



ALFiE IS WHAT IT'S ALL ABOUT SAYS ROTH AUDIO

This ALFiE is about more than looks: sure it's (extremely) easy on the eye, but Roth Audio's latest launch is also a complete home entertainment system in a single, sexy tabletop-friendly chassis. Even better, ALFiE's price is so friendly there's no need to pay by monthly instalments....

You name it this sleek audio-video system plays it. (Young ALFiE's not a fussy sort). The integrated iPod dock means the entertainment hub is ready and waiting for your Apple portable's tunes, while the rear panel's auxiliary-in socket means you can swiftly hook-up an MP3 player. CDs, of course, are catered for – including recordable discs – while movie fans can drop in a DVD, letting ALFiE provide vision as well as sound. Happy to lounge in any room in the house, the Roth Audio system's radio-alarm and bundled remote control mean ALFiE is especially handy in the bedroom department.

Wherever you choose to lay down with ALFiE, however, you can always rely on Roth Audio to supply high-quality sound and vision. The unit's built-in audio engine is no slouch, powering out a total of 40 watts, and using a 2.1 amplifier and speaker combination to provide room-filling sound. Sneak a little peek under its fine chassis, and you realise the use of an ever-so-clever downward-firing subwoofer helps beef-up the tracks, while allowing ALFiE to maintain a trim figure.

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Bass and treble controls mean you can tone down – or tone up for that matter – depending on your mood. Naturally, for a machine from the tune-loving people that created the sublime-sounding Music Cocoon MC4, this unit doesn't just pound out a big sound, it also presents a beautiful sound – Roth Audio may always do competitive prices, but it will never do cheap sonics.

No home entertainment system is complete – though more than a few claim to be – without support for DVD: so whether you invite Freddy into your bedroom, Shrek into your playroom, or Audrey and Gregory into your wet afternoon, ALFiE's selection of video outputs provide sharp images, while the 2.1 sound engine backs up the pictures with thrilling movie sonics.

Roth Audio founder James Roth says, "Just because a home entertainment system is compact doesn't mean it has to sound lightweight. At Roth Audio we listen, love, and play music, so leading performance is always at the top of our design brief. We like to look sharp, too, so there was no danger of our tabletop system aping a fan heater. As for the extensive feature list, here at Roth we all play CDs, spin DVDs, store tunes on iPods, listen to the radio, and try to not be late for work – so the why leave anything out?"

Designed to be loved, designed to be used, the Roth Audio ALFiE will be available in the UK and Europe from September 2007 and will have an approximate suggested retail price (inc. VAT) of £400. Turn It Up.

Additional Information

ALFiE's main features:

- Built-in iPod dock
- Slot-fed drive plays DVD, CD-DA, Video CD, DVCD, CDR, CD/RW, and MP3
- Aux-in supports an external MP3 source
- FM/AM radio
- Digital clock with dual alarm
- Bass enhancement & tone controls
- Remote control
- Touch sensitive controls

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ALFiE's specifications:

- Dimensions (mm): 390 x 105 x 255 (whd)
- FM/AM tuner
- Frequency response: 20Hz-20KHz
- Inputs: auxiliary-in
- LCD display (mm): 192 x 24mm
- Outputs: earphone, video, S-Video, RGB
- Power output: 2 x 10W + 1 x 20W
- Speaker system: 2.1
- Driver array: 2 x 6.35cm + 1 x 10.2cm

About Roth Audio:

Roth Audio has been born out of a wish to create better audio systems, getting to the heart of music reproduction and performance – the company believes these two aspects are inseparable, which is why Roth Audio designs and manufactures devices for both listening to, and playing, music.

For further information, images, and review samples please contact:

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