

PURE profile 1 receiver roadmap

PURE

PURE Overview

PURE is the UK consumer electronics company that started the DAB digital radio revolution, and now leads that market worldwide, consistently delivering products with an acclaimed mix of high performance and ease of use.

- **World leaders in digital radio**
- **UK market leaders in:**
 - Internet radio
 - Portable radio
 - Clock Radio
 - Personal stereo
- **Over 100 Employees worldwide**
 - Over 60 engineers
- **Offices worldwide:**
 - UK: Kings Langley (HQ)
 - China: Guangdong
 - India: Pune
 - Germany: Frankfurt
 - Australia: Melbourne



PURE

Award winning radios



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EVOKE-1S – DAB's most iconic product



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PURE

EVOKE
Mio

EVOKE
Mio

Volume Tune

1 2 3

4 5 6+

Source Info Menu

Standby Timer

ONE Classic – Best-selling DAB radio in the world



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ONE Mini – Rapidly becoming the best-selling DAB radio in the world



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EVOKE Flow – UK’s best-selling “connected” radio by far



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PURE's current product range

DAB Contemporary



ONE Mini



ONE Classic



ONE Elite

DAB Bedside



Siesta



Chronos II



Chronos CD



Chronos iDock



TEMPUS-1S

DAB Traditional



EVOKE-1S



EVOKE-2S



EVOKE-3



EVOKE Mio

DAB Handheld



PocketDAB 1500



Move

In-Car DAB



Highway

Connected Radio



EVOKE Flow



AVANTI Flow

PURE

PURE's current profile 1 capable product range

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EVOKE Flow



AVANTI Flow

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PURE's profile 1 capable product range by Christmas 2009

DAB Contemporary



ONE Mini



ONE Classic



ONE Elite



DAB Bedside



Siesta



Chronos II



Chronos CD



Chronos iDock

DAB Traditional



EVOKE-1S



EVOKE-2S



EVOKE-1S
Marshall



EVOKE Mio

DAB Handheld



PocketDAB 1500



Move

In-Car DAB



Highway

Connected Radio



EVOKE Flow



AVANTI Flow



Micro systems



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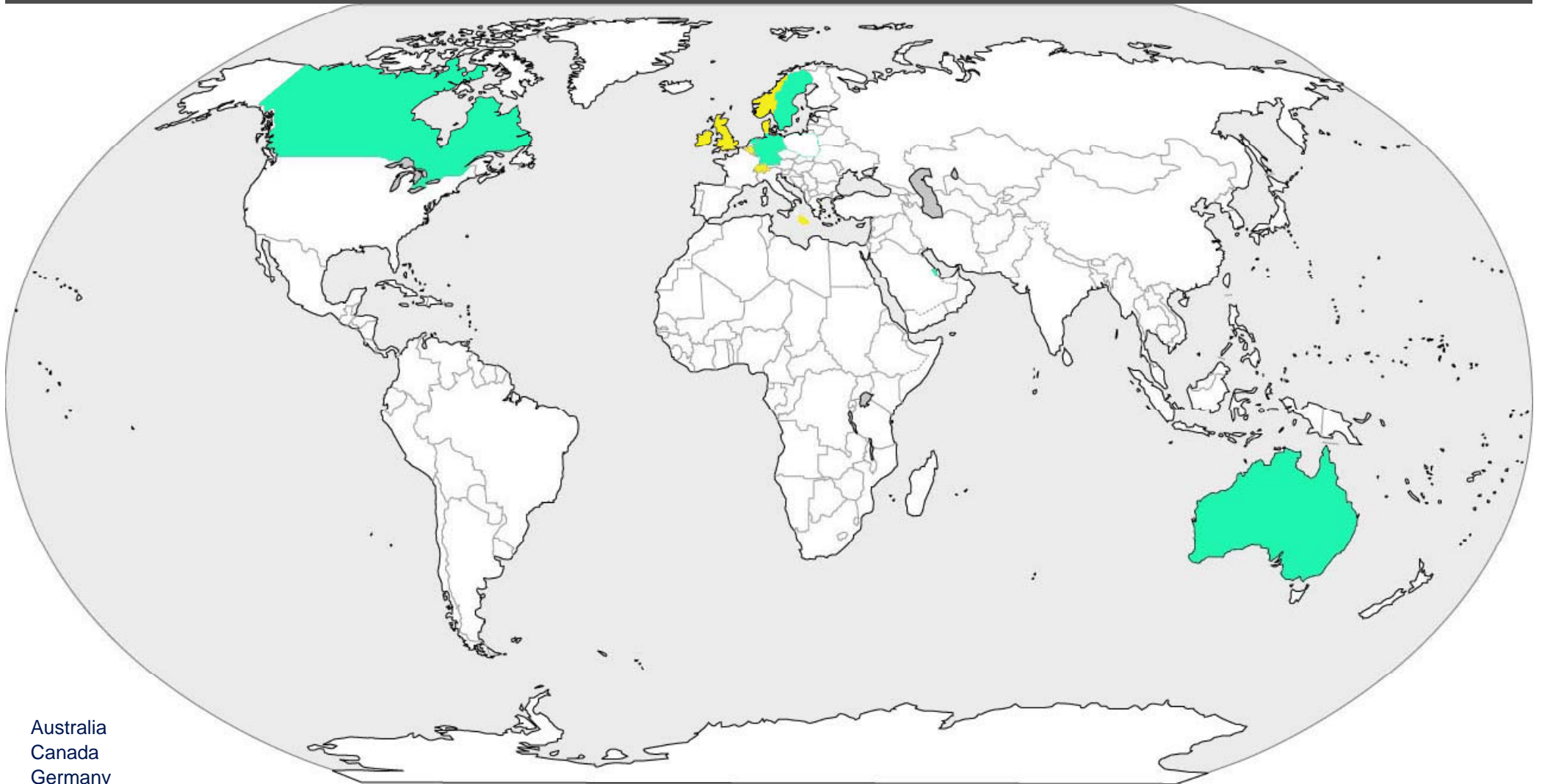
International expansion - current



