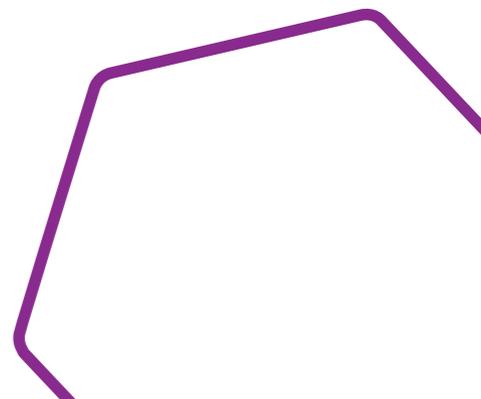
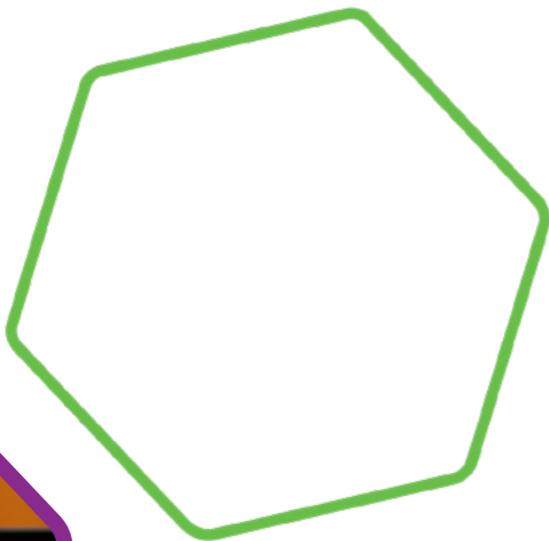




# 2019 Digital Product Guide



Quality | Innovation | Value

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Intro to AVID Education



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What's the Difference



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Understand



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AVID Education Technology:  
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Customize Your  
AVID Products



Follow Us on  
Social Media



Parting  
Words

# AVID is Dedicated to Enhancing the Learning Experience

## WHO WE ARE

AVID is 100 percent employee-owned, a characteristic that aligns with all we do. We offer quality products designed specifically for the classroom that link education technology to the students. Our commitment to the education market is defined by providing our partners with the tools to succeed.



Enhancing the  
Learning Experience

QUALITY · INNOVATION · VALUE



The AVID Team is with you  
every step of the way!

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[avidproducts.com/education](http://avidproducts.com/education)

# Headphones & Headsets: What's the Difference?



## HEADPHONES

Headphones are for audio listening only and do not have a microphone.

### Classroom uses:

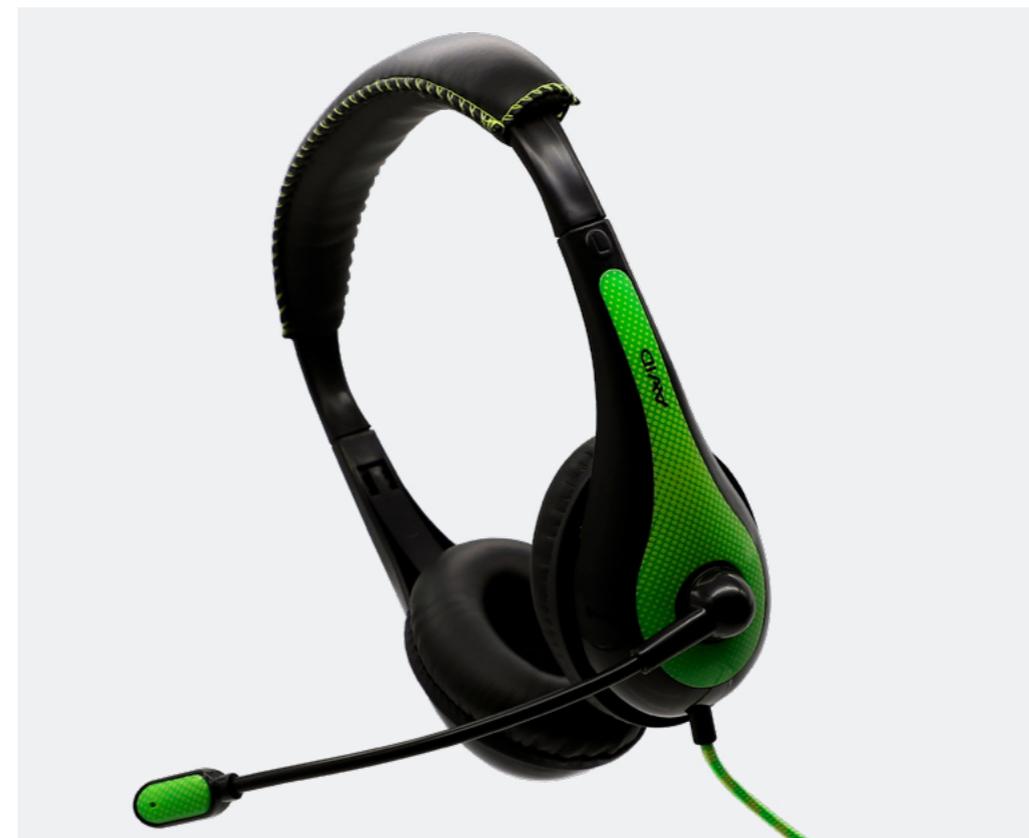
Audio listening with computers, tablets and mobile devices.

