

pump[®]
A U D I O

The PUMP Audio Product Range



ZEUS[⚡]



PURE

PUMP Audio IEM

Colours: Orange, Black, Gold & Blue, Silver & Black

Release Date: Version 1: September 2014 / Version 2: October 2015

Price Point: £69 / \$99 / €99 / 369 AED

Frequency Range: 16 hz – 24000 hz

Sensitivity: 102 dB (+/- 3dB)

Impedance: 18 ohms

Complete Noise Isolation

Specially tuned **silicone earbuds** for small or regular/large ear canals

3 sizes of **Memory Foam earbuds** (S, M, L)

Specially **Custom Tuned Drivers**

Weight: <15g

3.5mm **Gold Connector Jack**

In Line **Microphone**

Water Resistant

Aluminium Casing

PUMP Clamshell Carry Case

5 Year PUMP Warranty

Lifetime PUMPreplace Warranty

USP

The reviews received from both industry and more importantly users has been unprecedented in the history of any IEM that we can find, with consistent 5 star ratings and raving fans.

People simply *prefer the sound* of PUMP IEM to other well known brands.

If you find this difficult to believe, just do a quick back to back test with your favourite in-ears against PUMP and the reasons will become clear.

Price Comparison with Competition:

BOSE SoundTrue	£129.95
Beats Tour 2	£109.95
Sennheiser Momentum	£89.99
PUMP IEM	£69



PUMP Pure

Colours: Black

Release Date: January 2016

Price Point: £119 / \$169 / €159 / 619 AED

PURE

Size: 160*175*30mm

Impedance: 32ohm 15% 1000Hz/mW

Channel Balance: ≤3dB at 500Hz-1000Hz

Distortion: <2% (3mW.1KHz)

Magnet: N40

Speaker Diameter: 40mm

Speaker Impedance: 32Ω

Sound Pressure Level: 93dB ± 3dB (at 1000HZ 1mW)

Frequency Response: 16hz - 24khz

Rated Input: 30mW

Maximum Input: 50mW

Plug: 3.5mm Gold plated

Jack Converter: 6.3mm Gold plated

Cord Length: 1200mm

In Line Microphone



USP

From our own in house development and testing, and from initial consumer reaction at 3 separate events when listening to a pre-production prototype, we are very confident that the consumer prefers the sound of PUMP Pure to Beats Solo 2.

PUMP Pure will also be at a significantly lower price point than Beats Solo 2 and Sennheiser Momentum.

And finally, we think -- and initial consumer reaction seems to agree -- they look *beautiful*.

Price Comparison with Competition:

BOSE Soundlink (Bluetooth)	£219.95
Beats Solo 2	£169.95
Sennheiser Momentum	£169.99
PUMP Pure	£119



PUMP Zeus

Colours: Black, then Orange to follow later in the year **Release Date:** March 2016

Price Point: £169 / \$249 / €229 / 919 AED

ZEUS[⚡]

Bluetooth Over Ear Headphones

Weight: Approximately 259g (without the charging and audio cables)

Operating voltage: 3.5-4.2V

Operating current: 25mA

Lithium battery capacity: 550 mAh

Battery operating life: 9h

Charging time: ≈4h

Channel spacing: 2MHz

Transmit power: 3dBm

Sampling frequency: 32KHz, 16bit

Modulation: GFSK

Receiver sensitivity: -80dBm

SNR: 75dB

Speaker diameter: Φ40mm

Speaker impedance: 16Ω

Frequency response: 16 to 24KHz

Microphone specifications: Φ4*3mm

Microphone sensitivity: -58dB

Microphone directivity: Omnidirectional

Microphone frequency response: 100Hz-8KHz

USB - USB mini cable length 1.0m

3.5 cable length 1.2m

3.5mm Jack

6.3mm Jack Gold Adapter

USP

From initial consumer reaction at 3 separate events when listening to a pre-production prototype, we are very confident that the consumer prefers the sound of PUMP Zeus to Beats Studio Wireless.