UK
Switzerland
Denmark
Norway
Belgium
Malta
Ireland

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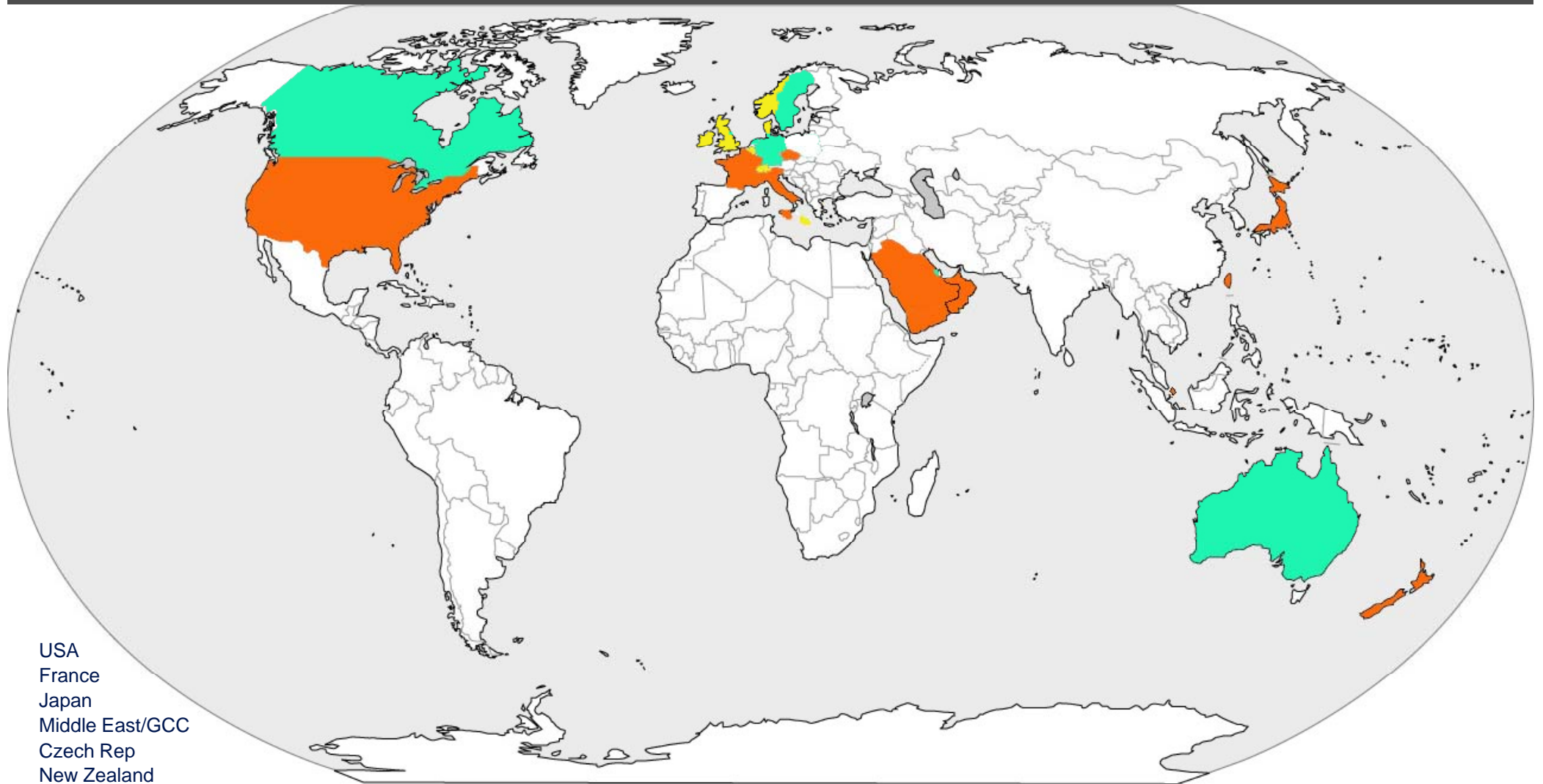
International expansion - 2009