## HEADSETS

Headsets are built with an inline or boom microphone for speech and recording.

### Classroom uses:

Verbal recording during oral exams, speech and language learning.



## Major Factors We Keep in Mind When Developing Products for the Classroom

Usage, grade level and cost are three major factors used when determining which AVID audio solution will perfectly suit your classroom needs. AVID keeps these factors in mind when developing products in order to provide our customers with the best solutions.

# 3



### USAGE

Education technology continues to evolve, the rigors of the classroom can vary, and several devices are available. Understanding that no matter how consciously you take care of your products, daily wear and tear is inevitable. AVID leverages this information during product development and factors in average usage rates to design optimal audio solutions. Offering high usage durable models when students are using much more frequently (perfect for online classes and computer/technology labs). When the required usage is greatly reduced, such as once every month or semester, we offer cost-effective solutions and disposable options that may be ideal for your customer's budget. If testing is a primary use, AVID has models that meet various state requirements, such as the 30 and 50 series.

### GRADE LEVEL

Products developed for Pre-K are not the same as those developed for high school students, and vice-versa. We take this into consideration with each AVID model and design based on the diverse student demographic. For younger students (Pre-K up to 6th grade), we recommend our more durable models that come equipped with chew-resistant cords, reinforced earpads and cord strain relief. Older students (6th grade into college years) can offer you more flexibility when choosing headphones or ear buds that best suits your needs. Understanding the education landscape allows AVID to offer models that are designed to meet a variety of classroom settings.



### COST

It is important to factor in what your daily/yearly average usage will be in order to properly determine what product gives the best cost value. There are a number of factors that drive the cost of a product. Device input type, wireless technology, and product features to name a few. A higher priced product may give a much better return on investment or, based on usage, a low-cost disposable option may be best. AVID understands that cost can influence the decision making, which is why we offer a range of quality options to best fit the budget and provide your customer with an optimal choice.

## Assessments Get a Boost at Grand Rapids Area Schools with the Help of AE-55 Headsets

Durability and flexibility are keys to student success during listening activities, assessments

As classrooms continue to evolve, so does the need for adequate tools within them. New methods of teaching and updates to curriculum require the proper resources to be successful.

Ena St. Germain, fourth grade teacher and technology specialist at Burton Elementary, a school within Grand Rapids Public Schools, is no stranger to the world of digital activities in the classroom. St. Germain has a need for headsets for instructional activities and assessment taking. Two major assessments that Michigan students are required to take were updated to offer an audio feature, making it important for teachers to have headsets in order for students to take the exam.

Updates such as these, paired with a rise in tech-based activities for classrooms across the world, has meant that teachers have been tasked with seeking out and testing effective and efficient tools. For St. Germain, this came in the form of AVID's AE-55 headset. AVID Education products are built specifically for the classroom setting, evolving technologies and state testing requirements. The AE-55 model features a noise-canceling microphone with a rotating and adjustable ambidextrous design, superior sound quality and reinforced cord strain relief, providing an affordable audio solution for educators.

"Students have noted that these headsets are comfortable, and the added bonus of the microphone adds a new aspect to language learning," said St. Germain.



### AV supports 1:1 learning

As a district that supports one-to-one technology initiatives, using headsets as a regular part of instruction was not a new aspect of the typical Burton Elementary classroom.

"We are a one-to-one Apple iPad school, so each student is given a tablet at the beginning of the school year," said St. Germain "We didn't need to be convinced that technology resources are beneficial, but rather needed to find the right resources to fit our school's needs."

Students at Burton Elementary are required to take two major assessments during the school year. One of them is the Michigan Student Test of Educational Progress (M-STEP), and the other is the Northwest Evaluation Association

(NWEA) Measures of Academic Progress (MAP) exam. The M-STEP is a 21st century online exam that is given to students to gauge how well they are mastering state standards, offering a comprehensive view of student progress. The MAP is a computer-adaptive test that covers reading, language usage and math.

Each of these assessments has an option for students to have portions of text and directions read aloud, making headsets an essential part of the test-taking process.

## CASE STUDY

"Our school has 85 percent English as a second language speakers, so this functionality is often depended on during test-taking," St. Germain continued. "The ability for students to hear and replay instructions is directly correlated to how well they may perform on these key assessments."

English language learners at Burton Elementary regularly use the AE-55 during class time when translator support staff is not available. The headset allows students to follow along to lesson plans and repeat phrases as necessary while minimizing external interruptions. Students are able to focus on activities and work at their own pace, encouraging an individualized approach to learning.

