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BLUESOUND

BLUESOUND Introduces New PULSE SOUNDBAR+ To Lineup of Wireless Home Theater Products

Next Gen soundbar features a 3D immersive audio engine, support for Dolby Atmos, easy touch panel controls and more

TORONTO, ONTARIO, CANADA, MARCH 18, 2021 – Bluesound, makers of the award-winning hi-res wireless multi-room line of audio players, announced the PULSE SOUNDBAR+, an all-new soundbar addition to the brand's high-performance ecosystem. The PULSE SOUNDBAR+ is the ultimate audiophile-grade soundbar that will satisfy any home entertainment need. The PULSE SOUNDBAR+ (\$899 in black, \$999 in White, U.S. MSRP) is offered in a choice of Black or White finish and is configurable to a range of home entertainment applications. For ease of installation, it comes supplied with a wall mount bracket as well as two kickstand feet. Available for pre-order now, the PULSE SOUNDBAR+ will begin shipping in April 2021.

The PULSE SOUNDBAR+ is a system solution that replaces the need for bulky AVRs. Designed to fit perfectly under HD TVs, the PULSE SOUNDBAR+ offers a fully immersive sonic experience thanks to its range of features, including support for Dolby Atmos, 24-bit high resolution audio, 120 watts of full frequency multi-room and multi-channel audio, and a wide array of connectivity options.



PULSE SOUNDBAR+, White

DOLBY ATMOS SUPPORT

A full audio-chain redesign with advanced DSP processing now supports 3D audio from Dolby Atmos, meaning a wider, higher, and more enveloping soundstage from the PULSE SOUNDBAR+.

SURROUND YOURSELF WITH SOUND

Featuring 24-bit audio processing, 8 audiophile-quality drivers, and 120 watts of total power, the PULSE SOUNDBAR+ is to audio what the 8K TV is to video. Capable of deep and crisp bass on its own, the PULSE SOUNDBAR+ can also be paired with the PULSE SUB+ to create dramatic soundscapes for music, movies, concerts and games. Simply add a pair of PULSE FLEX 2i speakers as rear channels for a complete wireless Dolby Surround Sound experience.

FLEXIBILITY FOR ANY ENTERTAINMENT SETUP

Connect nearly any audio source to the PULSE SOUNDBAR+ via its array of wired and wireless, digital and analog connectivity options. TVs, gaming consoles, music streaming services, laptops, and music libraries can be accessed through HDMI eARC, Apple AirPlay 2, two-way aptX HD Bluetooth, TOSLINK, RCA, USB, and our proprietary BluOS music streaming system.

MORE POWERFUL, MORE EFFICIENT

Designed for end-to-end efficiency, the PULSE SOUNDBAR+ features a powerful custom-specified ARM Cortex A53 Quad-Core chipset that processes audio 8 times faster than previous generations of Bluesound architecture. Combined with two WiFi chips to prevent network latency, this flagship board design offers rock solid and zero-lag audio performance, even for demanding gaming applications.

PRECISION APP CONTROL

The PULSE SOUNDBAR+ offers a spectrum of control options, making it easy to weave home entertainment into everyday life. Newly added simple touch controls on the front panel now offer quick access to play, pause and volume. With just a smartphone or tablet, the built-in BluOS wireless multi-room streaming technology can connect and sync audio to, from, and around any room in the home. Hands-free control of your home entertainment is made possible with popular voice assistants from Google, Amazon, and Apple, while professional smart home integrators can get access to drivers for popular control systems like Lutron, Crestron, RTI, Elan, and others.

Like all Bluesound PULSE speaker models, the acoustic design and speaker voicing was performed at Canada's National Research Council by Lenbrook's renowned speaker design and engineering team. "In 2016, Bluesound launched the world's first Hi-Res soundbar, setting the bar for audio excellence in the category that continues to this day," says Matt Simmonds, Bluesound Product Manager. "With the PULSE SOUNDBAR+, we continue to innovate and refine, making good on our commitment to bring hi-res, HiFi listening to everyday life, even in product categories that traditionally overlook the importance of audio quality."

Highlights of the Bluesound PULSE SOUNDBAR+:

- **Future Forward.** Bluesound's next generation quad-core processor boasts all the power and speed required for the latest and greatest audio and DSP processing, with built-in headroom for whatever technologies the future may hold.
- **Audio First.** The PULSE SOUNDBAR+ stays true to its hi-res audio foundations and its HiFi roots. The tried and tested amplifier platform packs a punch, allowing you to play loud and dig deep, with tight, musical control.
- **BluOS.** The world's leading hi-res multi-room system connects the PULSE SOUNDBAR+ to any other Bluesound Player with precise control in the BluOS app.

ABOUT BLUESOUND

An alliance of audiophiles. We are the designers, engineers and individuals who have spent our lives in the music industry. Our founders helped pioneer HiFi in the 70s – innovation and the pursuit of perfection in audio runs deep in our collective DNA. Bluesound’s sole mission is to create innovative wireless audio products and technologies that allow for the most true-to-live performance music reproduction possible, utilizing the most advanced, state-of-the-art digital technology.

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