

PURE

Pure launches new digital radio with superior stereo sound



Pure introduces Evoke D6 with Bluetooth

London, UK, October 15 2014: Pure evolves an icon with the Evoke D6, the next generation of one of the world's most iconic digital radios, with Bluetooth and superior stereo sound.

The new Evoke D6 boasts two front-facing speakers with smart, streamlined looks, quality audio and a suite of enriching features including Bluetooth for convenient wireless streaming.

Benefitting from Pure's heritage of British design and engineering, Evoke D6 with Bluetooth has been hand-tuned to deliver class-leading audio and includes the latest digital amplification technology.

Its solid housing in a real oak veneer finish encases its wooden engineered box, chosen for its exceptional acoustic properties, while its custom drive units have been carefully designed and constructed to allow optimum dynamics with a smooth natural frequency response. The new D6 might have a familiar look, but the technology inside produces an unrivalled stereo sound.

Says Nick Hucker, Pure's senior director of sales and marketing: "The Evoke D6 comes from our continued drive to design and build the very best audio products. Since the launch of the very first Evoke in 2002, the Evoke range has been critically acclaimed for its sound and design and as such the new Evoke D6 is engineered for those that truly love great quality music around the home."

Its slightly larger, contemporary look, alongside unrivalled audio makes it ideal to reproduce stereo sound around any family home. The integrated 20 watt digital amplifier gives the Evoke D6 its power while its active-multiple feedback loudspeaker equalisation, provides great sounding tone. Comprising a multi format, DAB/DAB+/FM tuner, the Evoke D6 has received the Digital Radio tick mark to signify that it is future ready in the event of a digital radio switchover. Bluetooth connectivity gives users access to all their favourite songs wirelessly, be it from a laptop, smartphone or tablet, and for any device which doesn't feature Bluetooth, the auxiliary input can be used.

The radio comes with two alarms, and a touch sensitive SnoozeHandle for added convenience, making it perfect for every room in the house including the bedroom.

Other features include an, optional rechargeable F1 ChargePak, which will deliver up to 65 hours of portable listening, 30 presets (15 DAB and 15 FM) with five quick preset access buttons and a stereo headphone socket. It also comes with a three year warranty for peace of mind.

The Evoke D6 (SRP £179.99) will be available exclusively for launch from John Lewis.

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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