St. Germain's curriculum also includes using different apps and websites to complete classroom activities, meaning that headsets are used daily by all students. As an Apple school, Burton Elementary has received the ConnectED grant, where all staff received a MacBook Air, and every classroom received a set of 30 headphones, headsets and earbuds.

"We were encountering several breakage and sanitation issues that prompted us to seek another supplier, which is how we found AVID," said St. Germain. "Our students love using the iPads to complete activities, and teachers would be lost without the MacBooks, but the audio equipment wasn't up-to-par with what our district required."

### On the importance of durability

In classrooms where multiple students are repeatedly using tools, durability is a crucial aspect. The AVID AE-55 is built for heavy student use, and reinforced to last long-term.

"Our teachers need durability and headsets that are comfortable for students of all grade levels to wear. I've heard about data that shows that earbuds can do damage to the ears of younger children, so those were out of the question," said St. Germain. "The AE-55 offers over-the-ear cups and reinforced cables, a must for daily use."

The AE-55 also offers something that earbuds typically can't: easy sanitation. The earpads are meant to be cleansed, giving teachers the ability to sanitize and maintain headsets after they have been used.

"Students have noted that these headsets are comfortable, and the added bonus of the microphone adds a new aspect to language learning," said St. Germain. "We haven't had problems with broken microphones, which was a common occurrence with the previous brand of headsets that our school utilized."



"We haven't had problems with broken microphones, which was a common occurrence with the previous brand of headsets that our school utilized."

### AE-55 delivers on state specifications

In addition to being compatible with the M-STEP and NWEA MAP, the AE-55 was developed following the Texas English Language Proficiency Assessment System (TELPAS) as a baseline. These specifications make the headset a leader in delivering on state-specific assessment guidelines.

"It was important that the headset we invested in meets our state's specifications, especially when it comes to assessments," St. Germain explained. "I'd recommend any school looking into AV equipment first checks to see

if it meets these important standards."

While audio-visual equipment is often seen as an accompaniment to curriculum, the right headset can make the difference between roadblocks and success for a student.

"The feedback from students tells us much of what we need to know when it comes to evaluating if an implementation was successful or not, and in the case of the AE-55, we've heard nothing but positive things," said St. Germain.

# We Listen to Understand

We know your customers count on you to provide them with quality options. Understanding the intended use and some technical details will prove vital in offering them the right product. AVID has found the following common customer questions to be very beneficial when assessing the needs in order to recommend the best choice.

- What age(s) will be using the headphones? In what environment (i.e. lab, classroom, small groups)?
  - What device(s) will the headphones be used with?
  - What type of audio connection does the device have?
  - How often will the headphones be used? Every period? Once a day?
  - Will students be traveling with the headset or do they stay in the classroom?
  - What is your budget per headset?\*
- \*Remember that average usage is an important factor when determining which product will give you the best cost value.*

- Do you need a headset with a microphone? Would you prefer a boom microphone or an in-line option?
  - Do you prefer headphones with on-ear or over-ear earpads? Mono or stereo?
  - Do you need headphones with volume control?
  - Would a headphone with a shorter or longer cord length be the best solution?
  - Would you prefer headphones with active or passive noise cancelling?\*
- \*Active noise cancellation** is the process of using an internal microphone to monitor environmental noise and creating anti-noise that's then mixed in with audio playback to cancel noise entering the user's ear. This is achieved via the technology within the headphone.
- Passive noise cancellation** is what the headphone itself offers via the padding in an over-the-ear design. Very simply, it's the amount of noise cancellation offered by the physical device, or how well the headphone works as an earplug.
- Have you experienced any pin breakage issues? If yes, you may want to try our [fishbone](#) pin breakage solution.

## PIN IDENTIFICATION GUIDE



USB-C connectors work only with USB-C ports and are typically used with computers, Chromebooks and mobile devices.



USB-A connectors work only with USB-A ports and are typically used with computers or Chromebooks.



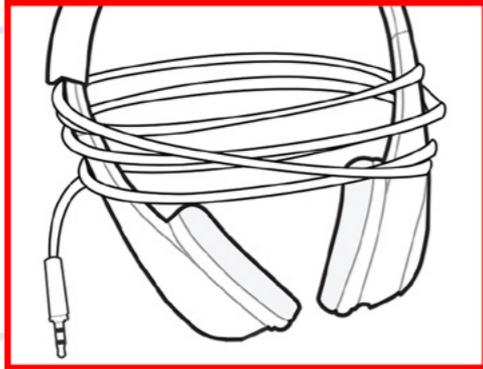
3.5mm connectors are the most common type of headphone plug and are used with computers, tablets and mobile devices.



