



PRESS RELEASE

7 October 2009

Pinnacle Audio launches the ultimate in digitally stored music technology – must-have sound server Folio is the closest thing to heaven for music lovers

- *Standalone sound server that works out of the box*
- *Hand-held colour touchscreen control tablet*
- *Lossless compression for the ultimate audio experience*
- *Dual RAID configured hard drives with automatic back-up*
- *Massive storage capacity for up to 2,000 CDs*

DIGITALLY-stored music just moved up to a whole new level with the launch of **The Folio**, a new concept in sound servers from Pinnacle Audio (www.pinnacleaudio.co.uk).

Unlike anything else on the market, **The Folio** combines pure unadulterated sound quality with massive storage capacity, *and* has no need for PCs or TV screens – all that is needed is a wireless internet connection, a speaker system and a comfortable position from which to rip, browse, play and enjoy as many as 2,000 CDs.

The Folio is the concept and creation of Pinnacle Audio, the Sussex-based electronics developer dedicated to revolutionising the art of digitally stored music.

“Our main aim when designing **The Folio** was to create a product that did not compromise quality for quantity or vice versa,” explain Pinnacle Audio’s directors Andrew Gatt and Phil Napper.

“By copying the music in a lossless format the full sonic detail is retained, unlike other comparable devices with less storage capacity that copy in the same way as an MP3 player. Good, but not good enough.

“As consumers become increasingly sophisticated and knowledgeable about digital music storage, their expectations become higher so we have responded to this demand by creating a product that ticks all the boxes.

“**The Folio** is a stand-alone server that works straight out of the box; transferring music to the system is simplicity itself and using it is child’s play.”

As soon as a CD is loaded into the server it automatically starts to rip to the hard drive and download the track details and cover art from the internet. Within a matter of minutes any track can be called up by artist, album, year, or even album cover, in seconds. Even whilst ripping, it is possible to play other tracks, cue up music and organise playlists. Playlists can be created using any criteria: whole CDs, selected tracks, a selected artist or a particular year. Once a playlist has been created, just press play and the music will flow seamlessly – ideal for entertaining or a party.

With **The Folio** your music is literally at your fingertips: the server is controlled, and all its features accessed, via an elegant hand-held colour touchscreen web tablet with no need for any third-party control system, PC or TV.

Another feature of **The Folio** that sets it apart from other sound servers is the dual hard drives, which are available in various sizes. Using proven RAID technology, all music is automatically copied onto both drives. In the unlikely event that one disk fails, the other will continue to operate, thereby saving the onerous task of having to reload the entire collection.

The Folio is automatically updated overnight with software downloads from the Pinnacle Audio website, so there is no need to go looking for the latest updates.

“The whole aim of electronic development is to make life easier, more interesting, more enjoyable,” say Andrew and Phil. “Music is meant to be fun and those who want the very best equipment should be able to buy something that has had the work taken out of it so they can make the most of their hard-earned leisure time. This is what **The Folio** does.”

The Folio can be purchased directly from Pinnacle Audio, for prices see below.

-ENDS-

| PRICES | | |
|---------------------------|--|------------|
| Size of hard drive | Launch offer @ 15% discount until 31.3 2010 | RRP |
| 2 x 250GB | £2,039 | £2,399 |
| 2 x 500GB | £2,124 | £2,499 |
| 2 x 750GB | £2,379 | £2,799 |

www.pinnacleaudio.co.uk **0845 868 6588**

Reviews

To review The Folio, please contact Cathy Tully on 014445 241341 cathy@aneelarosepr.co.uk

Technical Data

Audio:

Bit depth: 24-bit
Sampling Rate: 96kHz
Frequency Response: 22Hz-22kHz,-0.4,-0.4dB
Dynamic Range: 104dB (A-weighted) (D/A)
100.4dB (A-weighted) (A/D)
THD: < 0.002%
Audio Formats: Wav
FLAC (lossless)
MP3
Ogg Vorbis

System:

Storage Options: 2x250GB, 2x500GB, 2x750GB
Power On: < 30 Seconds
Power Off: < 10 Seconds
Power Consumption: < 40W (Max)
Supply Voltage: 120/230 VAC 60Hz/50Hz
Control: Wireless touchscreen control
Wired Ethernet (direct commands and web control)
Serial Port
Integration libraries

Editor's Notes

Pinnacle Audio is based in Crowborough, East Sussex. The company was created by Phil Napper and Andrew Gatt, both accomplished electronic engineers, with the aim of developing the concept of digitally-stored music.

Media Contact:

Cathy Tully, Pinnacle Audio PR
Tel: 01444 241341
Mob: 07775 727422
Email: cathy@aneelarosepr.co.uk

Aneela Rose, Pinnacle Audio PR
Tel: 01444 241 341
Mob: 07960 190158
Email: aneela@aneelarosepr.co.uk