



BLACKWIRE 3300 SERIES

Telekomunikaciniai Projektai UAB,
<https://plantronics.lt/en/>



WHAT IS THE BLACKWIRE 3300 SERIES?

- Provides the best value to the Enterprise IT buyer, affordable mass deployment for enterprise office collaborators
- Delivers audio quality that you would expect from a more premium solution
- Modern design that users will want to wear, great audio and fully adjustable to ensure comfortable fit for prolonged use
- Design and comfort: appealing design, comfort padded headband with soft ear cushions
- Microsoft Teams version to support an easy collaboration and communication experience—includes dedicated Microsoft Teams button for instant access to the Teams App



Blackwire 3310



Blackwire 3320



Blackwire 3315



Blackwire 3325

TARGET USER PERSONA

DIRK, THE DESK WORKER

Persona background

- 39 years old; mostly male
- Works in an office, takes calls at his desk

Key use case: Works at the desk 100% of the time

Pain points solved by product

- Smartphone usage is higher than the average so needs to be able to easily connect
- Affected by ambient noise so uses a headset to listen to music masking out the noise
- Looking for a product with a modern design

OLIVIA, THE OFFICE COMMUNICATOR

Persona background

- 50 years old; mostly female
- Works in an office

Key use case: Works at the desk 100% of the time

Pain points solved by product

- Slow to adopt new technology requires products that have plug and play simplicity
- Participates in long calls so needs a headset that is light and comfortable
- Affected by ambient noise so wants a binaural headset to concentrate while on calls (Blackwire 3320)



BLACKWIRE 3300 SERIES

Style, comfort and audio quality

- Fully adjustable headset with 180-degree pivoting speakers
- Flexible microphone boom for customized fit
- Leatherette or soft foam ear cushions
- Two levels of functionality
 - Blackwire 3310/3320: mono/stereo foldable design, hardwired to PC USB-A or USB-C
 - Blackwire 3315/3325: mono/stereo foldable design, with 3.5mm mobile connectivity and modular call control module to PC USB-A or USB-C

CONNECT SEAMLESSLY TO ANY COMPATIBLE DEVICE, ANYWHERE IN THE OFFICE



**UC CORDED ENTRY LEVEL FOR PC/MAC
COLLABORATION**

Blackwire 3310/3320

USB-A/USB-C



**FOR PC/MAC AND MOBILE/TABLET
COLLABORATION**

Blackwire 3315/3325

USB-A/USB-C + 3.5mm



CONNECT SEAMLESSLY TO
ANY COMPATIBLE DEVICE,
ANYWHERE IN THE OFFICE



BLACKWIRE 3300 PRODUCT TOUR

Fully adjustable headset

180-degree pivoting speakers

Flexible microphone boom

Noise canceling microphone

3.5mm connector

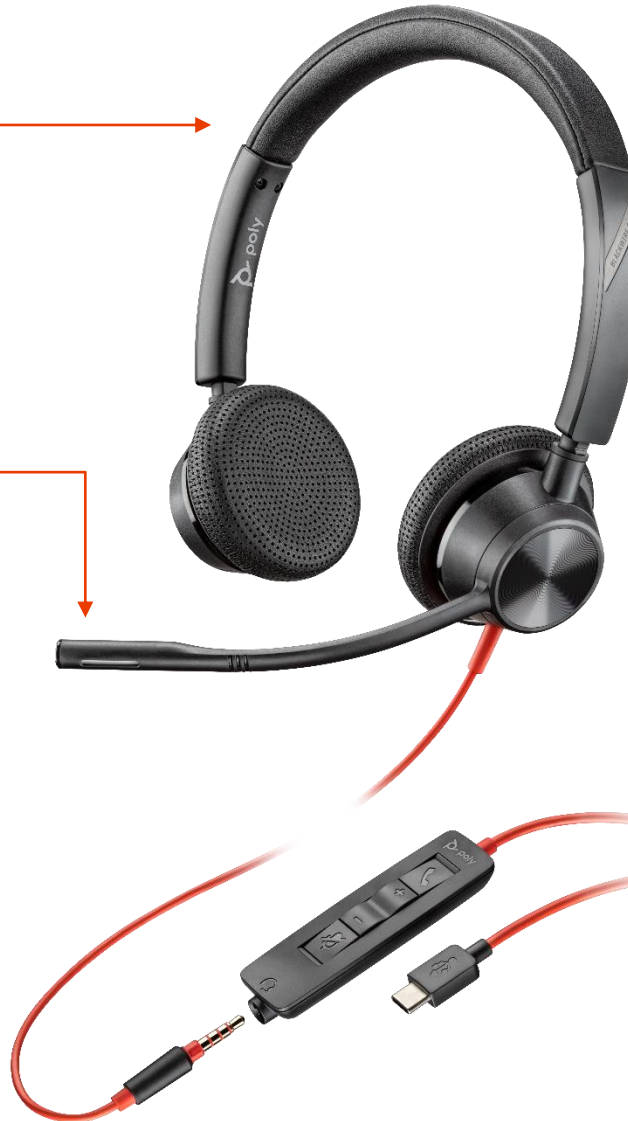
For mobile/tablet connectivity

Comfort, padded headband

Soft leatherette ear cushions

Inline call controls

Available in USB-A or USB-C



ORDERING CODES AND PRICING

Part Number	Description
MSRP \$49.95/€45.88/£40.94	
213928-01	Blackwire 3310, BW3310 USB-A
212703-01	Blackwire 3310, BW3310-M USB-A
213929-01	Blackwire 3310, BW3310 USB-C
214011-01	Blackwire 3310, BW3310-M USB-C
MSRP \$54.95/€54.88/£48.98	
213934-01	Blackwire 3320, BW3320 USB-A
214012-01	Blackwire 3320, BW3320-M USB-A
213935-01	Blackwire 3320, BW3320 USB-C
214013-01	Blackwire 3320, BW3320-M USB-C

