

Pure launches Pop, a consumer led and design-focused range of digital radios



London, UK, 28th August 2014: Pure, today introduces the Pop family, a revolutionary style of digital radio 'designed for the listener'.

The Pop range is designed to reinvent radio and is based on insights from extensive research with radio listeners. Its key design elements are derived from a study into how people want to use and interact with their radios. The result is a trio of products, Pop Mini, Pop Midi and Pop Maxi, with instant access and ease of use at the forefront of its design, while delivering high quality audio.

Instant access to radio content was a key requirement, so the Pop's controls are centred on a large button on the top of the radio. Users can now turn on their radio at the 'pop' of the button and the radio will automatically revert to the previous station and volume. In addition, there are easy access presets to quickly change station. There is also strong support for Bluetooth across the range in response to many customers wanting dual functionality and access to wireless streaming.

Both a small footprint and great sound quality were equally high on the list, which is why the range comes in a compact and stylish vertical design to cater for space conscious home owners. The Pop Mini and Midi deliver exceptional sound for their size while, the top of the range, Pop Maxi delivers a powerful, stereo sound available from either FM, digital radio or streaming through Bluetooth. Other research dictates that consumers like to be able to view a large, clear clock display as well as the scrolling text, which is why Pop is now the first product to deliver this. As a flexible battery solution was also considered important, Pop has the option for eco-friendly 'fit and forget' rechargeable ChargePAK, as well alkaline or standard rechargeable batteries.

Nick Hucker, senior director of sales and marketing at Pure, says: “Since inception, digital radio design has remained largely unchanged, despite the evolution of consumer listening habits. Many entry level digital radios lack individuality and quality audio, despite the advances in technology and high-quality sound engineering. This is why we wanted to introduce Pop, a product focused on how consumers interact with their digital radio, based on functionality, ease of use, while maintaining a stylish design and first class audio that Pure customers are accustomed to.”



Pop Mini

The smallest radio in the Pop family is designed to take up as little space as possible on the kitchen worktop or the bedside table. Its mini design also lends itself to being portable, meaning it can be taken with the owner from the kitchen to the study with ease. It features 10 presets with 5 dedicated keys in response to consumer feedback on ease of use, so it's ideal for all the family to use.

Pop Midi

Midi has an identical footprint to Mini but with its taller size, comes with a bigger sound. The radio is ideal for all rooms in the home as well as music listening in the garden. There is also a version of Pop Midi with Bluetooth that delivers the ultimate in dual functionality, giving users both a high quality radio and a Bluetooth streaming speaker in one.

Pop Maxi

Maxi is the biggest radio in the Pop family, double the size of Midi – but also double the sound. Maxi is a stereo product with Bluetooth as standard, giving users the ability to stream music from any smartphone direct to their radio, inside and outside the home.

Benefitting from Pure's heritage of British design and engineering, the practical and stylish Pop family use highly energy efficient digital audio amplification to deliver the best possible sound quality, excellent battery life and low power consumption. The Pop family comes with three years warranty as standard and is mains powered with the option to take regular alkaline batteries or an eco-friendly rechargeable ChargePAK D1 for portable use. As with all Pure's current range of digital radio, Pop is Digital Radio tick approved, meaning the range is ready for a Digital Radio switchover, ensuring it will not only look good and sound great in any room, but is future proofed.

The range starts from an SRP of £59.99 up to £99.99, the Pop Midi will be available to buy at all good electrical retailers and <https://shop.pure.com/UK/> from September with the rest of the family coming later in the year. For more information on the range, including technical specifications and more, please visit www.pure.com.

About Pure

Pure is a world leading consumer electronics manufacturer and leads the way in music streaming and radio systems, multiroom audio and entertainment cloud services with the Pure Connect portal www.pureconnect.com as well as innovating in new areas. Designed and engineered in the UK, all of Pure's products are manufactured with the environment in mind and at ethically audited facilities. Pure is a division of Imagination Technologies Group plc. See www.pure.com.

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