



PRODUCT INTRODUCTION DEVIALET ASTRA

 DEVIALET

AGENDA

1 HIGH-LEVEL INTRODUCTION

DETAILED INTRODUCTION

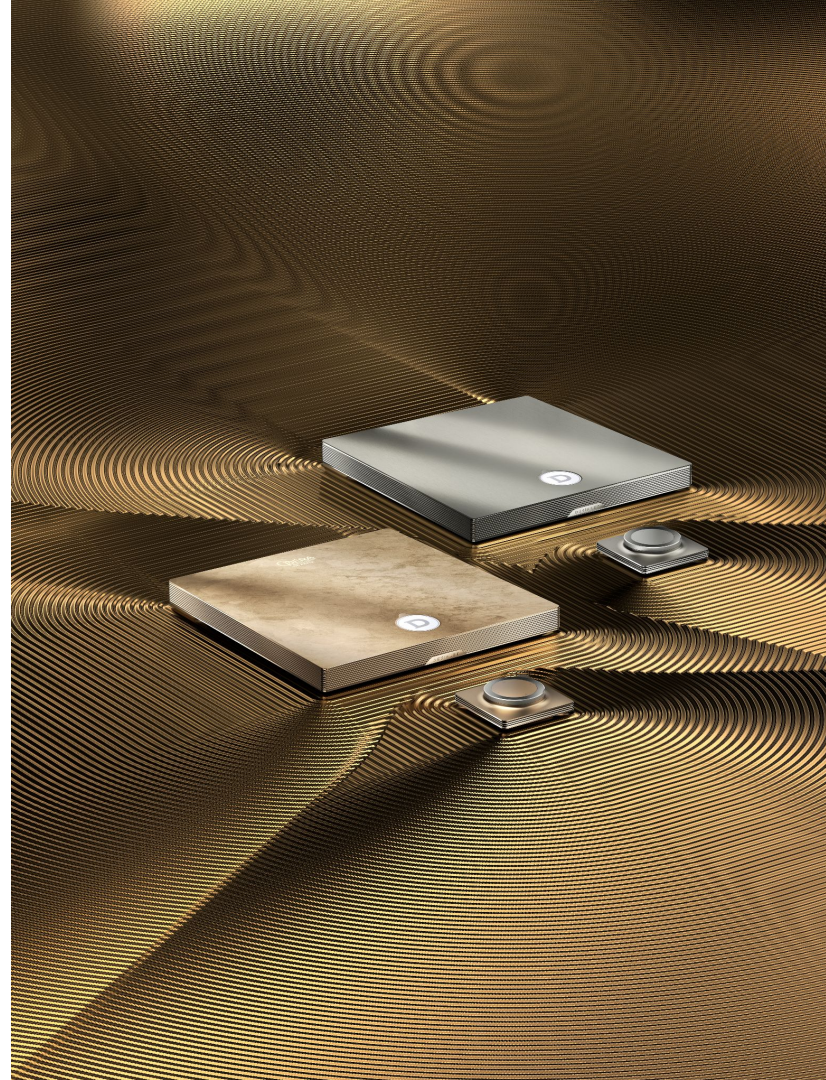
2 User Experience

3 Design and Finish

4 TARGET PERSONA

5 PRICING & RANGE

6 QNA





1. HIGH-LEVEL PRODUCT INTRODUCTION

Introducing the **Four Unique Selling Points** Of Devialet Astra

#USP1 - A radical all-in-one amplifier with unmatched performance, you can double at any time

Integrated amplifier (amp, pre-amp, DAC, streamer, phono)
2x300 Wrms (at 4Ω), zero distortion, zero saturation
ADH next-gen and Hi-Res certification for more crystal-clear trebles than ever
Upgradable to dual-mono for 2x600 Wrms (at 4Ω)

#USP2 - A unique, compact and extreme design, with a brand-new Opera de Paris edition

Revamped design (amp and remote)
Optimized product UI (button, led, screen)
Opera de Paris edition with 23-carat gold leaf

#USP3 - A fully configurable amplifier to reveal your music's full potential, whatever the source or speakers

A multitude of physical audio sources, entirely configurable
Devialet App with on-the-fly parameters
Enhanced Advanced Configurator with all inputs and outputs configuration (SAM, RAM)

#USP4 - With modern connectivity thanks to a new software architecture

State-of-the-art streaming protocols (Airplay, Google Cast, Spotify Connect, Tidal Connect, Audirvana, Room Ready, UPNP*)
Latest wireless connectivity (WiFi 6, Bluetooth 5.3)



1.