Australia
Canada
Germany
Kuwait
Sweden
Netherlands

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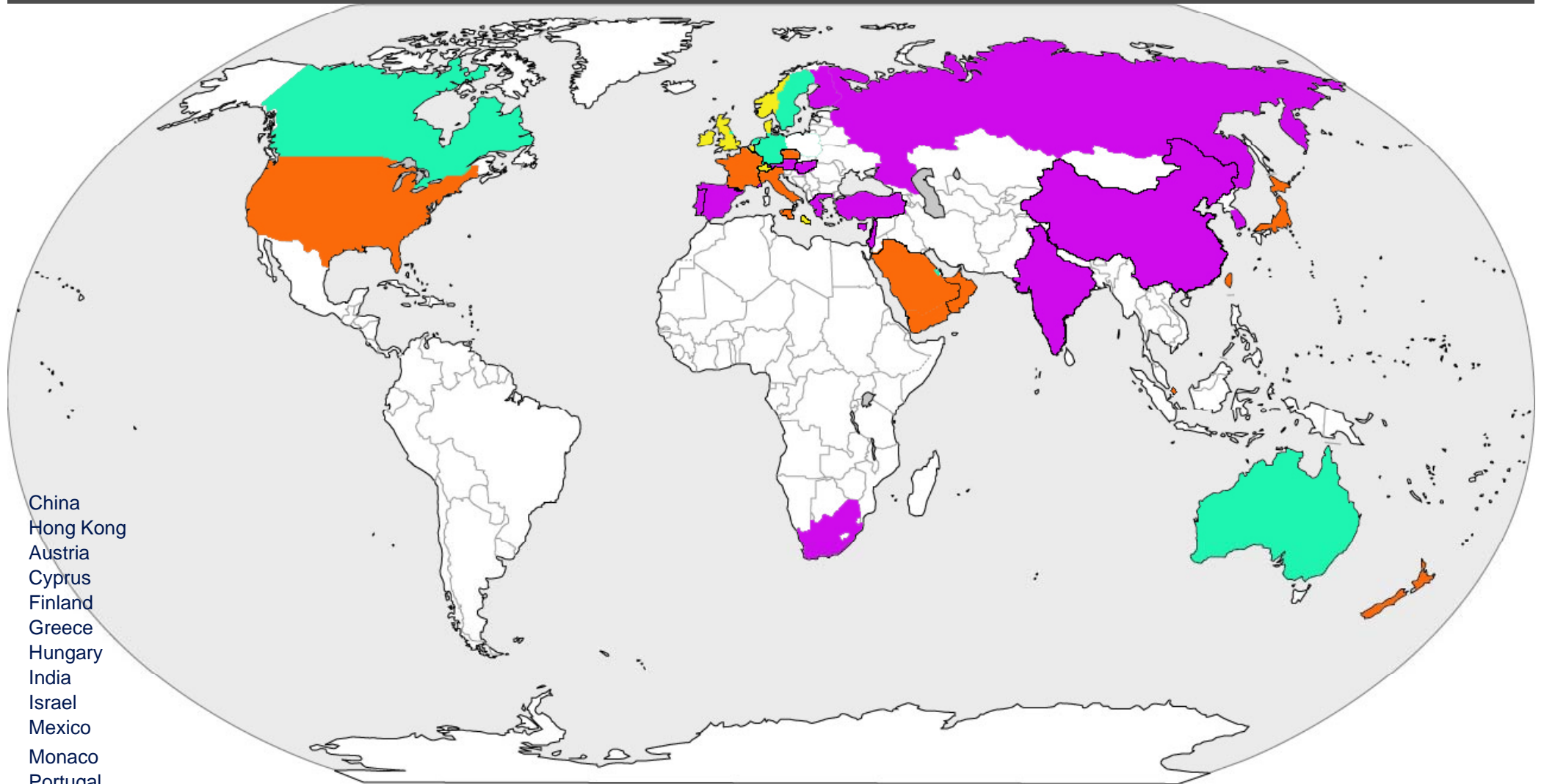
International expansion - 2010



