

## Pure moves into new state-of-the-art custom designed HQ



*[L-R – Antony Chicken, Chris Moseley, Nick Hucker]*

**London, UK, 2<sup>nd</sup> September 2014:** Pure has moved its head-quarters into brand new, custom designed premises with state-of-the-art engineering and test facilities.

The new building is phase two of a development located in Kings Langley, Hertfordshire, that is being specially built to house both Pure and Imagination, Pure's parent company. New facilities include a demonstration room showcasing the full range of products; a custom built sound room for fine tuning audio products plus state-of-the-art engineering laboratories incorporating two RF chambers, environmental test chambers and 3D printing/prototyping capabilities.

The move prepares Pure for a new phase as it focusses on new growth markets and develops its presence in international territories. Additionally Pure's sales and marketing team has been merged and restructured to accommodate this development.

Nick Hucker, Pure's senior sales and marketing director now takes on overall responsibility for both departments globally and is joined by Chris Moseley, Pure's new head of marketing, who has over ten years' experience in the consumer electronics industry, most recently with Samsung. Antony Chicken takes the position of head of UK sales and will apply the benefit of his 15 years' experience at Pure to oversee the independent channel, grocers and multiple retailers.

Nick Hucker says: "This move and refined organisation is a key milestone in Pure's history and readies us to capitalise on new opportunities identified worldwide. We will continue to build on our solid foundation within digital radio with a strong product roadmap in the road to digital radio switchover, whilst growing our presence within the wireless and multiroom audio category, which is seeing huge growth globally."

Pure is part of the Imagination Technologies Group, a global technology leader, employing 1600 people across 22 offices globally. Pure's role is two-fold, partly to develop and market its own technologies and products, and to market other technologies developed within the group. Digital radio has been a key example for this, with 85% of digital radios globally containing Pure and Imagination Technologies' technology. The technology (Caskeid), which Pure's range of Jongo multiroom speakers operate on, is also being successfully rolled into a number of major brands and retailers' products globally. Continuing this, Pure is engaged in a number of ground breaking technologies that will appear in consumer products, within the next 12 months.

For more information, please visit [www.pure.com](http://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](http://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](http://www.pure.com).