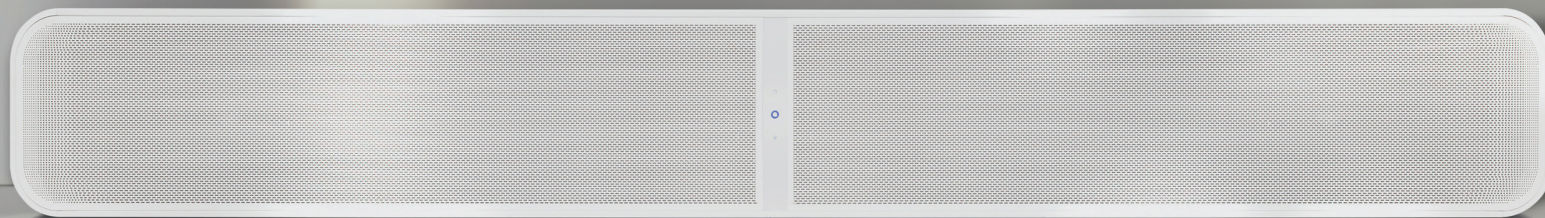




BLUESOUND

# PULSE SOUNDBAR+

## SELL-IN PRESENTATION



## INTRODUCING PULSE SOUNDBAR+

The PULSE SOUNDBAR+ is the next generation of Bluesound's class-leading hi-res soundbar. Using the Pulse Soundbar 2i as the benchmark, the PULSE SOUNDBAR+ features an upgraded BluOS® audio engine, support for Dolby Atmos, a dedicated Wi-Fi link for surround sound, and easy touch-panel controls.

As the first Bluesound product to be built on our next-gen processor platform, the PULSE SOUNDBAR+ benefits from 8x more processing power and 4x memory speed, while natively supporting future-friendly technologies. With its focused amplifier and acoustic design, the PULSE SOUNDBAR+ is more than its name implies: it is a HiFi audio solution that replaces the need for bulky AVRs as the centerpiece of a customer's movie, music, TV, sports, and gaming system.

When it comes to surround sound, the PULSE SOUNDBAR+ is built with home theater in mind. Dolby Atmos support introduces 3D height virtualization into the Bluesound ecosystem, and a secondary, dedicated Wi-Fi module on-board means that PULSE SOUNDBAR+ can now connect directly to subwoofers and surrounds, without using the local home network.

Little has changed when it comes to fit and finish – the PULSE SOUNDBAR+ maintains its premium aluminum-extruded body, stylish aesthetics, and super-functional design. We have added simple touch controls on the front panel for quick access to play, pause and volume. The PULSE SOUNDBAR+ is a perfect match for TVs from 48" and up, with a wall mount bracket included for easy installation. The HDMI eARC (with CEC support) and standard TOSLINK and Analog inputs give the PULSE SOUNDBAR+ the flexibility and bandwidth to handle any entertainment setup.

**Pre-Sale Launch:** March 18, 2021

**Available to Distributors:** mid/end-April

**Available Online/Pre-Orders Shipping:** end-April



### + IMMERSIVE AUDIO ENGINE

A full audio-chain redesign with advanced DSP now supports 3D surround sound from Dolby Atmos, meaning a wider, higher, and more enveloping soundstage from the PULSE SOUNDBAR+.

### + SURROUND SOUND WITH BluOS®

The world's leading hi-res multi-room system is the backbone of wireless surround sound setups and multi-room grouping, keeping Bluesound in perfect sync no matter where you listen around your home. A dedicated Wi-Fi module in the PULSE SOUNDBAR+ means low latency wireless surround sound even in noisy network environments.

### + FUTURE FORWARD

Our next generation quad-core processor boasts all the power and speed required for the latest and greatest audio and DSP processing, with built-in headroom for whatever technologies the future holds.

### + THE INS AND OUTS

HDMI eARC, digital, and analog inputs connect to any source and keep your setup friendly and flexible. The PULSE SOUNDBAR+ boasts both wireless and wired subwoofer outs too, meaning you have the choice to use the wireless PULSE SUB+ companion subwoofer, or any wired sub of your choosing. And of course, BluOS® connects the PULSE SOUNDBAR+ to all the music you want to stream, with music services, internet radio stations, and AirPlay 2 on-board.

### + AUDIO FIRST

The PULSE SOUNDBAR+ stays true to its hi-res, HiFi roots, proving a serious sound upgrade for your TV. The tried and test amplifier platform packs a punch, allowing you to play loud and dig deep, with tight, musical control. Special listening modes and unique audio settings let you dial in the PULSE SOUNDBAR+ perfectly to match any setup.