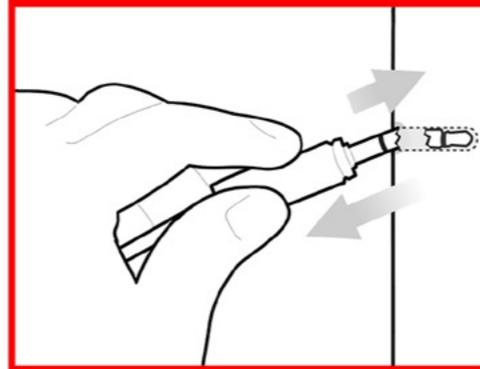
Dual connectors are seen in headsets only and feature two 3.5mm plugs - one for audio and one for the mic. This is needed when a computer or device has separate jacks.

# Protect Your AVID Equipment With Basic Care

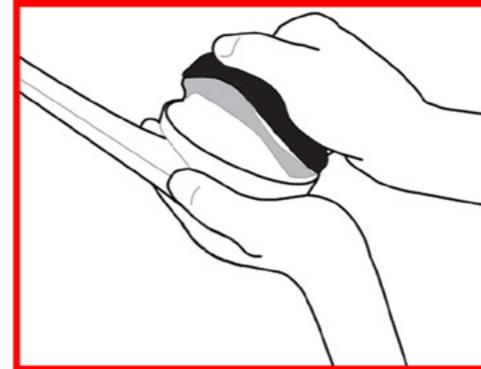
AVID products are built to be durable but not to withstand neglect and abuse. We recommend following some simple basic care instructions to help get the most out of your investment.



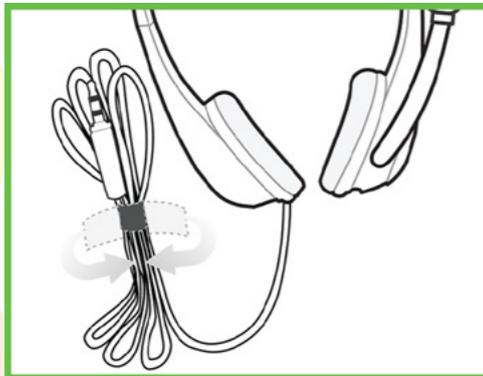
Never wrap the cord around the product - doing so may damage the internal wires causing the speakers to fail.



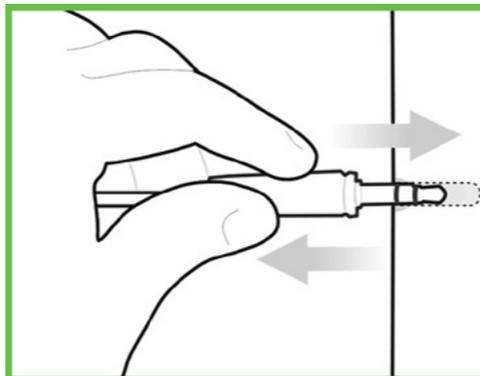
Avoid cord and pin breakage by allowing slack from headphone to device - the AVID [fishbone](#) is another way to avoid bending the jack.



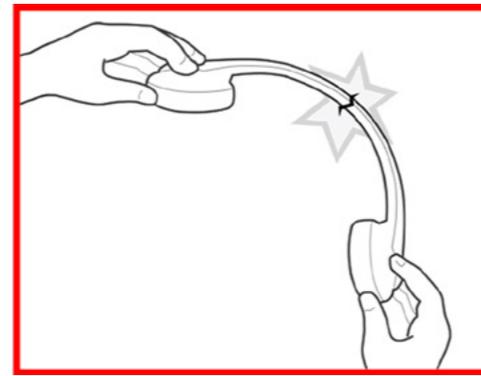
Avoid pulling and picking at earpads - damage to these will void warranty.



Avoid tangles and damage by wrapping the cord around your hand or fingers and securing in place with a cord wrap.



When unplugging headphones from a device, always pull from the connector, *not* the cable.



Never twist or bend headband as this could cause breakage.

[Click here for Warranty Information](#)

- Use a damp disinfecting cloth to clean your product - never spray liquid directly onto the product or submerge in water.
- Do not leave headphones on the floor - this may seem obvious but these things happen!
- When not in use, unplug and store headphones in a dry, safe area or store them in a protective case, such as the [AVID Class Pack](#).
- Turn down device volume before plugging headphones in to avoid damage to the product and your ears.

# HEADPHONES

AT A GLANCE

Click on image to see Product Data Sheet.



**AE-06**

Ultra minimal, lightweight solution for the classroom. Built with comfortable foam earpads and durable metal headband.

1AE6-006ST3-2



**AE-08**

Cost conscious choice for the classroom. Replaceable foam earpads. Lightweight model with adjustable headband.

2AE0-8STERE-O32



**AE-35**

Mid-size earpads fit a broader age span. Easy to maintain and clean. Six-foot cord allows for large range of motion.

