

DEVIALET

INGÉNIERIE ACOUSTIQUE DE FRANCE

ATLAS

P R E S S

R E L E A S E

ATLAS welcomes Devialet and its phenomenal Phantom Premier range into its house of premium audio and home entertainment brands

Devialet's Phantom Premier Proves that Compact is the new Mighty

SINGAPORE – November 14, 2018 – French audio brand Devialet makes its mark in ATLAS' stable of premium audio brands with its highly anticipated range of wireless speakers - the Phantom Premier. Designed for a solo, duo (stereo) or multi-room sound experience, the unique Phantom Premier, is an egg-shaped device is the result of three years of research and development to deliver unprecedented power, fidelity and volume dividing by 20 the size of an high end speaker, without sound compromise. Ever. It embodies the brand's progressive vision of making the emotional power of sound accessible to as many people as possible through ground-breaking technology.

In spite of its small form - the Phantom Premier proves that size is no compromise for sound quality. This ultra-compact home sound system is powered with Devialet's proprietary acoustic technology and features: Analog Digital Hybrid (ADH®) amplification, Active Cospherical Engine (ACE) acoustic design, Speaker Active Matching (SAM®) algorithm and Heart Bass Implosion (HBI) acoustic process.

Available in three models, the Phantom Premier Classic, Silver and Gold can deliver from 1,200 watts to 4,500 watts peak power. The speaker boasts a wide range, high fidelity and impressive sound amplitude from the deep 14Hz up to 27Khz. Even at extreme volume peaks, its delivery is free from audible distortion or saturation or background noise. Phantom introduces the audio equivalent to driver assist. Its analog amplifier generates optimal resistance load and sound purity, while four digital amplifiers generate Phantom's incomparable power.

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Definitely, the prowess, technology and ease of use displayed by Devialet's speakers impressed ATLAS' Chief Executive Officer—Mr. Michael Tien—so much that he felt compelled to bring in and share his rediscovery of music to ATLAS' world. "As the market leader in premium audio and home entertainment retail, we want to continuously expand our clients' experience and expose to them to exceptional sound available in the market. We believe that Devialet's Phantom captures the purity and power of sound so succinctly and simply - without any distractions. This falls in line with our personal belief in how sound should be enjoyed and hence this partnership developed naturally." Tien shares.

Setting up is easy. Phantom Premier range features Bluetooth, WiFi and optical-in for connectivity and works with Spotify Connect, AirPlay or any UPnP source device. A mobile application is conveniently available for users who intent to remotely control the speaker.

Come 14 November 2018, the Devialet Phantom Premier range will be launched and available at all ATLAS stores.



Gold Phantom
\$4,890.00 (Inc. GST)



Silver Phantom
\$3,790.00 (Inc. GST)



Classic Phantom
\$2,870.00 (Inc. GST)

Here is the [link](#) to the high resolution images for your use.

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ABOUT ATLAS SOUND & VISION

Since its humble beginnings in 1963 as a humble record library on Market Street, Atlas has established itself as a name synonymous with being the benchmark for premium audio and visual retail. With over 50 years of expertise, Atlas is consistently recognised as a market leader in providing distinctive audio-visual equipment for both personal, office and public spaces.

A trusted name in Premium Sound and Vision, Atlas holds the privileged sole distributorship in Singapore and Malaysia of exclusive premium brands such as Accuphase, Kordz, Loewe, Piega, Pulse-Eight and Soundcast; and are premium resellers for Bose and Devialet. Beyond sound and vision, Atlas seeks to deliver inspiring lifestyle trends and technology in breathtaking spaces and legendary end-to-end customer service for a memorable, iconic in-store Atlas experience.

Marking its 55th year in Singapore and the region in 2018, the Atlas 55 campaign is launched in celebration of the memorable journey since its founding and the unwavering dedication to providing exceptional audio and visual experiences to its customers.

For more information on Atlas Sound & Vision, as well as their subsidiaries, please visit: www.atlas-sv.com

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ABOUT DEVIALET

Founded in 2007, Devialet is the world's most critically acclaimed company for innovation in sound technologies. The foundation of Devialet's success is built upon a series of radical innovations embedded in all Devialet products, which include the Expert Pro amplifiers, connected Phantom speakers, and the new Phantom REACTOR. Every day, one hundred Devialet engineers, mechanics, IT and signal processing experts tirelessly work towards one goal: delivering the emotion of the best sound in the world to as many people as possible, with no distortion, saturation or background noise.

Widely acclaimed by industry experts and international press and protected by more than 160 patents, Devialet's products are available in the brand's 30 stores and in a growing number of premium retail partners. The full list of stores by location can be found [here](#).

Bernard Arnault, Jacques-Antoine Granjon, Xavier Niel and Marc Simoncini are among the historic investors of Devialet. Recently, the company was also able to accelerate its development with a record fundraising of 100 million Euros from leading national and international investors including Korelya Capital, Ginko Ventures, CM-CIC Development, Foxconn, BPI and BNP Development. Devialet continues to scale its activities in Asia, Europe and the United States, and to deploy its technologies in new sectors, keeping on pushing boundaries of audio in our environment.

For more information on Devialet, please visit: www.deviale.com

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