### + SPEC IT IN

With wired or wireless network setup, and all the necessary ins and outs, the PULSE SOUNDBAR+ is an installer's dream. Set it up with the included kickstand legs or use the included bracket for easy wall mounting. Choose either orientation for placement, with the wires going up or down – the internal accelerometer will adjust the audio channels and the front-panel volume controls. Finally, easy IR learning capability lets you control the PULSE SOUNDBAR+ with a standard TV remote.



### PULSE SOUNDBAR+

WIRELESS STREAMING SOUND SYSTEM



Front



Rear



Top



**W** 1073mm  
(42.25")



**H** 141mm  
(5.5")

**D** 70mm  
(2.75")

#### FEATURES

- POWERFUL 8-DRIVER SPEAKER DESIGN
- 120W DIRECTDIGITAL™ HIFI AMPLIFIER
- 3D SOUND WITH DOLBY ATMOS™
- BluOS® WIRELESS MULTI-ROOM MUSIC STREAMING
- WIRELESS SURROUND SOUND
- HDMI ARC/eARC, OPTICAL, ANALOG INPUTS
- SUBWOOFER OUTPUT
- QUAD-CORE LOSSLESS AUDIO PROCESSING
- DUAL-BAND WI-FI + GIGABIT ETHERNET
- AIRPLAY 2, aptX™ HD BLUETOOTH, SPOTIFY CONNECT, AND MORE.
- MQA MUSIC AND HI-RES AUDIO STREAMING
- WORKS WITH AMAZON ALEXA AND GOOGLE ASSISTANT
- ONE-REMOTE IR LEARNING
- ADJUSTABLE DSP AND EQ SETTINGS
- EASY BI-DIRECTIONAL WALL MOUNTING
- PREMIUM DESIGN FOR SEAMLESS TV INTEGRATION
- BLACK OR WHITE FINISH

#### Product Dimensions

(not including wall bracket or kickstands):

1073 x 141 x 70mm (W x H x D)

42.25 x 5.5 x 2.75 in (W x H x D)\*

**Weight:** 6.8kg/15lb

#### Included Accessories

- 120V AC Power Cord
- 230V AC Power Cord
- Ethernet Cable
- Optical Audio Cable
- HDMI Cable
- Wall Mount Bracket
- Wall Mount Bracket Template
- Wall Mount Spacers x 8
- Kickstand Feet x 2
- Safety/Warranty Guide
- Quick Setup Guide

**PRODUCT NAME: PULSE SOUNDBAR+**

**BLUESOUND SKU # (ORDER DESK):**

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PULSE SOUNDBAR PLUS BLK  
PULSE SOUNDBAR PLUS WHT

**GS1 BARCODE:**

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Black: 786357001555  
White: 786357001579

**MASTERPACK**

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1pc/carton



In real life, sounds come from all around us, including overhead. Having the ability to re-create overhead sounds is a key element in making Dolby Atmos sound realistic. The PULSE SOUNDBAR+ accomplishes this without any up-firing drivers, using advanced algorithms and processing to virtualize the effect.

Dolby Atmos height virtualization processing leverages research and understanding of human audio perception to simulate an immersive audio experience while using fewer speakers. For height effects, virtualization is used to create the sensation of sound above you, originating solely from listener-level speakers. Virtualization of surround effects is employed to create enveloping, 360-degree audio without speakers behind or to the side of the listener.

On a technical level, Dolby Atmos height virtualization applies carefully designed height-cue filters to overhead audio components before they are mixed into listener-level speakers. These filters simulate the natural spectral cues imparted by the human ear to sounds arriving from overhead. For surround virtualization, a combination of head-related transfer functions (HRTFs) and cross-talk cancellation are employed to approximate for the listener's ears the binaural cues of surround speakers. For both types of virtualization, special care has been taken to equalize the associated filters so that the timbre of the audio remains natural anywhere in the listening environment.

Content encoded in Dolby Atmos will provide the most realistic audio effect from a product that delivers the Dolby Atmos experience. The discrete height elements in the Dolby Atmos mix feed the Dolby Atmos height virtualizer, are processed by the algorithms, and then mixed in the PULSE SOUNDBAR+.

The Dolby Atmos logo features the iconic Dolby logo symbol (two overlapping semi-circles) to the left of the text "Dolby Atmos". The word "Dolby" is in a bold, sans-serif font, and "Atmos" is in a regular, sans-serif font.

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BLUESOUND

Bluesound is an award-winning wireless hi-res sound ecosystem that lets you play music in any and every room throughout your home. Choose music from your favorite streaming service or from a music library connected to your home network. Control where, at what volume, and when music plays with the free BluOS app for your smartphone, tablet, or desktop computer. Getting the kind of crisp and detailed sound that only an audiophile-grade system can deliver has never been easier. That's Living HiFi.

We are an alliance of audiophiles dedicated to delivering on the promise of wireless, digitally perfect high-fidelity audio. As designers, engineers and individuals who have spent our lives in the music industry, we are not satisfied with anything less than perfection.

