Wireless, Reimagined: iFi Launches GO pod Max

iFi Pushes the GO pod to the Max – For IEM Lovers Who Won't Compromise

GO pod Max

Southport, UK – Building on the award-winning GO pod, iFi audio unveils the **GO pod Max** – the flagship in the range that sets a bold new benchmark for uncompromising wireless audio.

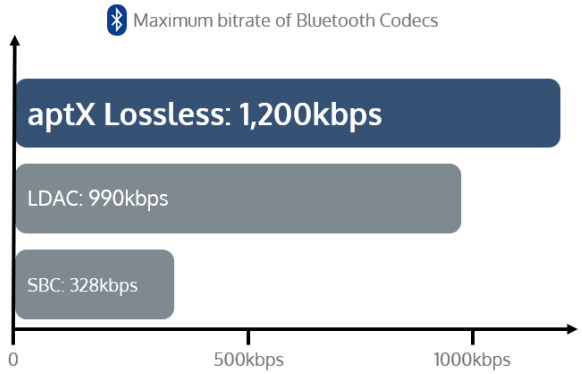
For years, going wireless meant choosing between convenience and sound quality. While high-end IEMs offer excellent performance, they remain tethered - limited by cables and reliant on external DACs. With the GO pod Max, iFi shatters that compromise.

Encased in precision-machined aluminium, the GO pod Max fuses lossless Bluetooth, K2HD Technology, and built-in UV sterilisation in a cutting-edge design – offering the most premium and technologically advanced wireless IEM experience yet.

Key Features of the iFi GO Pod Max include:

- **aptX Lossless:** Experience CD-quality music over Bluetooth with no data loss
- **K2HD Technology:** Enhances audio quality to near master recordings

- **UV Case Lights:** Four internal case lights work to sanitise connected IEMs
- **Hi-Fi Circuitry:** Separate BT, DAC, and amp stages for the best audio quality
- **Auto-Impedance Matching:** Balanced amp stage self-adjusts output to match the IEM
- **Built-in Mics:** Crystal clear calls with echo cancelling and noise suppression
- **35 Hour Playtime** - 7 hours playback plus 28 more from the charging case
- **IPX5 rating** – Certified water resistance meaning rain and sweat are no issue



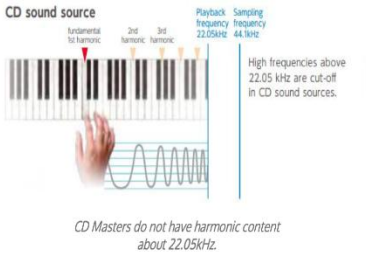
Wireless at No Cost: Lose Less with Lossless

Bluetooth audio has long carried a stigma among audiophiles, due to the aggressive data compression found in standard codecs. iFi have embraced this as an opportunity; a proving ground for technical innovation where they can push the boundaries of expectations.

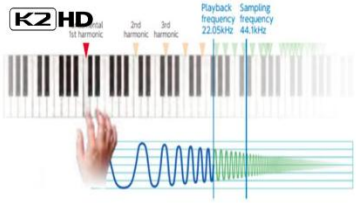
Each pod features a flagship Qualcomm QCC5181 chipset, capable of receiving CD-quality audio completely cable-free with zero data loss when using the aptX Lossless codec. For the listener, this means no sonic trade-offs, despite being wireless.

With a maximum bitrate of ~1,200kbps, aptX Lossless offers up to four times the bandwidth of conventional Bluetooth codecs – resulting in greater detail, clarity, and realism.

And if your source device doesn't support lossless Bluetooth yet, the GO pod Max allows listeners to choose from a wide range of other leading high-resolution codecs, including **LDAC** and **aptX Adaptive**.



CD Masters do not have harmonic content about 22.05kHz.



K2HD reintroduces harmonics for quality close to the original master.

Healing Harmonics with K2HD

While CD-quality audio is often regarded as the benchmark for digital audio, many original studio recordings are captured at far higher resolutions. When these recordings are then reduced to CD-quality, resolution can be reduced by 256 times. Frequencies above 22kHz are lost, and harmonics that are essential to an organic listening experience are lost with them – leaving your music feeling flat and devoid of emotion.

To restore the magic, iFi has partnered with JVCKENWOOD to integrate K2HD Technology into the GO pod Max. Using new parameters that JVCKENWOOD has reconfigured for iFi, they carefully tailor the K2HD experience to the capabilities of each device chosen to incorporate this innovative technology. The result for the GO pod Max is a restored digital throughput of 96kHz when enabled, reclaiming the nuance once lost.