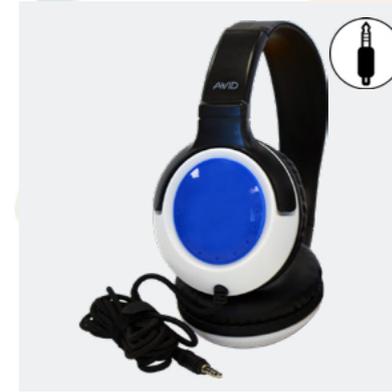
1EDU-AE35BL-UNOMIC  
1EDU-AE35WH-TNOMIC



**AE-404**

Comfortable vinyl earpads and headband cushion. Noise reducing earcups are perfect for lab settings. Chew-resistant cord.

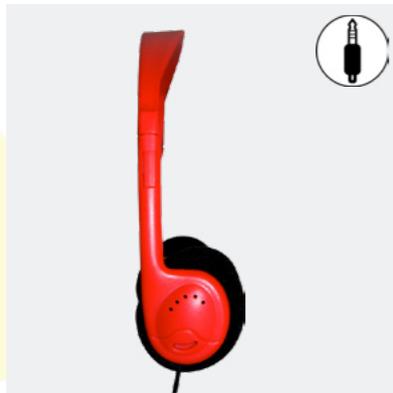
2EDU-AE404B-LK



**AE-54**

Modern, durable, noise-reducing over-ear design. Easy to clean vinyl earpads. Chew-resistant cord. Advanced sound quality.

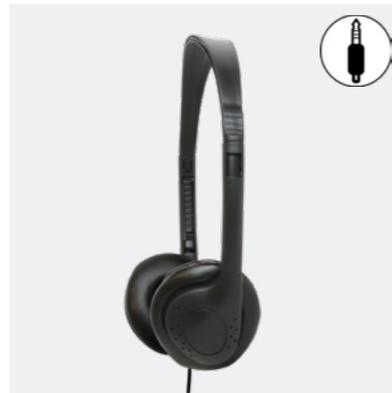
2AE5-4BLU  
2AE5-4ORG



**AE-711**

Affordable, entry-level headphone. Adjustable fit for a variety of head sizes. Six-foot cord allows for large range of motion. Foam earpads.

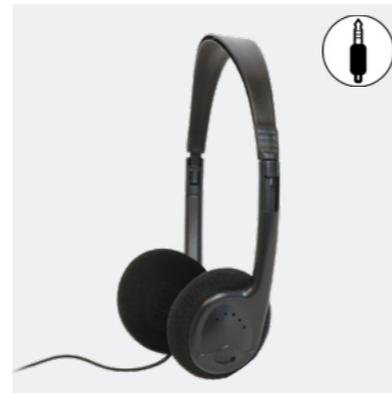
1AE6-711RSR-M32  
1EDU-711BLU-E  
1EDU-711RED  
1EDU-711YEL-LOW



**AE-711V**

Affordable, entry-level headphone. Adjustable fit for a variety of head sizes. Six-foot cord allows for large range of motion. Vinyl earpads.

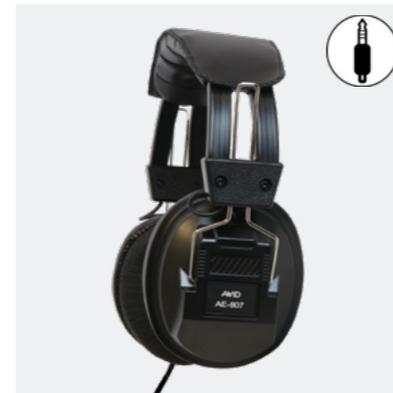
1AE6-711RSR-M32VNL



**AE-711VC**

Affordable, entry-level headphone. Adjustable fit for a variety of head sizes. Six-foot cord with inline volume control. Foam earpads.

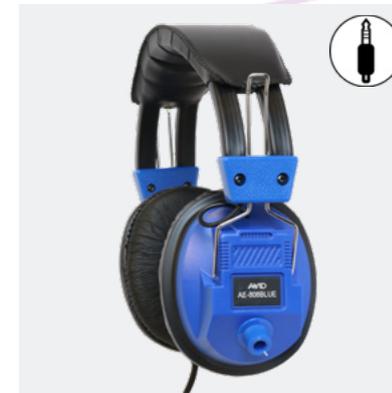
1AE6-711VC7-CSTKZ



**AE-807**

Full size padded ear cups reduce noise and are built for comfort. Durable construction is ideal for lab settings.

1EDU-AE807

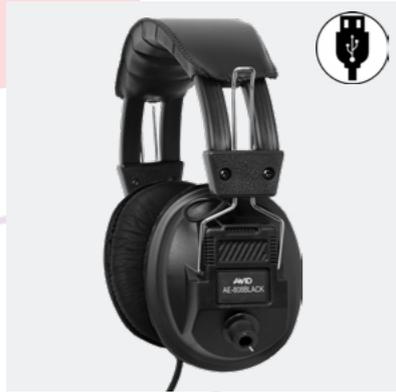


**AE-808**

Full size padded ear cups reduce noise and are built for comfort. Durable construction is ideal for lab settings. Includes volume control.