High-level
Product
Introduction

Unveiling the Four Signature Devialet Technologies Powering Our New Integrated Amplifier

A D H[®] **NEXT GEN**

S A M[®]

R A M[®]

D A C[®]

In-depth work was carried out on the functioning of the Class D amp, so that it can **feed power linearly and in real time** to the Class A amp, particularly at high frequencies where the Class A is more demanding.

The result is **improved interaction** between the two amps, and extremely efficient power efficiency. The product consumes less power while achieving even **more precise, crystal-clear high frequencies**.

Exploring the Functionality of the Devialet App for On-the-Fly Product Customization

The Devialet App completed by DOS3* offers the following features tailored particularly for Devialet Astra:



Set up

Product activation
WiFi/ethernet set up
Product name change
Access to Advanced Configurator
Dual Mono Set up



General settings

Track/playlist control (play/pause, next, previous)
Volume control
Input selector (Online / Connectors / Bluetooth)
Display control (Auto switch-off screen and led, Brightness control with 5 steps)
Power modes ("Always on" or timers set up for "Automatic stand by" and "Automatic switch-off")



Inputs and outputs "on-the-fly" configuration

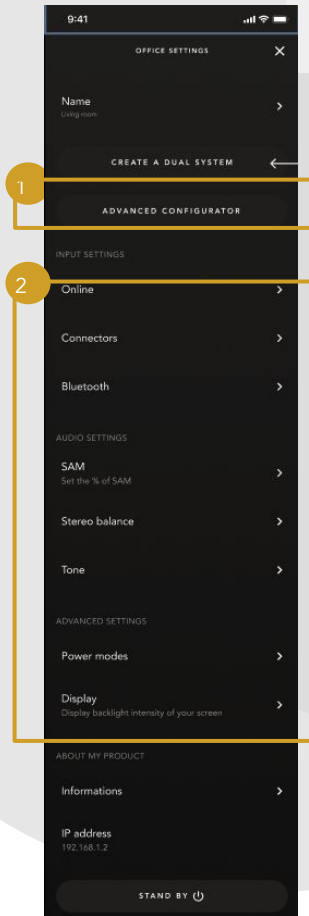
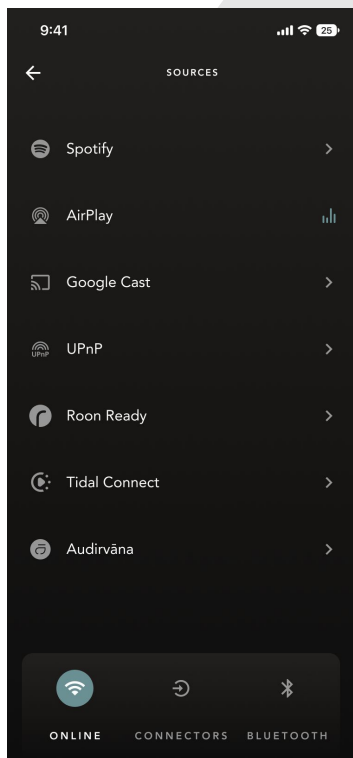
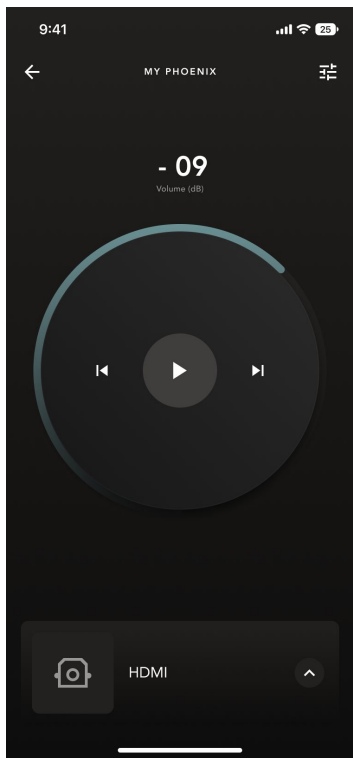
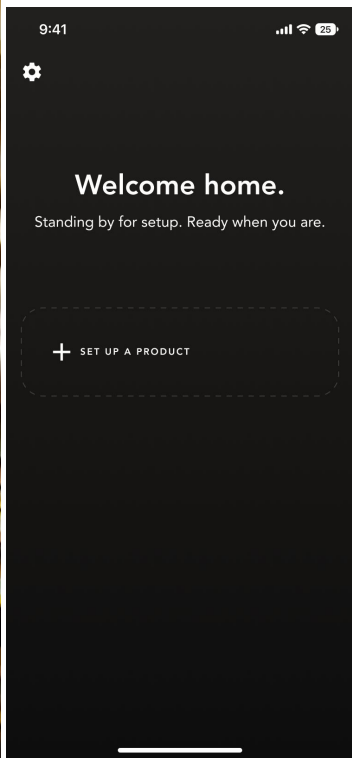
INPUTS
Inputs configuration (Online / AUX / Bluetooth) with for each source:
Sub/pre-out enabled (on/off) for external subwoofer, Bass reducer on/off and Adaptive Volume Level on/off ;
Phono Stage input: Curve selection (RIAA), Output level, Loading (Ohms + pF), Balance L/R