Part Number	Description
MSRP \$79.95/€80.72/£72.12	
213936-01	Blackwire 3315, BW3315 USB-A
214014-01	Blackwire 3315, BW3315-M USB-A
213937-01	Blackwire 3315, BW3315 USB-C
214015-01	Blackwire 3315, BW3315-M USB-C
MSRP \$84.95/€89.46/£79.90	
213938-01	Blackwire 3325, BW3325 USB-A
214016-01	Blackwire 3325, BW3325-M USB-A
213939-01	Blackwire 3325, BW3325 USB-C
214017-01	Blackwire 3325, BW3325-M USB-C

BLACKWIRE 3200 SERIES TO 3300 SERIES TRANSITION GUIDE

TRANSITION MODELS



Description	Blackwire C3210 USB-A	Blackwire C3220 USB-A	Blackwire C3215 USB-A	Blackwire C3225 USB-A
MSRP (MSRP/List)	\$44.95/€41.28/£36.84	\$49.95/€49.88/£44.52	\$74.95/€75.68/£67.54	\$79.95/€84.20/£75.20
Part Number (Global)	209744-101	209745-101	209746-101	209747-101

NEW BLACKWIRE 3300 SERIES



Description	Blackwire BW3310 USB-A	Blackwire BW3320 USB-A	Blackwire BW3315 USB-A	Blackwire BW3325 USB-A
MSRP (MSRP/List)	\$49.95/€45.88/£40.94	\$54.95/€54.88/£48.98	\$79.95/€80.72/£72.12	\$84.95/€89.46/£79.90
Part Number (Global)	213928-01	213934-01	213936-01	213938-01

NOTE: USB-C versions of Blackwire 3300 Series also available

COMPETITIVE OVERVIEW



	Poly Blackwire 3300 Series	Jabra Evolve 30 II
MSRP (Mono/Stereo)	\$49-\$54 - \$79-84 (3.5mm)	\$73-79
Ear Cushions	Foam (leatherette 3.5mm)	Leatherette
Headband	Metal	Plastic over metal
Audible Prompts (Mute & Volume)	Yes	Mute only
USB-A & USB-C Variants	Yes	No (USB-A)
Passive Noise Reduction	No	No
Contemporary Design	Yes, lava accents & cable	Black
Smart sensors	No	No
Dynamic mute	No	No
N@Work; G616 Protection	Yes	Yes (firmware update)
Carrying case	Yes (3.5mm versions)	Yes
Busy light	Yes (inline)	No

THE “NEW” BLACKWIRE FAMILY

GOOD

UC corded entry level for PC/Mac collaboration



Blackwire 3210/3220 → Blackwire 3310/3320

USB-A/USB-C → USB-A/USB-C

BETTER

For PC/Mac and mobile/tablet collaboration

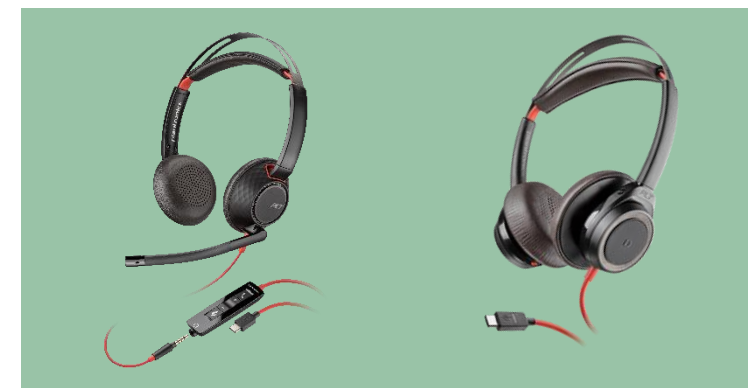


Blackwire 3215/3225 → Blackwire 3315/3325

USB-A/USB-C + 3.5mm → USB-A/USB-C + 3.5 mm

BEST

High performing corded headsets for enterprise collaboration



Blackwire 5200 Series
USB-A/USB-C + 3.5 mm

Blackwire 7225 Series
USB ANC

SPARES



Spare Mono Headset

BW3315T: 216898-01



Spare Stereo Headset

BW3325T: 216899-01



Spare Carry Case

215361-01



**Spare Leatherette
Cushions**

215816-01



**Spare Foam
Cushions**

215822-01



Spare Inline Control USB-C

BW3300 USB-C: 215819-01

BW3300-M USB-C: 215821-01



Spare Inline Control USB-A

BW3300 USB-A: 215818-01

BW3300-M USB-A: 215820-01



PLANTRONICS **MANAGER PRO***

Monitor. Maintain. Manage. Make progress.

- Manage and maintain headsets
- Ensure that communication professionals are always ready to talk
- Provide the best voice experience

**A software-as-a-service sold separately*

THANK YOU

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