- USA
- France
- Japan
- Middle East/GCC
- Czech Rep
- New Zealand
- Italy
- Singapore
- Taiwan
- Japan

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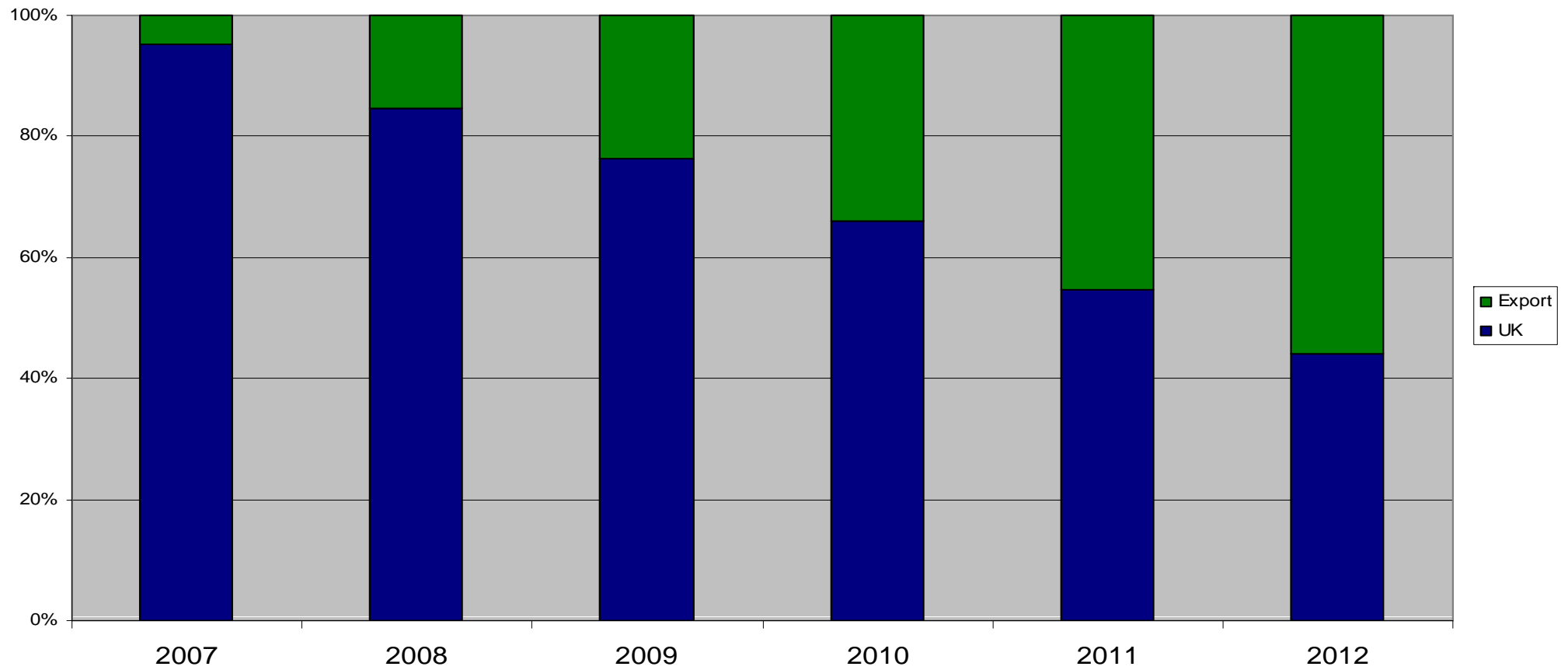
International expansion - 2011



- China
- Hong Kong
- Austria
- Cyprus
- Finland
- Greece
- Hungary
- India
- Israel
- Mexico
- Monaco
- Portugal
- Russia
- South Africa
- South Korea
- Spain
- Turkey

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International expansion – value % split



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Thank you

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