OUTPUTS :
SAM on/off, SAM %, Stereo Balance (L/R), Tone (2-band EQ: Bass & Treble)

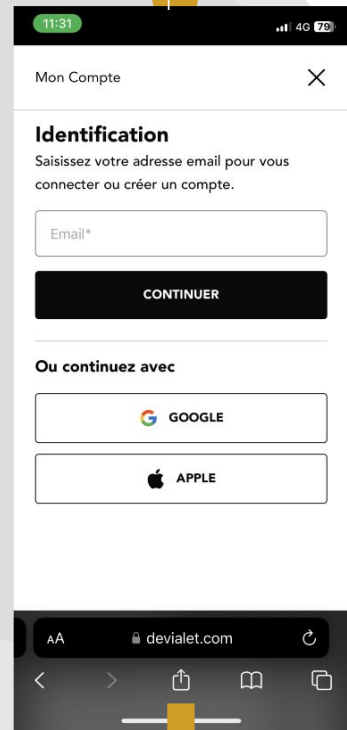


Product software and app updates

Exploring the Functionality of the Devialet App for On-the-Fly Product Customization



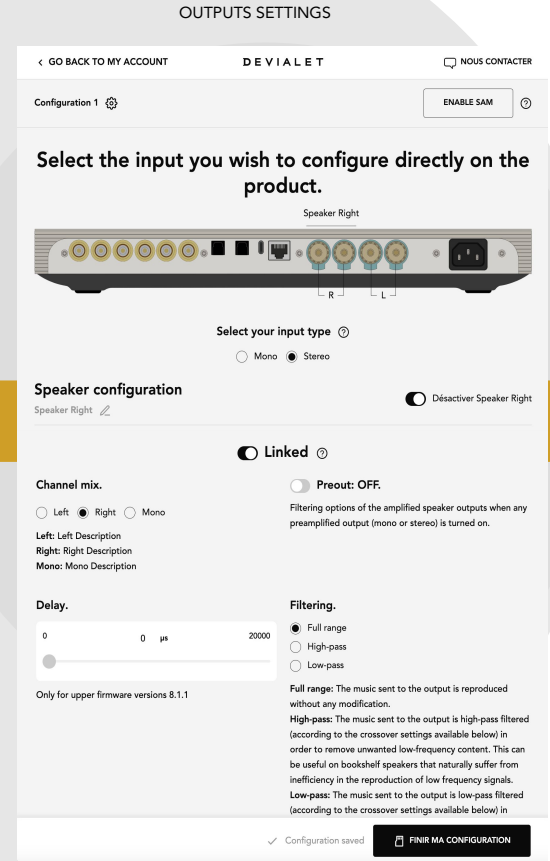
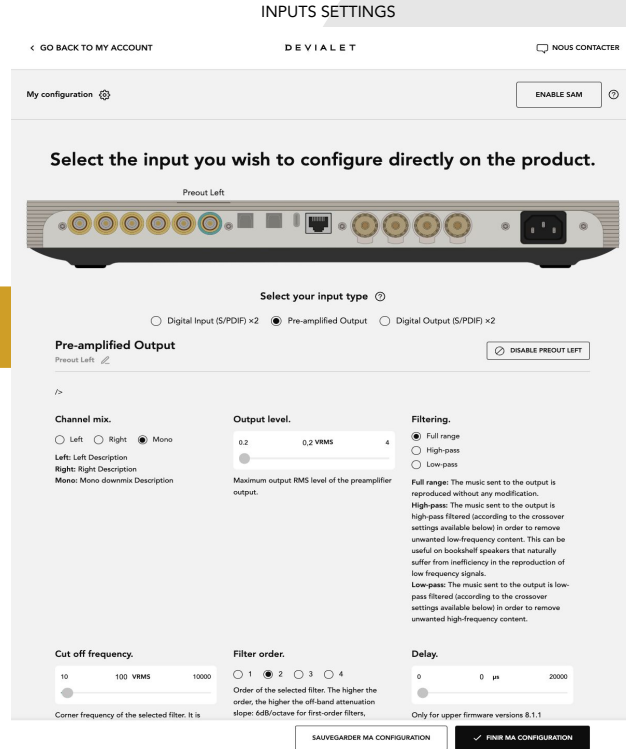
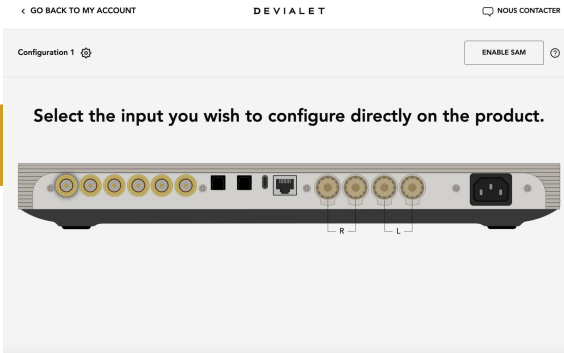
- 1 ADVANCED CONFIGURATION (ONLINE) FIRST SET-UP (ONE SHOT)
- 2 IN-APP PARAMETERS ON-THE-FLY SETTINGS