K2HD interpolates the lost data, gently restoring natural-sounding harmonics and weaving back the depth, warmth, and soul of the original performance. For the listener, the result is a more authentic listening experience from their standard CD-quality library.

Pictures of UV effects from the International Journal of Environmental Research and Public Health.

Image for illustrative purposes only.

Engineered for Excellence, Inside and Out

iFi haven't *just* pushed the pods to the Max – the charging case has been reimagined to match.

Its precision-machined aluminium exterior exudes the same prestige and refinement found in the new pods, while an expanded interior comfortably fits even larger IEM models with ease.

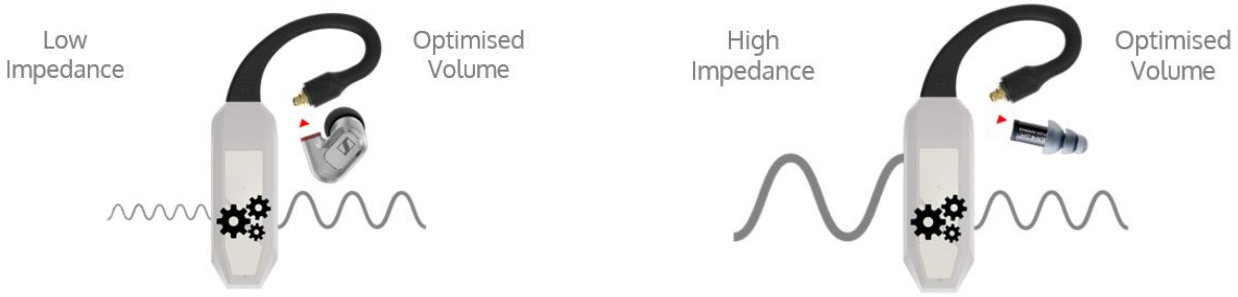
To maintain peak performance and hygiene, four high-intensity UV lights sterilise your earphones between uses – keeping them clean, fresh, and ready to go.

Built for Audio Supremacy

Audio quality isn't defined by Bluetooth reception alone – it's also at the mercy of the calibre of the internal components.

The GO pod Max sets itself apart with Hi-Fi-inspired architecture. Rather than relying on a single chip to handle connection, conversion, and amplification, it separates these critical stages to utilise the best-in-class components at each step.

Bluetooth reception is managed exclusively by the Qualcomm QCC5181 chipset. From there, audio data is passed to a Cirrus Logic MasterHIFI DAC – carefully chosen by iFi for its dynamic performance and low power consumption. Finally, the signal is delivered to a fully balanced amplification stage, supported by a dedicated clock system that ensures perfect timing and synergy across the entire audio chain.



A DAC that Adapts to You

When it comes to compatibility, iFi believes that no listener should be left behind. The GO pod Max incorporates two key features that position it as one of the most universally compatible wearable DACs available.

The first is its interchangeable ear loops, now redesigned for improved softness and comfort. Standard 2-pin and MMCX connectors are included to accommodate the majority of IEMs, while additional options—T2, Pentaconn Ear, and A2DC ear loops—are available for users with more specialized models.

The second is Auto Impedance Matching – the GO pod Max's internal circuitry automatically detects the impedance of connected IEMs and adjusts accordingly. Four impedance levels are supported: 16Ω, 32Ω, 64Ω, and even 300Ω, ensuring optimal performance for a wide range of IEMs—including the highest-impedance models on the market.

Made for Multitasking

The GO pod Max retains the same productivity-enhancing features that made the original a fan favourite.

Intuitive touch controls on each pod let listeners manage music, take calls, adjust volume, or activate voice assistants such as Siri or Gemini with a simple tap – ideal for moments when hands are full or users are on the move.

When business calls, dual microphones combined with Qualcomm's cVc echo cancellation and noise suppression ensures voices cut through the chaos, delivering crystal-clear clarity - even on the busiest calls or commutes.

And when the workday winds down, IPX5 water resistance means the GO pod Max is ready for anything – from sudden downpours to high-intensity workouts.

Power for Hours

Whether it's a long-haul flight or an extended gym session, the GO pod Max delivers up to 7 hours of uninterrupted playback on a single charge, ensuring your soundtrack keeps pace with your day.

