement Procedures and Performance Requirements” was published in March 2007.
- Official “TIA-1083” logo was developed and licensed by TIA to manufacturers for display on the packaging of compliant products.

# Official TIA-1083 Logo



Compliant products with these logos are widely available in the market.

# TIA-1083-A Published November 2010





# Conversational Gain

## Getting Back to Basics

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### **The Reference:**

**Two people talking face-to-face 1 meter apart**

Conversational Gain =

How loud a voice is compared to a typical face-to-face conversation.

0dB conversational gain means that the voice heard from the telephone is the same level as would occur if they were speaking face-to-face 1 meter apart.

# IEEE Std. 269: Measurement Methods for Amplified Phone

- TIA Working group TR41.3.5
- Telephones with amplified receivers are often compared to ordinary telephones with respect to amplification or gain. They are also compared with respect to frequency response characteristics such as high-frequency boost. The use of real or “reference” telephones is specifically not recommended for these purposes. Instead, this clause provides absolute references and metrics so comparisons can be made in a well-defined objective manner that relates to actual face-to-face conversations.

# Conversational Gain

The conversational gain of a receiver expresses the difference in level between a face-to-face conversation at 1 meter and a conversation using a telephone.

The face-to-face conversation is:

- in a reflection-free environment
- quiet environment,
- using both ears; assumed to use a handset or headset on one ear.

Conversational gain is dependent on both the volume control setting and the incoming signal level.

By this definition, virtually all telephones have some conversational gain under some conditions. A standard phone might have a conversational gain in the range of 0dB for low levels of incoming signal at reference volume control setting, and up to 40dB for high levels of incoming signal at maximum volume control setting.

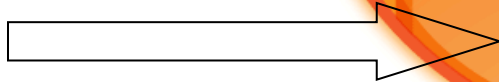
# Conversational Gain

NEW LOGO Launching at CES 2012

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TIA Acoustic  
Rating



Thank you

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 Questions????