REDIRECT TO THE WEBPAGE (HOSTED ON D.COM)

Introducing the **Advanced Configurator**: Streamlining Initial Setup for Inputs and Outputs

2 LANDING PAGE ADVANCED CONFIGURATOR



1.

High-level
Product
Introduction

Introducing a **Comparison**: Enhanced Connectivity, New App, Revamped Configurator, and Streamlined Design



Range, design and colors

- Several power levels with 2 available configurations (stereo, dual)
- 1 color: grey
- New finish of the amp since 2023

Connectors

- See list on d.com

Connectivities

- Streaming protocols : Airplay, Spotify Connect, Roon RAAT, UPnP
- No bluetooth capacities

Technos

- ADH, SAM, RAM, DAC Magic Wire, EVO, Air

App & configurator

- Expert Remote App (remote only)
- Adv. Configurator online with SD card to apply to the amp

Electronics

- NXP (iMX6 Processor)

OS

- DOS2

- One power level at 300W under 4Ω with 2 available configurations (solo, dual)
- 2 colors: Light Bronze and Opéra de paris
- New design for both the amplifier and the remote

- Connectors changes: removal of AES/EBU and trigger connectors, 1 optical switch from jack to toslink port, USB-A replaced by USB-C
- More streaming protocols : Airplay, Google Cast, Spotify Connect, Tidal Connect, Audirvana, Roon Ready (RAAT), UPnP (at launch)
- Bluetooth capacities (5.3, AAC et SBC codecs at launch)

- ADH *next gen*, SAM, RAM, DAC Magic Wire (EVO is not marketed anymore)

- Devialet App with on-the-fly in-parameters
- Mandatory login/setup through the Devialet app
- Revamped Adv. Configurator (hosted on d.com), fully online, for 1st install configurations

- NXP (iMX8 processor)

- DOS 3* / SDOS2 (same as Palm.ita and future products)
*marketing name



2. DETAILED PRODUCT INTRODUCTION

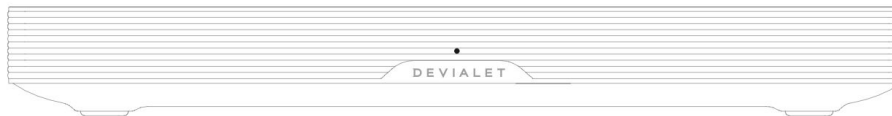


2. DETAILED PRODUCT INTRODUCTION USER EXPERIENCE

2.

Detailed Product Introduction

Product Discovery: LED & buttons



LED device status

- ⦿ Flashing white: startup or update in progress
- Solid white: default
- ⦿ Flashing blue: Bluetooth pairing in progress
- Solid blue: Bluetooth connected
- ⦿ Flashing green: configuration via the Devialet app in progress
- Solid green: Awaiting configuration
- ⦿ Flashing orange: failed connection between amplifiers
- Solid orange: network error
- Solid magenta: reset to factory settings



On/Off button

- Switch on or wake up the device
- Show device configuration
- Long press (2 seconds): switch off device
- Long press (7 seconds): reset to factory settings

