

Plantronics follows on the July 2018 acquisition of Polycom with a rebranding exercise-- the company is now known as Poly, with the mission statement to "make communication as rich and natural as in-person."



As some might know, the choice of name means "many." As the company puts it, "Poly" leverages the audio and video expertise of both Plantronics and Polycom, as well as the breath of endpoints connecting across and between unified communications platforms. The company adds it will focus on four areas of innovation, namely making workspaces work for everyone, helping people collaborate, designing mobile-first solutions and advancing cloud services.

"Today feels like my first day as CEO of a new company," Poly CEO Joe Burton says. "We see limitless opportunity for how people communicate and collaborate today. With advancements in AI, machine learning and new technologies, we see a future where Poly makes the connection, then quietly steps out of the way to become the one thing you don't notice in the meeting."

The rebranding also brings a range of product offerings:

- Polycom Studio, a video USB bar upgrading huddle rooms to business class and works with services like Microsoft Teams, Zoom, Skype for Business, Google Meet, Cisco Webex, or Amazon Chime.
- Plantronics Elara 60 Series, the mobile phone station designed for the increasingly mobile-first worker and provides users with a one-touch Microsoft Teams experience.
- Eagle Eye Cube, a video conference camera with 4k sensors for crystal clear image quality as well as rich sound to upgrade meetings in small to mid-sized rooms. It is designed to work with many existing solutions including Polycom Trio with VisualPro and Group Series.
- Blackwire 7225, an intuitive UC headset designed for concentration in open offices with a sleek, boomless design. Active noise cancellation allows for focus so people can work, listen to

## Plantronics Rebrands as Poly

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music and sound professional on calls from a PC or Mac.

- The Plantronics Status Indicator, a wired presence indicator sitting on the desktop and connects with whatever communications platform is in use to let others know if the user is available, on a call or away from the desk. Visual and audio alerts sound for messages and calls.
- Plantronics headsets and Polycom phones provide end users "better together" functionality, allowing basic and advanced headset features to be easily changed directly from the desk phone touch screen interface, without the need for a connected PC.
- The latest version of Plantronics Manager Pro, v3.13, gives IT pros the confidence of knowing what devices they have, what's working, and what's not-- and what to do about it.
- Polycom Device Management Service for Enterprises, now with Polycom Studio support and management, as well as added API functions for better control and management of large deployments.

Go [Meet Poly: Plantronics + Polycom Relaunches to Focus on Driving the Power of Many](#)