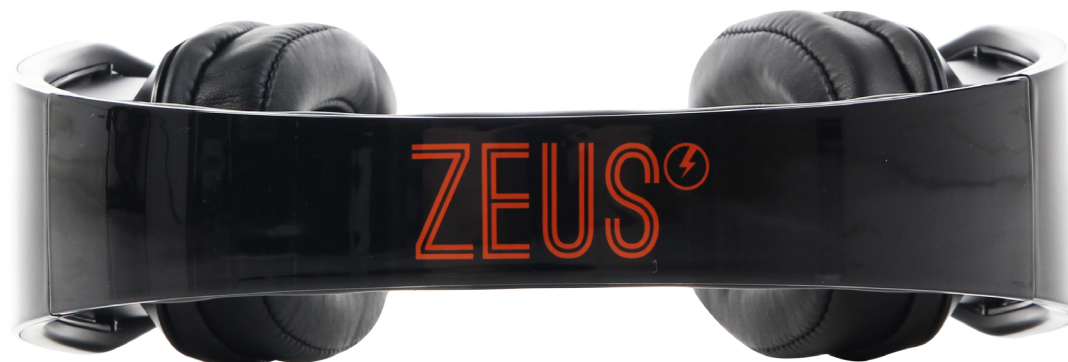
PUMP Zeus will also be at a significantly lower price point than Beats Studio Wireless, Sennheiser Momentum 2.0 Wireless and BOSE Soundlink.

Other benefits:

- Internal battery, rather than using AA or AAA batteries;
- When the battery runs out, just plug the audio cable in and continue listening with no degradation in sound quality;
- PUMP Zeus stands up by itself allowing them to be stored neatly, for example on an aeroplane tray table without taking up too much room.
- PUMP Zeus are *really comfortable*. We haven't found a flagship model from any other manufacturer that can match Zeus' comfort.

Price Comparison with Competition:

Sennheiser Momentum 2.0 Wireless	£379.95
Beats Studio Wireless	£329.95
BOSE Soundlink	£239.95
PUMP Zeus	£169



In Development

Colours: Orange & Black

Release Date: May 2016

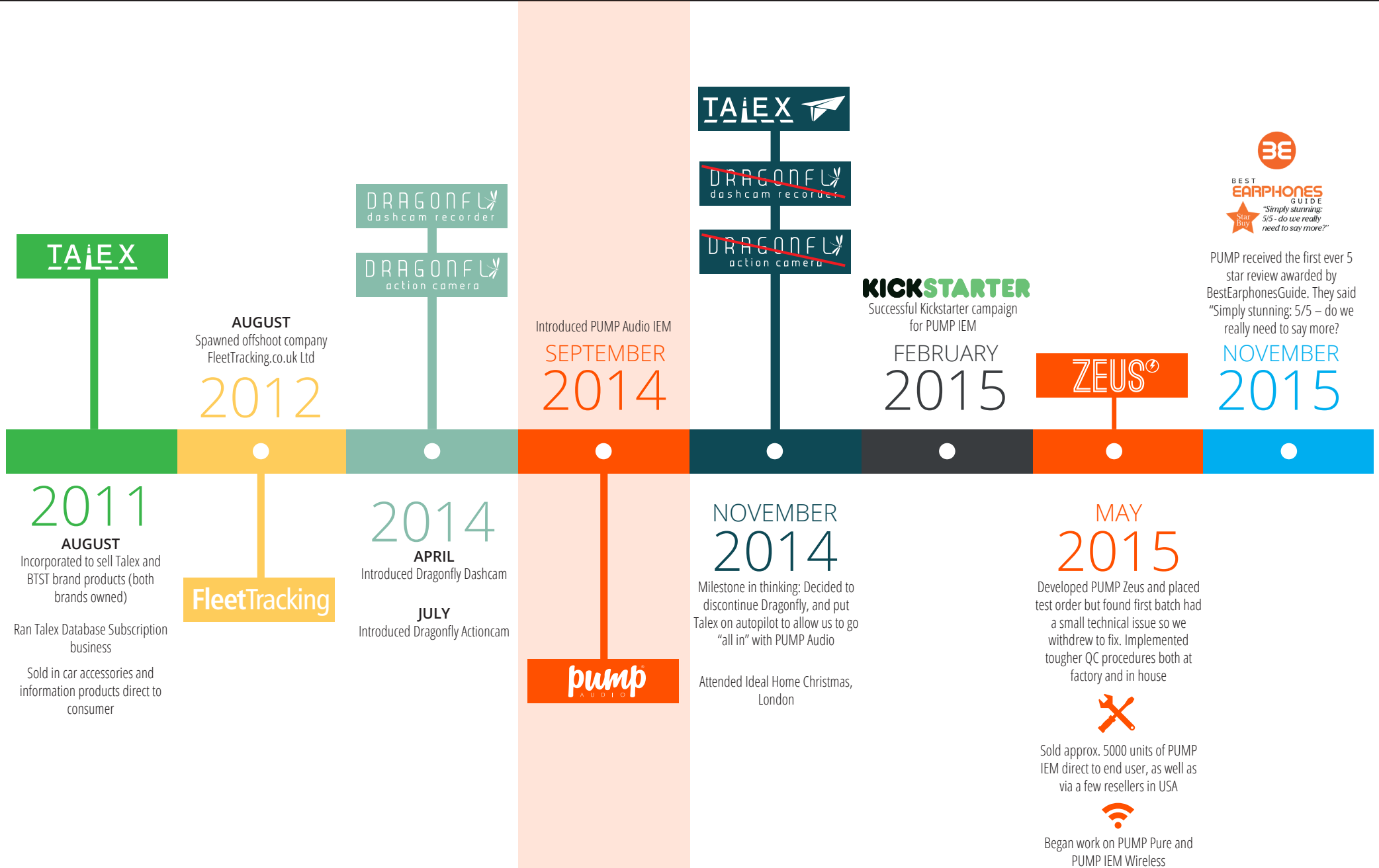
Price Point: £99 / \$149 / €139 / 549 AED

