

JUNE 2010

“The Aston Martin of DAB radios”

The Sunday Telegraph
on the original R1

Vita Audio is delighted to announce the new, improved R1 MkII. The world's most beautiful digital radio launches late June, just in time for summer and with a host of updated features, it performs and looks better than ever and can now be made fully portable! As easy to use as an iPod and with stunning sound, the new R1 makes listening to music and speech a rewarding experience, equally at home on a picnic blanket or around the house.

Despite only having launched in 2006, the original R1 is already recognised as a design classic. The Sunday Telegraph called it: “The Aston Martin of DAB radios”. The MkII improves on its excellent predecessor.

With the release of the new R1, Vita Audio has also announced two exciting accessories...

‘CarryPack’, a high-quality hand-stitched case, available in black or tan leather, brings a retro inspired feel and protects and enhances the radio's elegant exterior at home, or on the go.

‘BackPack’, a stylish rechargeable NiMH battery system which attaches and blends with the rear panel. Once fitted it can be left permanently in situ and provides users with many hours of portable listening without any compromise in sound quality.



Lifestyle and cutout photography available at

www.andygilesassociates.co.uk

Loan samples available on request

PRESS OFFICE

Andy Giles Associates

T: 01400 231404

M: 07723 002061

E: henry@andygilesassociates.co.uk

www.andygilesassociates.co.uk

Along with the benefits of crystal clear DAB digital radio, the new Vita Audio R1 gives greater control of its exceptional sound, with adjustable bass and treble controls. It also features an input to play audio from an iPod, or other audio device, plus a line-out socket to connect to an existing hi-fi.

The R1 MkII's alarm system is also greatly improved and offers dual alarms with once, daily, weekday and weekend settings and lets users wake to radio or a buzzer at a personalised volume level. Adjustable sleep timer and snooze functions are also included.



About Vita Audio

Vita Audio is a division of respected hi-fi loudspeaker makers Ruark Acoustics, founded in 1985 by Father and Son, Brian and Alan O'Rourke. Brian was a master craftsman who had spent his early life making high quality wooden furniture before becoming involved with the UK's flourishing Audio & TV market in the early 1960's. Alan is a trained Engineer and Musician, who has inherited his Father's passion for quality and design.

Vita Audio was formed in 2006 by Alan and Neil Adams (his Brother-in-Law and long term business colleague) after seeing a gap in the market for a range of stylish high fidelity small audio devices with 'Hi-Fi' credentials. Alan is available for comment on all aspects of Vita Audio's design philosophy and technology.



All functions are displayed on an, easy-to-read large format display that automatically adjusts to suit the light conditions in the room. The display can also be programmed to turn off after a specified time, saving energy and making the R1 MkII a greener choice.

Vita Audio R1 MkII features

- DAB, DAB+ and FM tuner with RDS and 10 presets
- Input for iPod, MP3 and other audio devices
- Line output for a hi-fi system
- Stereo headphone output
- High-contrast, large format display
- Customisable clock and alarm functions
- Dimensions: H170 x W130 x D135mm
- Available in: Rich Walnut veneer, Dream White and Midnight Black high gloss lacquers
- Optional CarryPack available in: Black and Tan hand-stitched leather
- Optional BackPack NiMH battery system



Pricing, availability and stockists:

The Vita Audio R1 MkII (£159.99 veneer/£179.99 gloss lacquers), BackPack (£49.99) and CarryPack (£39.99) will be available from late June at select stockists including Aria, The Conran Shop, House of Fraser, John Lewis, Selfridges and other select design and audio stores.



www.vitaaudio.com

www.ruark.co.uk



Vita Audio is a division of Ruark

VITA AUDIO / RUARK ACOUSTICS / DISTRIBUTION LIMITED

59 Tailors Court, Temple Farm Industrial Estate, Southend on Sea, Essex SS2 5TH
T: 01702 601410 F: 01702 601414 E: info@vitaaudio.com