

Sensia – the world's first visual radio with large color touchscreen and advanced user-interface



Brief overview of key features:

- 5.7" high resolution 640x480 pixel color, capacitive glass touchscreen
- With Flow technology
 - All PURE products with Flow technology use Wi-Fi to connect to the internet wirelessly and access thousands of internet radio stations, podcasts, a library of unique PURE sounds as well as stream music stored on a home computer or network storage device.
 - It will also be possible to connect to the internet via the optional Ethernet dongle accessory which connects via the mini USB port on the back of the radio
- Powered by the PURE Lounge (www.thelounge.com)
 - All PURE digital and internet-connected products use PURE's proprietary internet radio and media portal, the PURE Lounge to access internet radio, podcasts and PURE sounds.
 - Connect Sensia to the PURE Lounge and save and share favorites between the radio and the Lounge.
- Apps for weather, Facebook® and Twitter® with more to come
- Station slideshows via Wi-Fi or optional Ethernet dongle accessory (will be available on FM and internet radio stations with the USA software update where supplied by the broadcaster)
- Clearsound™ technology for 30W RMS of stereo sound and lower power consumption
- FM with RDS
- 3.5mm input for iPod/ iPhone or PURE's i-10™ dock for iPod (optional accessory)
- Portable – optional ChargePAK™ available as accessory
- Alarm, countdown and sleep timers
- Headphone socket
- Matching RF remote control – allows users to control the device from up to 10 yards away without direct line-of-sight
- Comes with an adjustable tilt stand
- Eco-friendly - part of PURE's EcoPlus™ range

Useful Info:

- Sensia MSRP: \$349
- Available in four colors – black, white, yellow and red
- For more information please visit www.touchmyradio.com, www.thelounge.com

Accessories:

- ChargePAK™ E1 battery MSRP: \$59.95
- i-10™ Universal iPod dock MSRP: \$59.95
- Ethernet dongle MSRP: \$59.95
- Pack of screen protectors (transparent and mirror effect) – available soon
- Cleaning kit – special cleaning liquid with applicator – available soon

Reviewing Tips:

- How to switch on your Sensia: Press and hold silver button on top of unit – the button light will get brighter when the unit has been switched on
- Connect to Wi-Fi or via optional Ethernet dongle accessory to receive internet stations, podcasts, PURE Sounds and stream music stored on a home computer or network storage device
- Media streaming: Visit the PURE Lounge (www.thelounge.com) and download PURE's Flowserver software to stream your digital music collection on the Sensia
 - If your music is stored on your computer, the computer needs to be switched on and the Flowserver software open for Sensia to see the music server
 - If you have a network storage device, your computer does not need to be switched on
- Register the radio with the PURE Lounge using the serial number found on the bar code sticker on the box or the product for enhanced features such as sharing and saving favorites between Sensia and The PURE Lounge.
- Portability: Use optional ChargePAK™ to activate screen without plugging into mains (a short charge of the battery may be necessary)
- Binding the remote control: The remote control supplied with Sensia should work out of the box. However should it need re-binding, follow the on-screen instructions in the Settings menu.
- Full manual available on www.thelounge.com

The PURE Lounge:

PURE's digital and internet-connected range of radios work together with PURE's proprietary radio and media portal, the PURE Lounge (www.thelounge.com) to enable flow of information between the radio, the portal and the broadcaster. Whilst the radios and the PURE Lounge can function completely independently, when combined they really enhance the user-experience allowing the organization of favorite stations into shared folders and automatically synchronizing content choices on both the radio and the portal.

Q&A:

- Does Sensia play back video content? *No, Sensia plays back slide show images, 'Apps' and album artwork*
- What slideshow content will be on Sensia? *Selected stations will provide slideshow content consisting of 'now playing', sponsorships, special features, travel info, news, competitions, etc.*
 - *Sensia will display a default slide show provided by PURE for stations that don't offer slide show content. Tune into Absolute Radio via the Lounge to see an example of station slideshow*
- Can Sensia be connected via Ethernet? *There will be an Ethernet dongle accessory for Sensia that will allow this*
- Can you interact with the Twitter/ Facebook Apps? *Yes*
- Can I password protect my Twitter/ Facebook Apps? *Yes*
- Does Sensia use the Reciva portal? *No, Sensia uses PURE's proprietary radio and media portal, the PURE Lounge – www.thelounge.com*
- Can you use Sensia if you don't have a Wi-Fi/ broadband connection? *Yes you will be able to listen to FM stations if you have reception although you won't see any of the visual content such as slideshows*
- What additional Apps and services are planned for Sensia? *News, weather, Picasa, Facebook, Twitter and more. PURE plans to launch an SDK (software development kit) so that third parties can develop apps for Sensia. (www.thelounge.com)*
- Why connect Sensia to the PURE Lounge? *Connecting to the PURE Lounge allows you to organize your favorites into folders and update your radio from your computer. You don't have to register your radio on the PURE Lounge but it will enhance your listening experience.*

The PURE Lounge:

To log in to Twitter, tap the cog in the visual panel (top right) and type in your user name and password making sure you 'ok' both the username and password with the green button on the keyboard. To post a tweet, simply tap the cog again, tap 'post' and type in your post. Dismiss the keyboard with the green button and then tap the bird icon in the bubble to make the post. In a couple of seconds, a bubble will appear saying - 1 new result, which you tap to view your post. In addition you can make a reply tweet to one on screen by tapping the bird icon to the right of an existing comment.

Also on the 'remember me' option when you log in, if you select (green) then your details are encrypted and stored for future log-on. If you don't do this, your log-in details will be lost whenever you cause the Twitter application to restart. A restart occurs when disconnecting power or scrolling to another app as only one app can run on the radio at once. Scrolling to slide show or photo viewer will leave the current app in memory so that won't cause a restart/re-log in.

High-resolution product images available



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