1AE8-08VCCC-BKCS32  
1EDU-AE808B-LUE  
1EDU-AE808R-ED  
1EDU-AE808Y-ELLOW

# HEADPHONES



## AE-808USB

Full size padded ear cups reduce noise and are built for comfort. Durable construction is ideal for lab settings. USB connection.

1EDU-808USB



## AE-812

Features exclusive Automatic Sound Limiting Technology. Volume does not exceed 85dB, a safe listening level according to [ASHA](#).

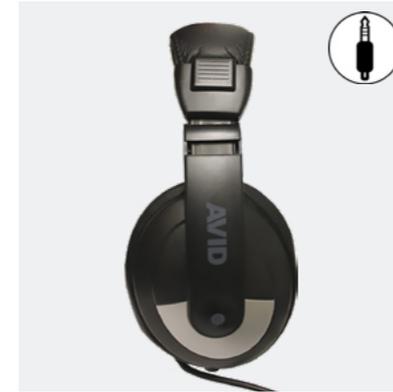
1EDU-812BLU-EASL  
1EDU-812RED-EASL  
1EDU-812YEL-LOWASL



## FV-060

Mid-size, rigid ear cups are easy to clean and extremely durable. Rotating earpieces lay flat in desk or backpack.

1AE6-FV060C-BK32ST  
1EDU-FV060B-LUE  
1EDU-FV060R-ED  
1EDU-FV060Y-ELLOW



## SM-25

Full-sized headset with comfort fit earpads assist in blocking out ambient noise. Ideal for testing and lab environments.

1EDU-SM25YH

# HEADSETS

Click on image to see Product Data Sheet.



**A E - 1 8**

Lightweight entry-level headset. Boom microphone. Easy to clean vinyl earpads. Chew-resistant cord. Fits a variety of ages.

1EDU-AE18



**A E - 3 6**

Popular, durable design with padded headband and earpads. Noise-cancelling boom microphone.

1EDU-AE36GR-EEN  
1EDU-AE36OR-ANGE  
1EDU-AE36WH-ITE



**A E - 3 9 U S B**

Popular, durable design with padded headband and earpads. Noise-cancelling boom microphone. USB connection.

2AE3-9GRYUS-B32



**A E - 4 2**

Durable, rugged design with minimal moving parts for long-term use. Padded earpads and headband. In-line microphone.

2EDU-421332-GRN  
2EDU-421332-GRY



**A E - 5 5**

Modern, durable, noise-reducing over-ear design. Boom microphone. Easy to clean vinyl earpads. Advanced sound quality.

2EDU-AE55BL-KBLU  
2EDU-AE55BL-KORG



**A E - 5 5 U S B**

Modern, durable, noise-reducing over-ear design. Boom microphone. Easy to clean vinyl earpads. USB connection.

2EDU-AE55US-BBLU  
2EDU-AE55US-BORG



**A E - 6 6**

Foldable, easy to store design. Comfort fit, padded ear cups. In-line microphone. Passive noise reduction. High fidelity sound.

2EDU-MD66RD-SS32  
2EDU-MD66WH-SS32  
2EDU-MD66YL-SS32



**A E - 9 0 9 2**

Full sized headset with in-line microphone and volume control. Super comfortable padded headband and earpads.

2AE9-2BLKTR-RS32



**A E - 9 8 1 U S B**

Ideal language learning headset with boom microphone. Superior sound quality. USB connection. Autoconfiguration enabled.

1EDU-AE981U-SB



**S M B - 2 5 V C**

Noise-reducing full sized headset. Boom microphone. Comfortable padded headband and earpads. Dual connection.

1EDU-SMB25V-CG

# EARBUDS & EARPHONES

Click on image to see Product Data Sheet.



## AE - 1 M

Budget friendly earbud. In-line microphone. Superior sound quality. Fits a large variety of ear shapes.

2AE1-699363-2MIC



## AE - 5

Affordable entry-level earbud. Compatible with a wide range of devices. Easy to clean design without earpads.

1AE5-NOPADS



## AE - 205

Budget conscious single use earphone. Noise blocking, comfortable silicon ear tips. Dual connection.

2205-BLKSLV-BOX100



## AE - 215

Inexpensive earphone option. Soft and flexible silicone ear tips. Noise reducing design lets student listen at a comfortable level.

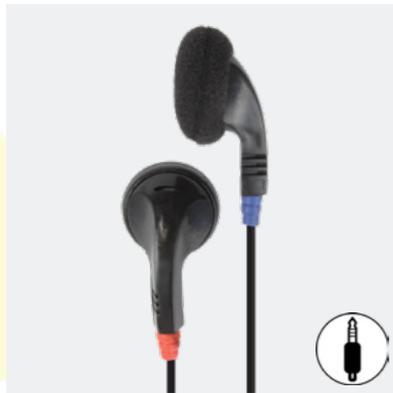
1AE2-15HPBL-KSTK



## DX - 992

Budget friendly choice. Superior sound quality. Passive noise cancellation for easy listening. Comfort fit silicone ear tips.

