

## **PURE launches Contour, a new form of digital and internet radio with iPod dock**

### **The ultimate functionality in the ultimate style**



London, UK, 5<sup>th</sup> January 2011: PURE, the world leading radio maker, presents Contour, a stereo internet-connected digital radio and media streamer with retractable iPod/iPhone dock which stands out as much for its looks as it does for its powerful audio delivery.

With an SRP of £199.99, Contour is the seventh member of PURE's growing internet-connected Flow range and like the award-winning AVANTI Flow incorporates PURE's ClearSound™ technology\*, which delivers clear dynamic audio, higher volume levels and low power consumption. Contour has been designed with an acoustically tuned and sealed cabinet with dual bass ports to deliver unparalleled volume, clarity and response from 18 KHz down to less than 50 Hz.

Contour also includes video outputs (component, S-Video and composite) to allow users to view YouTube videos and videos stored on their iPhone or iPod on their TV.

Using a Wi-Fi connection, Contour enables the user to stream their digital music collection from a Wi-Fi enabled computer or media server. Thousands of internet radio stations and on demand programmes from around the world can also be streamed on Contour through the Wi-Fi connection. Also available via PURE's online portal, The Lounge ([www.thelounge.com](http://www.thelounge.com)) is a unique selection of ambient PURE Sounds for relaxation and FlowSongs\*, PURE's ground-breaking, cloud-based music service that allows the user to identify (tag) tracks playing on any radio station and buy them directly from any PURE radio with Flow technology.

Featuring a stylish black crescent shape with silver surround, backlit touch-sensitive controls and smooth, clean lines, Contour will stand out in any room.

Part of Apple's "Made for iPod" and "Made for iPhone" programmes, Contour comes with a retractable iPod/ iPhone dock with smooth damped movement and a fully featured remote control. Other features include DAB, FM, a 3.5mm auxiliary input for an iPod/ MP3 player, 3.5mm stereo headphone output, USB connector for software upgrades or optional Ethernet adaptor and 3.5mm component video / s-video output and RCA composite video output.

Contour is part of EcoPlus™, a statement of PURE's ethical philosophy and ongoing commitment to looking after the environment. All PURE products are designed to minimise their environmental impact and manufactured in ethically approved and audited facilities. They have reduced power consumption in operation and standby, use recycled packaging materials, have the smallest possible packaging and components selected to minimise environmental impact.

Please visit [www.pure.com/](http://www.pure.com/) [www.thelounge.com](http://www.thelounge.com) or call 0845 1489001 for more information.

**Editor's Notes**

\*PURE Clearsound is a new digital end-to-end audio solution using high-quality Class D amplifiers and digital audio shaping technology to provide clear dynamic audio, higher volume levels and low power consumption.

\*\*FlowSongs is currently exclusive to UK customers as a public beta with an international roll to follow.

**About PURE**

PURE is the world's leading manufacturer of broadcast and internet-connected digital radios, the number one supplier of digital radios in Europe and the creator of the EVOKE-1S, the world's most popular and iconic digital radio. PURE radios increasingly support all the broadcast standards in the DAB family used across all key markets in Europe and beyond. PURE is also leading the way in internet-connected radios based on its Flow technology and the PURE Lounge portal ([www.thelounge.com](http://www.thelounge.com)). 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](http://www.pure.com)

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