

PRESS RELEASE – FEBRUARY 2015

## When design and technology go hand in hand...

### *Leading Danish DAB radio producer launches a ground-breaking design of two DAB radios...*

IRC Nordic has produced audio products since 2001 and is among the Danish leading suppliers of DAB radios. The Nordic countries is the company's most important export market but also European countries and Hong Kong are export markets as well. Introducing the new product line, new and larger sales channels have paved the way for more important markets, and IRC expects establishment on 9-10 markets and representation in more than 800 shops during 2015.

#### **Danish designer inspired by the US**

In cooperation with our Danish designer, living in the US, IRC has developed a new product line in which technology and design are key points. This new product line is called "The White Line" and includes six different products; two transistor radios, a Bluetooth speaker and three Multiroom speakers. The two transistor radios and the Bluetooth speakers will enter the market in March 2015 whereas the Multiroom speakers will be launched in the autumn.

#### **Unique – not only at the appearance**

During the development of new products, we focused closely on differing from existing products at the market. It is reflected in a number of different ways – both visual and non-visual. First of all, it is important to notice the silky soft grey surface. Secondly, IRC's White Line offers a refreshing renewal considering the fact that most of today's audio is kept in black, white or metal high gloss.

#### **The Box**

The Box is the world's first DAB Radio with only 5 buttons. How is that possible? – First and foremost, the entire menu system has been innovated. Secondly, the opening and shutting of the radio are done without using a button - just turn on the radio by opening the lid, and turn it off by shutting the lid. The look of the radio is elegant and modern and due to its shape and smooth surfaces, it is very easy to clean. The built-in rechargeable battery will power the Box for at least 6 hours.

#### **The Transistor**

The transistor's user interface is just as friendly as the Box and after only a few minutes, you will be able to operate the radio perfectly. A combination of the Transistor's grey cabinet, the light-coloured leather strap and the front covered with heather grey fabric, makes the radio look very unique and nostalgic. Furthermore, a kit of four front screens in joyful colours is available so that you can provide your radio with your favourite colour. As the radio is equipped with a strong leather strap, you will be able to carry it around and the built-in battery will power the Transistor for at least 6 hours. Despite the slim design, with a depth of only 60 mm, most people are taken completely by surprise when they experience the sound – The Transistor is really amazing, you get powerful and loud music and every tone just sounds great.

#### **The Bullet**

The Bluetooth speaker, The Bullet, is a powerful speaker made in a revolutionary design. This speaker is easily managed via Bluetooth which is also accessible via NFC (Near Field Communication). As an extra feature, the Bullet has an analog volume control so that you can easily and quickly adjust the sound volume without needing your phone or tablet. The Bullet gives you powerful sound and an exclusive treble and midtone – and on top of all, a radio with outstanding bass.

You can read more about our products at [www.ircgo.com](http://www.ircgo.com).

## TECHNICAL SPECIFICATIONS

### The Box

- DAB / DAB+ / FM-RDS radio.
- Bluetooth 4.0.
- NFC (near field communication).
- 2 x 5 Watt RMS.
- Line-in.
- Line-out.
- APTX.
- Built-in rechargeable battery (6 h).
- Headphones out.
- Size: 240 x 170 x 120 mm.

### The Transistor

- DAB / DAB+ / FM-RDS radio.
- Bluetooth 4.0.
- NFC (near field communication).
- 2 x 8 Watt RMS.
- Line-in.
- APTX.
- Built-in rechargeable battery (6 h).
- Headphones out.
- Size: 360 x 220 x 60 mm.

### The Bullet BT

- Bluetooth 4.0.
- NFC (near field communication).
- 20 Watt RMS.
- APTX • Line-in.
- Size: 220 x 220 x 206 mm.



*The Box*



*The Transistor*



*The Bullet*

## DESIGNERS NOTE

### The Box

A radio, that doesn't look like a radio. With this goal in mind, we designed The Box. The Box is the world's first DAB+/FM radio with only 5 buttons.

Open the lid to enjoy the powerful, rich sound flowing from the built-in speakers. Shut the lid and The Box transforms its look into a fancy, but discreet box, designed to blend in smoothly with the interior surroundings.

Stream your music collection from any Bluetooth device in APTX quality, after a seamless pairing through NFC (Near Field Communication). Enjoy the full potential of The Box in the Garden, on the terrace, where the built-in Lithion-ion battery will power The Box for many hours of good company. And on top of all – it is very easy to clean.

### The Transistor

Originally, the transistor came into existence more than six decades ago. But it is still going strong. In honor of its history, we've had a look back at previous generations of products and picked some old design elements for The Transistor, then updated it with a modern look and feel. Furthermore, we've reduced the amount of buttons down to only 6, without compromising functionality.

We do think The Transistor is the most outstanding Digital radio product on the market in terms of appearance, functionality and sound impression. Honestly, we believe we have created a great successor for the traditional transistor radio.

### The Bullet

The Bullet offers a powerful and voluminous sound experience and combined with its original shape and colours, this bluetooth speaker is born to attract attention in whatever modern environment it is placed in. Stream your favorite music through this powerful and elegant speaker. The Bullet connects to any device via Bluetooth and set up is made simple by NFC (Near Field Communication). It features a unique volume control design to give you the best interaction experience.

The design is groundbreaking with its light tapered shape fitted with stylish legs in anodized aluminum. The Bullet comes in an elegant grey silk finish.

When we're making new product ranges and OEM products we're focusing on usability, good sound and unique designs.

Our primary designer is Simon Sneftrup, educated from Aarhus School of Architecture in 2004.

An experienced danish industrial designer who lives in California.

