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ONE OF THE FASTEST GROWING AUDIO BRANDS IN THE WORLD LAUNCH THREE NEW PRODUCTS @ IFA 2015

This year is only the second attendance of VQ at IFA, but a lot has happened in 12 months, the independently owned British brand is taking the world by storm with DAB Radio's designed with Sound & Style at their core.



VQ have embarked on an exciting global growth strategy which has seen the brand take their uniquely British brand into Europe and wider afield in territories such as Australia, Hong Kong and South Africa.

At IFA 2015 VQ look to cement their place as one of the fastest growing and most innovative audio brands in the world.

This ambitious target is driven by inspirational CEO and Creative Director, Jonathan Merricks, who is hands on in all product design based at the UK offices in the Hampshire countryside. At IFA this year VQ announce 3 product launches:- Susie-Q, Hepburn Mk II and Retro Mk II.



Jonathan Merricks, VQ - CEO & Creative Director



See the growing range of VQ products, including these 3 new additions starting from €59 (£49)



Susie-Q

SOUND & STYLE
IN EVERY ROOM

DAB | DAB+ | FM | Internet Radio | Multi-Room | Bluetooth | NFC | Spotify Connect | DNLA



Susie-Q represents the future of radio and a new flagship model for VQ. The most comprehensively connected radio on the market. Susie-Q really is the only radio you'll ever need and it will be the beating heart of your multi-room audio set up.

The soul of VQ will always be radio so true to these roots, Susie-Q offers DAB, DAB+, FM and WiFi internet radio functionality, all of which adds up to a lot of live broadcast content. You can listen to big brand digital radio stations, your local FM station, or open a world of content with Underground Jazz live from New Orleans, Reggae from the Caribbean or a Classical Concert broadcast from Moscow.

Susie-Q is more than a radio, it's the heart of your multi-room system with Harmony by VQ – a multi-room system that's truly open source. Powered by Frontier Silicon – UNDOCK technology Susie-Q can connect with any other open source brand on the network all controlled with the intuitive Harmony App on Android and iOS. With Susie-Q at the heart of your multi-room system you can listen to your own music collection on live broadcast at the touch of a button in any or all rooms of your home.

It's certainly not a case of all substance and no style with Susie-Q, as the technical spec is clad in an equally dazzling case. The use of real premium enamel on the fascia with satin nickel accents offers a unique tactile aesthetic and vintage style. This design coupled with a choice of leatherette colour wraps or alternative finishes including black enamel or walnut veneer, make Susie-Q a perfect example of VQ Sound & Style.

KEY FEATURES

- DAB / DAB+ / FM / Internet Radio
- Harmony by VQ - Multi-room Connectivity
- App enabled - Frontier Silicon UNDOCK architecture
- Spotify Connect compatible
- Bluetooth 4.0 connection & NFC
- Superior audio with 2 full range drivers & 2 tweeters
- Wrapped in quality leatherette with a beautiful enamel front fascia

“For me the inclusion of internet radio was key for Susie-Q, the user statistics for services such as RadioPlayer and TuneIn are phenomenal, over 50 Million people can't be wrong.”

Jonathan Merricks, VQ – CEO & Creative Director

Retro^{Mk II}



DAB | DAB+ | FM Radio | Apple Docking

The VQ Retro Radio is an icon, and multi-award winner – including the coveted What HiFi 5 Star Award and with tens' of thousands of units now sold worldwide. However, with a few technical and aesthetic upgrades Retro is reborn.

For all too long the Retro Radio was of most keen interest to Apple users with its 30-pin or Lightning dock options for charge and playback in addition to DAB, DAB+ and FM radio. However with Retro Mk II the addition of Bluetooth to the Apple Lightning Dock means users of any smart device can stream direct to their beloved radio. The Retro Mk II also features a complete facelift with a remodelled front fascia enhancing the classic style with a more elegant flair. Of course with VQ this is complimented by the 11 colours and a range of designer patterns delivering a radio for any taste and style.



KEY FEATURES

- DAB | DAB+ | FM Radio
- Enhanced Connectivity with Apple Lightning Dock and Bluetooth
- 3.5mm Aux-in & Headphone Jack
- USB Port for charging devices
- 10 DAB/DAB+ & FM radio presets
- Dual 10W stereo speakers
- High-fidelity stereo speaker drivers with an 90Hz to 20KHz frequency range
- Mains (UK/EU plug) or battery powered (Rechargeable battery)
- VQ LifeStyle Alarm - dual alarms, snooze & sleep timer
- Up to 62hrs battery life (standby)

“As a brand we owe it all to the success of Retro, I love this radio so rather than letting it slip off into retirement we've maintained the style and updated everything else. More Connectivity, Better Acoustics and in my opinion a more Designer Look.”

Jonathan Merricks, VQ – CEO & Creative Director

“The true future of Multi-room and the Connected Home is open source, we don't live in a world where consumers buy only one brand of products. It's not realistic and it's not fair to funnel consumers into little more than a trap. Susie-Q & Harmony is open source and we're proud of that. We have always wanted a more honest and faithful relationship with our consumers.”

Jonathan Merricks, VQ – CEO & Creative Director



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Hepburn^{Mk II}



DAB | DAB+ | FM Radio | Bluetooth Speaker

The vintage style and modern functional of the original VQ Hepburn was key to garnering many industry awards including a Which? Best Buy alongside thousands of happy customers across the globe.

With Hepburn Mk II, VQ very much work on the model of don't mess with perfection – the vintage styling is timeless and remains unchanged still offered in a range of 11 colours with the addition of iconic Emma Bridgewater patterns. However, the tech that drives Hepburn Mk II has seen major improvements making this radio an even more outstanding model.

Hepburn Mk II features a completely new acoustic design with new speakers and drivers, but still using prestigious NXT flat panel technology. Further enhancements are made with the addition of digital sound processing (DSP), which ensures the very best quality sound experience no matter what the source or the content.

KEY FEATURES

- DAB / DAB+ / FM radio reception
- Wireless Bluetooth connectivity
- 3.5mm Aux-in & Headphone Jack
- USB Port for charging devices
- 10 DAB/DAB+ & FM radio presets
- Dual 10W stereo speakers
- High-fidelity stereo speaker drivers with an 80Hz to 20KHz frequency range
- Innovative Digital Sound Processing Technology
- VQ LifeStyle Alarm - dual alarms, snooze and countdown timer
- Multi-language settings
- Mains (UK/EU plug) or battery powered (Rechargeable battery)
- Up to 76hrs battery life (standby)

“Hepburn is a beautiful product, people love the sound and style of the radio. We could of quite easily sat back and left the product alone, but I want to ensure we're always offering our consumers the very best. These acoustic upgrades help maintain Hepburn as one of the best radios in the market for under £150.”

Jonathan Merricks, VQ – CEO & Creative Director



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About VQ (formerly View Quest)

VQ is a unique British audio brand inspired by the fusion of Sound and Style.

At VQ we believe that colour and design is an important part of who we are, so why should the technology we buy only be Black or Silver and lacking individuality of design?

Our award winning acoustic development programme ensures all our products feature the latest technology and unbeaten sound quality. Couple this with our passion for the creative world of: the arts, fashion & interior design and this means our products don't just sound great, they look great too.

Join the VQ Revolution with our award winning technology that's designed to match your style.



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