2992-RSSRA1-6



## JS - 75

Affordable entry-level simple earbud. Comfortable soft foam earpads. Provide good sound quality.

8KIT-00JS75-BOXED



## TT - 3

Attractive two-tone silver metallic finish. Comfortable soft foam earpads. Compatible with a wide range of devices.

8KIT-TT3BOX-100

## ACCESSORIES



TECH&LEARNING  
**BEST SHOW**  
AT ISTE 2017  
WINNER

### THE ORIGINAL FISHBONE

The fishbone 3.5mm plug breakaway adapter is AVID's innovative response to the pin breakage problem experienced across the audio industry. This practical necessity for the classroom acts as an inline reusable flex point between the headphone and audio output device - if the cord is pulled away from the jack at an angle, the fishbone bends towards the pull and allows the headphone's pin to back out without pin breakage.

5ADP-FISHBO-NE

### AVID CLASS PACKS

AVID understands how important it is to protect your education technology investment - and AVID Class Packs are an easy and convenient must-have for transferring and storing headphones. Each durable, lightweight carrying case allows for easy stowing of several headphones. The rigid exterior protects the headphones, as well as keeps your equipment clean and ready for use. Class Packs are available in two sizes and with any AVID headphone or headset style. Larger case is equipped with wheels and is purchaseable with 18, 24 or 30 headphone units. Smaller case is purchaseable with 12, 24 or 30 units.



Small case dimensions:  
10 x 24 x 18

Large case dimensions:  
12 x 35.5 x 16.1

Contact Justin Kahle  
for full list of Class Pack  
varieties:  
[jkahle@avidproducts.com](mailto:jkahle@avidproducts.com)



# We Value Our Partnerships



AVID's Customer Service and Sales teams are happy to assist you, and guarantee a 24-hour response time to any inquiries.

Our Creative Marketing and Product Development teams tailor products, digital assets and communication materials to your needs.



Our Logistics team brings 30+ years of global systemization expertise to your service with forecasting, shipping and material housing and planning, as well as assist with supply chain management.

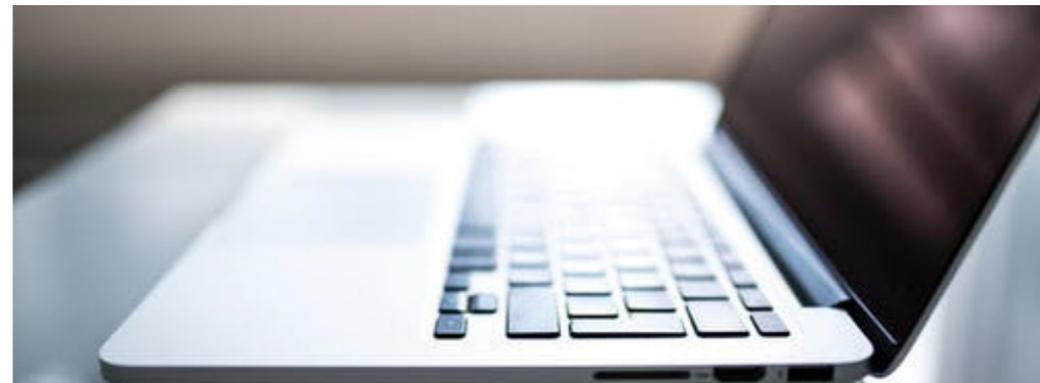


## AVID Education Tool Kit

As an AVID Education partner, we provide you with a centralized location to obtain digital assets. This easily accessible toolkit includes product imagery, data sheets, catalogs, brochures etc. and is updated on a regular basis. To gain access, contact Justin Kahle, for login credentials: [jkahle@avidproducts.com](mailto:jkahle@avidproducts.com)

## Sample Requests

We believe that test driving our products will not only show you the quality of our AVID Education line, but also allow you to familiarize yourself with the products and in turn, support your sales goals. To receive a product sample, please complete our [Sample Request Form](#).



## Yearly Promotions

AVID provides promotions throughout the year to highlight product or to coincide with events and peak buying times. Similarly, we are happy to tailor promotions to align with any specific efforts you may have. To learn more about current or custom promotions, contact Justin Kahle, [jkahle@avidproducts.com](mailto:jkahle@avidproducts.com).



# Customize Your AVID Products

Help us create the product that fits your needs! AVID will collaborate with you to tailor our headphones, headsets and earbuds to meet your specific requirements, including:



## COLOR

Pick and choose from a variety of tones and finishes to reflect school colors or integrate your brand.

## DESIGN

Change the overall blueprint of your headphones with alterations such as size, shape or microphone style.

