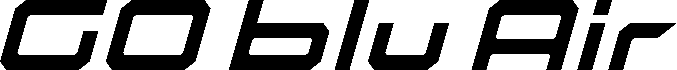
**UNDER EMBARGO UNTIL 00:01, THURSDAY 28th AUGUST 2025**

**Hi-Fi That Fits In: iFi launches GO blu Air**





**Southport, UK** – iFi audio, a trailblazer in audio innovation, proudly introduces the **GO blu Air** – the lighter, everyday-ready sibling to the popular GO blu. Designed for real people with busy lives, it’s hi-fi made for everyday – a device that frictionlessly fits into your routine.

At just 5cm tall and only 30 grams, the GO blu Air is small enough to forget you’re carrying it, yet powerful enough to remind you why you did. It strikes the perfect balance between the convenience of Bluetooth and the performance of a high-end hi-fi device.

iFi packs all this complexity into an elegant frame, leaving you with a device that’s simple to use, built for everyday carry, and now even more practical due to a new detachable magnetic clip that secures easily to a bag or jacket.

With the GO blu Air, bringing your favourite wired headphones along doesn’t require planning, it’s just part of your day.

**Key Features of the iFi GO blu Air include:**

* **Hi-Res Cirrus Logic MasterHIFI DAC** with **twin-mono** amplification
* **XBass** and **XSpace** analogue sound enhancement modes
* **Bluetooth 5.2** with support for **hi-res** and **low-latency** codecs
* **4.4mm Bal** and **3.5mm S-Bal** outputs with up to 256mW output
* **ChronoDial™ control** for tactile, intuitive volume and playback navigation
* **Detachable magnetic clip** for secure, on-the-go attachment
* **Built-in microphone** with noise suppression and voice assistant support
* **Up to 10-hours of battery life** on a single charge

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**Small Size. Serious Circuitry.**

The secret to fitting hi-fi performance into your pocket lies in what the GO blu Air does differently inside.

Determined to change the narrative around Bluetooth audio, iFi incorporate their signature triple-stage Bluetooth architecture, based around Bluetooth 5.2 for improved signal stability and lower power consumption on the go.

Where most Bluetooth products rely on a single chipset for the critical tasks of reception, digital-to-analogue conversion, and amplification, the GO blu Air separates them, inspired by the stage-by-stage design of full-size hi-fi systems.

Its Qualcomm QCC5144 chipset is used solely for Bluetooth reception – the task it performs best. From there, audio is passed to a Hi-Res Cirrus Logic MasterHIFI DAC, hand-picked for

its natural tonality, low power consumption, and high-resolution output. A twin-mono amplifier stage completes the path, delivering up to 256mW of clean, distortion-free power to drive your favourite over-ears, while the 3.5mm output includes iFi’s S-Balanced technology to reduce crosstalk for IEMs.

In common with many iFi audio products, this stage-by-stage circuit is populated with discrete, high-grade components to maximise sonic purity – from TDK C0G and muRata multilayer capacitors, to custom OV Series operational amplifiers with ultra-low distortion (0.0001%).

With this level of engineering, the GO blu Air proves that true hi-fi doesn’t need to be big to make a big impact.

A person holding a small device

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**Made to Move with You.**

The GO blu Air is purpose-built for life in motion. A new detachable magnetic clip is integrated directly into the chassis, allowing secure attachment to a bag, jacket, or belt without any bulky accessories or clunky workarounds – whilst still ensuring it fits the classic GO blu protection case.

But true portability goes beyond how you carry it.

With a built-in MEMS microphone featuring noise cancellation and echo suppression, the GO blu Air lets you take hands-free calls, drop into voice chats, and instantly access your phone’s voice assistant.

Its precision-engineered ChronoDial combines tactile volume control with playback navigation, so you can adjust your listening experience on the move without reaching for your phone.

Just clip it on and go.

A person wearing a white shirt and a white shirt with a device attached to it

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**Sound That Fits You.**

Music is personal, and the GO blu Air is designed to reflect this. Alongside delivering exceptionally expressive sound, it gives listeners the freedom to shape the experience to match their mood, music, or headphones, instantly and directly from the device.

Engage XBass to reinforce the low-end - perfect for open-back headphones that lack sub-bass, or just to add warmth and punch to your favourite tracks. Want a wider, more immersive soundstage? Activate XSpace to open up the listening experience and recreate the feel of a live performance.

Both modes are the result of clever circuit design and can be activated with a single button. Cycle through them individually or combine them for maximum impact.



**Power That Keeps Up.**

Whether you're powering through work, unwinding with an album, or catching up on podcasts mid-flight, the GO blu Air is built to be your companion from start to finish.

Thanks to carefully selected components and efficient internal design, its 450mAh lithium-polymer battery delivers up to 10 hours of continuous, immersive playback on a single

charge – enough to take you from London to New York, with time to spare and one less thing to think about.

**Pricing & Availability**

The **iFi GO blu Air** is available to purchase at ifi-audio.com and select retailers for £129/$129/€149/$229 AUD.

**UK Press Contact:**  
[ifi@ranieri.agency](mailto:ifi@ranieri.agency)

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iFi is the sister-brand of Abbingdon Music Research (AMR) and is headquartered in Southport, UK. The two brands respectively design and manufacture portable, desktop and lifestyle audio products and high-end hi-fi components. Combined in-house hardware and software development teams and a ‘music first’ approach enable iFi and AMR to create advanced audio products that deliver new levels of design, functionality and performance at their respective price points. Since iFi’s formation in 2012, its products have earned many awards around the world, helping it to become one of the fastest-growing brands in its field. [www.ifi-audio.com](http://www.ifi-audio.com)

**Appendix**

**General Specification**

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| --- | --- |
| GO blu Air | |
| **Bluetooth Chipset** | Qualcomm QCC5144 |
| **Input** | Bluetooth 5.2 |
| **Codecs** | LDAC, LHDC/HWA, aptX Adaptive, aptX HD, aptX, AAC, SBC |
| **Headphone Outputs** | 4.4mm Bal, 3.5mm S-Bal |
| **4.4mm Output (RMS)** | ≥262mW/2.9V @ 32Ω; ≥52mW/5.6V @ 600Ω |
| **3.5mm Output (RMS)** | ≥165mW/2.3V @ 32Ω; ≥14mW/2.9V @ 600Ω |
| **Output Impedance** | <1Ω (Both Outputs) |
| **SNR** | ≥110dBA (Both Outputs) |
| **DNR** | ≥110dBA (Both Outputs) |
| **THD+N** | ≤0.009% Bal (600Ω, 2V); ≤0.03% S-Bal (16Ω, 1.27V) |
| **Battery** | Lithium-Polymer 450mAh; ~10h Battery Life |
| **Power System** | 5V/≥1A, Charging via USB-C |
| **Dimensions** | 53.5 x 33.7 x 19.5mm (2.11 x 1.33 x 0.77”) |
| **Net Weight** | 31g (1.09 oz) |
| **Limited Warranty** | 12 months\* |