

PURE DIGITAL LAUNCHES DMX-60 DIGITAL AUDIO HI-FI SYSTEM
Advanced micro system features DAB/FM/CD/MP3/SD Support and EPG

London, UK, 7th September 2006: PURE Digital – a division of Imagination Technologies (LSE:IMG) – presents the new DMX-60 Micro System with full digital radio and MP3 features. DMX-60 combines style, power and advanced features, including both DAB and FM radio with RDS, support for SD memory cards, DAB Electronic Programme Guide (EPG), and Intellitext™ for access to on-demand broadcast text. It retails for around £249.99 (SRP inc. VAT) and will be available from October 2006.

Says Colin Crawford, Director of Marketing, PURE Digital: "The DMX-50 has been a great success, quickly becoming one of the best-selling DAB micro systems. The DMX-60 is set to build on that success by adding must-have features, audio enhancements and a new silver finish which sets it apart from the competition".

DMX-60 users can view DAB EPG listings for seven days, choose the programmes they like, set up to 20 record timers and let DMX-60 record over 30 hours of radio to SD memory card.*

DMX-60 can pause and rewind live DAB digital radio using PURE's ReVu™ technology. It also plays MP3 collections from SD card or MP3-CDs. Users can record tracks or complete radio programmes to SD card and listen later on the DMX-60 or on an SD-compatible portable player such as the PURE PocketDAB® 2000. They can also set up to 20 alarms to wake up to DAB or FM radio, CD, MP3s from SD card or a simple tone.

Based on the "What Home Cinema - Best Buy" award winning DMX-50, DMX-60 has had further audio enhancements and produces 40 Watts RMS per channel of class-leading audio through its custom-wound 5¼" woofers and 19mm Mylar-dome tweeters, housed in two-way rear ported enclosures with custom-tuned second order crossovers.

With Intellitext** DMX-60 gives listeners on-demand access to DAB extended text broadcasts for the latest sports news, headlines and much more. The broadcaster sends specially formatted scrolling text, and DMX-60 categorises and stores it for retrieval at the user's convenience – it even keeps storing text messages when in standby.

DMX-60 is 'USB Upgradeable' over an Internet connection (PC required). Whether it's enhancements to the DAB standard or new features from PURE, the USB connector enables users to keep their DMX-60 up to date. Users can also transfer recordings and MP3 files between a PC and DMX-60 over the USB connection.

DMX-60's CD player is CD-R and CD-RW playback compatible with support for CD Text and audio CD playlists (up to 20 tracks) as well as multiple playback modes (repeat, shuffle, etc.). DMX-60 plays back users MP3-CDs, including support for ID3 tags and M3U playlists.

Other features include a fully featured remote control (batteries included) and an easy to read eight-line graphical LCD display.

DAB digital radio provides up to 55 stations in some areas, including BBC radios 1-4, BBC Five Live Sports Extra, BBC7, Classic FM, Virgin, Planet Rock and Oneworld. Visit www.pure.com for the list of stations in any postcode area. For FM listeners there's RDS support for station name display and RDS scrolling text. DMX-60 provides easy access to its radio content with 99 DAB presets and 99 FM presets.

DMX-60 comes with a comprehensive two year warranty. PURE's service department exists to make sure users enjoy their PURE product. The UK based support team can be reached on +44 (0)1923 277477, e-mail support@pure.com or visit the dedicated support area at www.pure.com.

Editor's Notes

*Based on typical broadcast of 128 kbps recorded to 2GB SD card (SD card not included).
** from participating broadcasters

DMX-60 is powered by the Frontier Chorus FS1010, which incorporates the revolutionary META multi-threaded processor and DAB technologies developed by Imagination Technologies.

About PURE Digital

PURE Digital is the world's leading manufacturer of DAB digital radios, the number one supplier of portable radios in the UK, and the creator of EVOKE-1XT, the world's most popular DAB radio. A UK company using UK technology, PURE Digital offers the widest range of award-winning DAB radios. See www.pure.com.

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