When it's time to recharge, the included case boosts total playtime to up to 35 hours—enough for a round trip from London to Perth. With support for both Qi wireless charging and USB-C charging, the GO pod Max adapts effortlessly to modern lifestyles.

Pricing & Availability

The **iFi GO pod Max** is available to purchase at ifi-audio.com for £599/€599/$599.

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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

Appendix

GO pod Max vs Go pod

	GO pod Max	GO pod
Retail Price	$599	**$399**
Pod Chassis Material	**Aluminium & Textured Polymer**	Textured Polymer
Case Chassis Material	**Aluminium & Textured Polymer**	Textured Polymer
Bluetooth Version	**5.4**	5.2
Bluetooth Codecs	**aptX Lossless**, LDAC, LHDC/HWA, aptX Adaptive, aptX HD, aptX, AAC, SBC	LDAC, LHDC/HWA, aptX Adaptive, aptX HD, aptX, AAC, SBC
Bluetooth Chipset	**QCC5181**	QCC5144
Connection Types Supported	MMCX, 2-Pin (Included); A2DC, T2, Pentaconn (Optional)	MMCX, 2-Pin (Included); A2DC, T2, Pentaconn (Optional)
Sound Processing	**K2HD Technology**	-
Ingress Protection Rating	IPX5	IPX5
Auto-Impedance Detection	16/32/64/300 Ohms	16/32/64/300 Ohms
Output Power	≥120mW/1.96V @ 32 Ohms	≥120mW/1.96V @ 32 Ohms
DNR	≥129dB(A) @ 32 Ohms, 20-20kHz	≥129dB(A) @ 32 Ohms, 20-20kHz
SNR	≥132dB(A) @ 300 Ohms, 20-20kHz	≥132dB(A) @ 300 Ohms, 20-20kHz
Battery Life	7 Hours; 35 Hours including Charging Case	7 Hours; 35 Hours including Charging Case
Net Weight	24.5g (Pods) 185g (Charging Case)	12g (Pods) 126g (Charging Case)

Other Features	**UV Sterilisation**	-

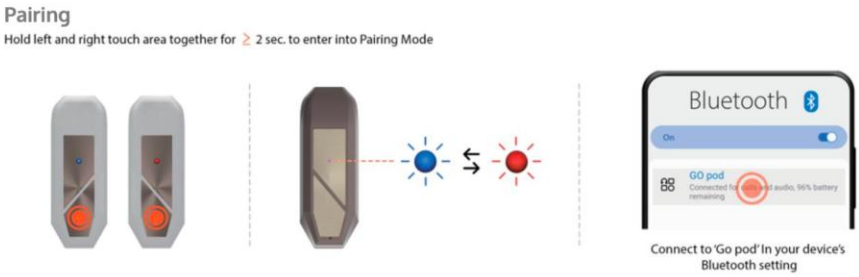
"K2 Technology" and "K2HD" are trademarks or registered trademarks of JVCKENWOOD Corporation.

Specifications

GO pod Max	
Digital	
Bluetooth Formats	aptX Lossless, aptX Adaptive, aptX HD, aptX, LDAC, LHDC/HWA, AAC, SBC
Output	
Connection Types	MMCX, 2-Pin; A2DC, T2, Pentaconn (Optional)
Output Power	≥120mW/1.96V @ 32 Ohms ≥53mW/4V @ 300 Ohms
Auto Impedance Matching	16/32/64/300 Ohms
SNR	132dB(A) @ 300 Ohms, 20-20kHz
DNR	129dB(A) @ 32 Ohms, 20-20kHz
THD+N	0.002% (20-20kHz)
General	
Battery	180mAh (Pods); 1500mAh (Charging Case)
Charging	USB-C; 5V/1A or 5V/2A with Qi certified charger
Charging Time	<1.5 hours (Pods); <2 hours (Charging Case)
Dimensions	47.5 x 16.1 x 9.5mm (Pods); 116 x 76 x 47.8mm (Charging Case)
Net Weight	24.5g (Pods); 185g (Charging Case)

Connection Guide

Pairing and Controls



LED Status

	Connected
	Charging
	Awaiting connection
	Pairing
	Factory Reset

Touch Controls

Play/Pause/Answer call	Single tap
Skip Forward	Double tap
Skip Back	Triple tap
Volume Up	Hold right
Volume Down	Hold left
Wake Up Voice Assistant	Single tap then hold
Bluetooth Pairing	Hold left and right together for ≥ 2 sec.
Power Reset	Hold for ≥ 12 sec.