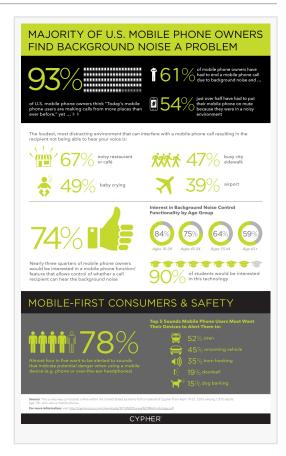


## Three in Five Mobile Phone Users Have Had to End a Call Due to Background Noise; Find Restaurant/Cafés Most Distracting

Cypher Corp.'s survey of U.S. mobile phone owners explores attitudes about the challenges of making voice calls in noisy environments

SALT LAKE CITY, UT, USA, June 1, 2016 /EINPresswire.com/
-- SALT LAKE CITY, June 1, 2016 – As today's workforce and consumers become increasingly mobile, new challenges and needs for managing background noise during mobile phone calls have emerged. A poll, commissioned by Cypher and administered online by Harris Poll, surveyed 1,875 U.S. mobile phone owners about their experiences and attitudes related to making voice calls in noisy environments.

Ninety-two percent of U.S. adults say that today's mobile phone users are making calls from more places than ever before, with 89 percent stating that more business professionals are working remotely today. Mobile phone owners think the loudest, most distracting environment that can interfere with a mobile phone call resulting in the recipient not being able to hear your voice is a noisy restaurant or café (67%), followed by a baby crying (49%), busy city sidewalk (47%) and airport (39%). Roughly three in five (61%) mobile phone owners have had to end a mobile phone call due to



background noise; those age 18-34 (71%) are more likely than those age 45-54 (60%), 55-64 (57%) and 65+ (41%). Just over half (54%) have ever had to put their mobile phone on mute because they were in a noisy environment; 22 percent do this at least some of the time.



Anyone who has ever been asked 'can you call me back when you're in a quieter place' or needed to work remotely from a coffee shop can commiserate with the findings of this study."

John Walker, CEO of Cypher Corp.

"Anyone who has ever been asked 'can you call me back when you're in a quieter place' or needed to work remotely from a coffee shop can commiserate with the findings of this study," said John Walker, CEO of Cypher Corp., a startup providing next-generation audio enhancement solutions for mobile communications. "This feedback helps us better understand the needs of today's mobile-first consumers as noise challenges proliferate throughout not only our mobile phone calls but many new voice-activated devices."

As consumers take their devices more places, the possibility that they aren't paying attention to oncoming hazards increases. The survey finds that almost four in five (78%)

mobile phone owners want to be alerted to sounds that indicate potential danger (e.g., oncoming vehicle, dog, emergency vehicle) when using a mobile device such as a phone or over-the-ear headphones. The following are the top five sounds mobile phone owners would most want their devices to alert them to: siren (52%), oncoming vehicle (45%), horn honking (35%) doorbell (19%) and dog barking (15%).

The survey further finds that nearly three quarters (74%) of mobile phone owners would be interested in a mobile phone function/feature that allows control of whether a call recipient can hear the background noise. Those age 18-34 (84%) are more likely than those age 45-54 (75%), 55-64 (64%) and 65+ (59%) to be interested in such capabilities. Ninety percent of students are interested in this capability.

This survey was conducted online within the United States by Harris Poll on behalf of Cypher from April 19-21, 2016 among 2,042 adults ages 18 and older, among whom 1,875 own a mobile phone. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please visit 2016 Survey Methodology.pdf.

## **About Cypher**

Cypher is a leader in delivering next-generation pattern recognition and audio enhancement solutions for mobile communications. Cypher software algorithms detect and separate acoustic signals on today's mobile devices in real time, dramatically reducing background noise and significantly improving voice quality and intelligibility. For more information please visit <a href="https://www.cyphercorp.com">www.cyphercorp.com</a>.

## About The Harris Poll

Over the last 5 decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Contact us for more information.

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