USP

The same revolutionary sound from PUMP IEM, only wireless Bluetooth.

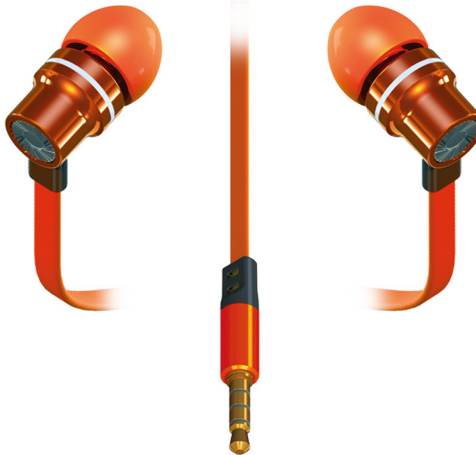


Timeline



Plans for 2016

- 1 Follow through with first orders of Pure, Zeus, IEM Bluetooth, with a view to keeping the range streamlined and not introducing lots of new models for the wrong reasons;
- 2 Focus on continual improvement;
- 3 Attend trade shows and selected consumer shows;
- 4 Focus on sound quality above all else, especially for lovers of Dance Music, with comfort, usability, service and doing everything we can to help our Friends (Customers) love the PUMP brand and products;
- 5 Continue to focus on our morals and core values of making the best headphones that money can buy, at a very attractive (but not cheap) price point;
- 6 Continue to promote PUMPs quirky personality by engaging with our Friends (Customers) in a real way. Our aim is to be a brand of the people rather than a stuffy high and mighty brand, as some of our competitors may be perceived.



Accomplishments so far

- ✓ A focus on extreme quality has meant that our reviews for IEM have been unprecedented in their praise from users;
- ✓ Fixed 2 QC issues which could have damaged the brand had we not reacted in the way we did. This was achieved because of the passion we have for the brand;
- ✓ Up-spec'd our IEM packaging so that it now rivals the very best;
- ✓ Listened to retailers and distributors and reduced the price point of IEM from £100 to £69;
- ✓ Received rave reviews, including the first ever 5 star review from BestEarphonesGuide.co.uk
- ✓ Developed 3 new products (Pure & Zeus development finished, IEM Wireless still in development);
- ✓ We expect PUMP Pure and PUMP Zeus to receive similar praise to PUMP IEM once released.

