

PURE launches Move 2500

The best selling pocket digital and FM radio gets an international update



London, UK, 3rd August 2011: PURE, the world-leading radio maker, presents Move 2500, a stylish pocket digital and FM radio that's ideal for listening on the move, whether in the UK or abroad.

Building on the success of PURE's best selling PocketDAB 1500, Move 2500 (SRP £89.99) is even more lightweight and streamlined than its predecessor. Extremely slim, Move 2500 has a modern black aluminium fascia with polished steel casework and is easily controlled via a sleek rotary dial and selector.

Move 2500 has significantly improved audio, delivering rich bass as well as detailed treble through the supplied silicone-tip noise isolating earphones, which come with three sizes of in-ear silicone tips. The earphones safely and passively cancel out most background noise enabling users to keep volume lower and avoid both ear strain and distraction. Detailed bass and treble adjustment allow the user to customise the audio for their surroundings or listening preference.

Move 2500 comes with a rechargeable Lithium Ion battery, which delivers 14 hours of listening per charge making it an ideal jogging or sports companion. Fast recharging can be done via the supplied mains adapter, or through the USB port of a PC or Macintosh or even through PURE bedside radios with PowerPort.

Other features include a black on orange graphical, backlit LCD display; the ability to set 10 digital radio and 10 FM presets and a USB input for firmware upgrades and power.

Colin Crawford, PURE's director of marketing, says: "With our own noise isolating earphones, rechargeable battery, contemporary styling and simple controls, Move 2500 takes handheld radio listening to the next level. Move 2500 also supports all European digital radio formats, making it an ideal travel companion."

For more information, please visit www.pure.com or call 0845 1489001.

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). 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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