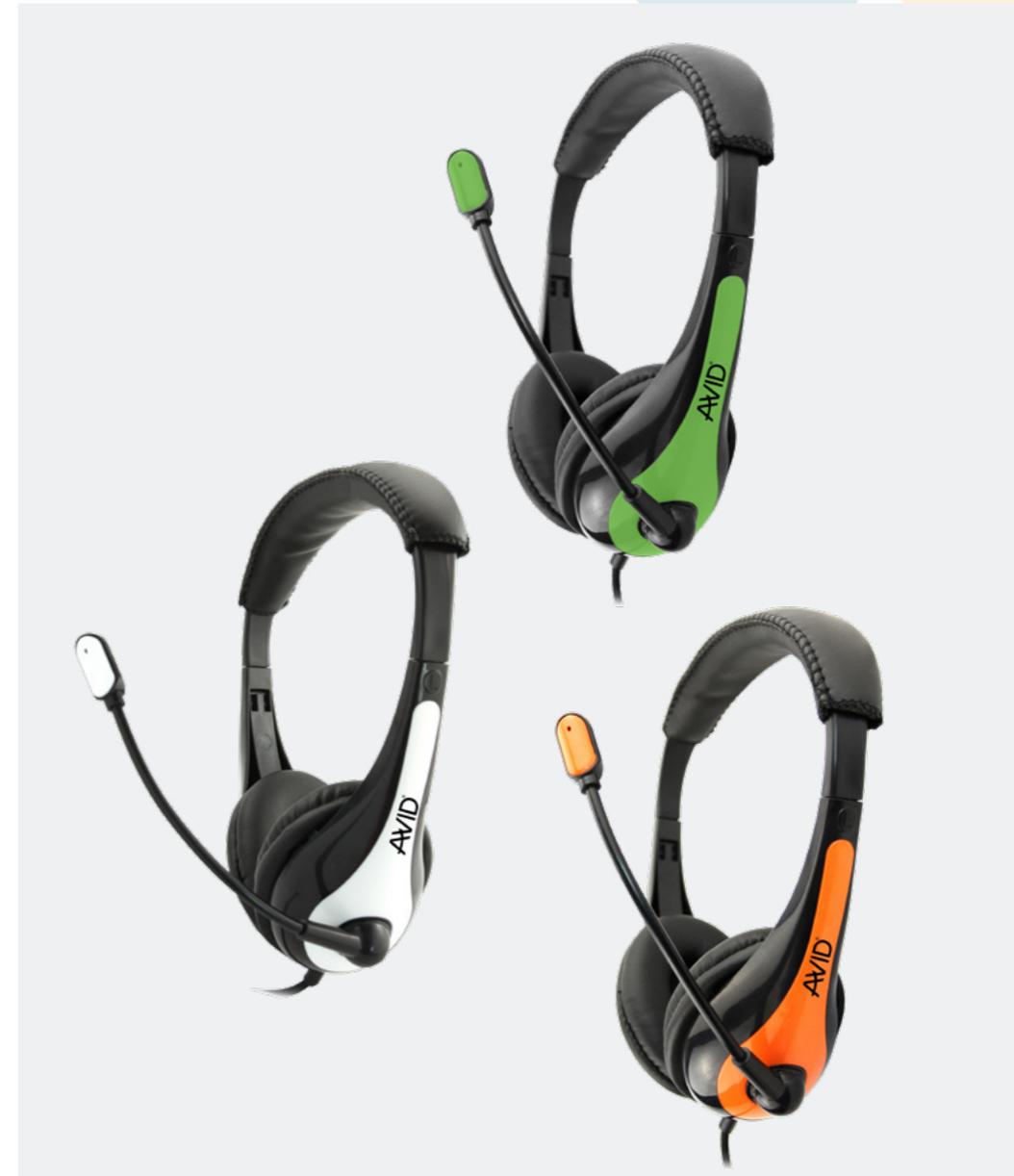


## TRADEMARK

Add a school name or logo to any headset model to set your edtech apart.

## CABLE

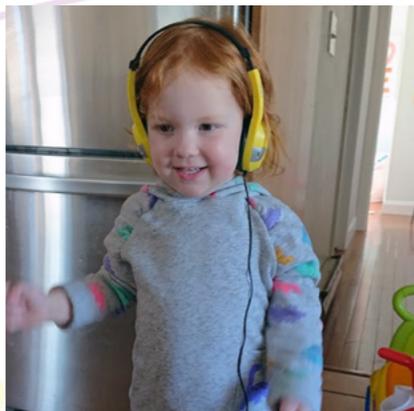
Personalize the connection type for your school devices, as well as modify the color and material.



### *Please note:*

Minimum order quantity applies to all custom products. Contact Justin Kahle, [jkahle@avidproducts.com](mailto:jkahle@avidproducts.com) for more information.

Follow. Follow. Follow.



## LET'S GROW OUR NETWORK TOGETHER!

Follow **AVID Products, Inc.** on the below social platforms to share and tag posts, as well as keep up to date on AVID announcements, events and product releases.





**We need technology in every classroom  
and in every student and teacher's hand,  
because it is the pen and paper of our  
time, and it is the lens through which we  
experience much of our world.**

**DAVID WARLICK**

AUTHOR, EDUCATIONALIST, SOFTWARE DEVELOPER, PUBLIC SPEAKER