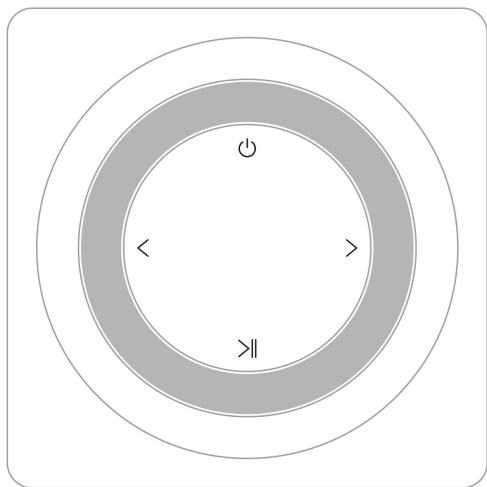
Bluetooth button

- Switch to Bluetooth source
- Long press (2 seconds): enable Bluetooth pairing

2.

Detailed Product Introduction

Product Discovery: Remote Control



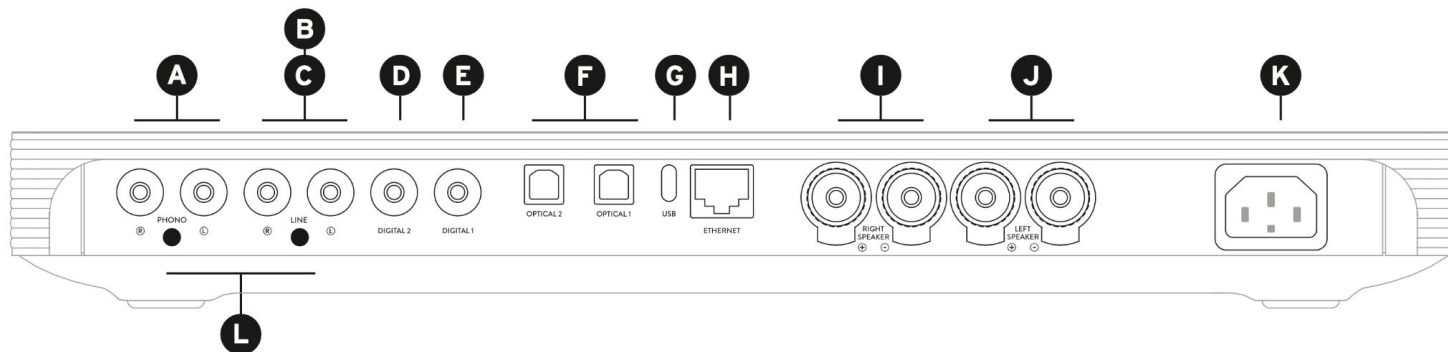
- Ring**
 - Volume control
- On/Off**
 - Restart the device
 - Long hold (2 seconds): Put the device on standby
- Play/Pause**
 - Play or pause sound
 - Mute or unmute
 - Select your source in the Source menu
 - Long hold (2 seconds): Access the Source menu
- Previous/Next**
 - Fast-forward or rewind playlist
 - Fast-forward or rewind podcast
 - Navigate the Source menu
 - Simultaneous long hold (2 seconds) Previous/Next: Switch to pairing mode (your speakers also need to be in pairing mode)

The remote allows you to control the volume of your device, navigate your playlist and switch from one source to another. You can turn the remote on and off using the switch located on the bottom. To recharge it, use the USB-C cable provided with the product with any standard plug.

2.

Detailed Product Introduction

Product Discovery: Multi-Mode Rear Connectors



A **PHONO (MM/MC) / LINE IN**
Advanced phono stage for turntable or line input for tuner



B C **PHONO (MM/MC) / LINE IN / DIGITAL IN**
Advanced phono stage for turntable or line input for tuner or digital S/PDIF (COAXIAL) input for CD, DVD, TV etc.



D **DIGITAL IN / LINE OUT**
Digital S/PDIF (COAXIAL) input for CD, DVD, TV etc. or line output for subwoofer



E **DIGITAL IN / LINE OUT / DIGITAL OUT**
Digital S/PDIF (COAXIAL) input for CD, DVD, TV etc. or line output for subwoofer or digital output for second amplifier



F **OPTICAL IN**
Optical input for CD player, computer, Blu-ray, router etc.



G **USB-C**
Input for computer, streaming device etc.



H **ETHERNET**
RJ45 input for network



I J **RIGHT SPEAKER & LEFT SPEAKER**
Universal speaker connectors (banana or fork) 4 mm



K **MAINS 100-240 V AC**
Mains power supply (grounding required)



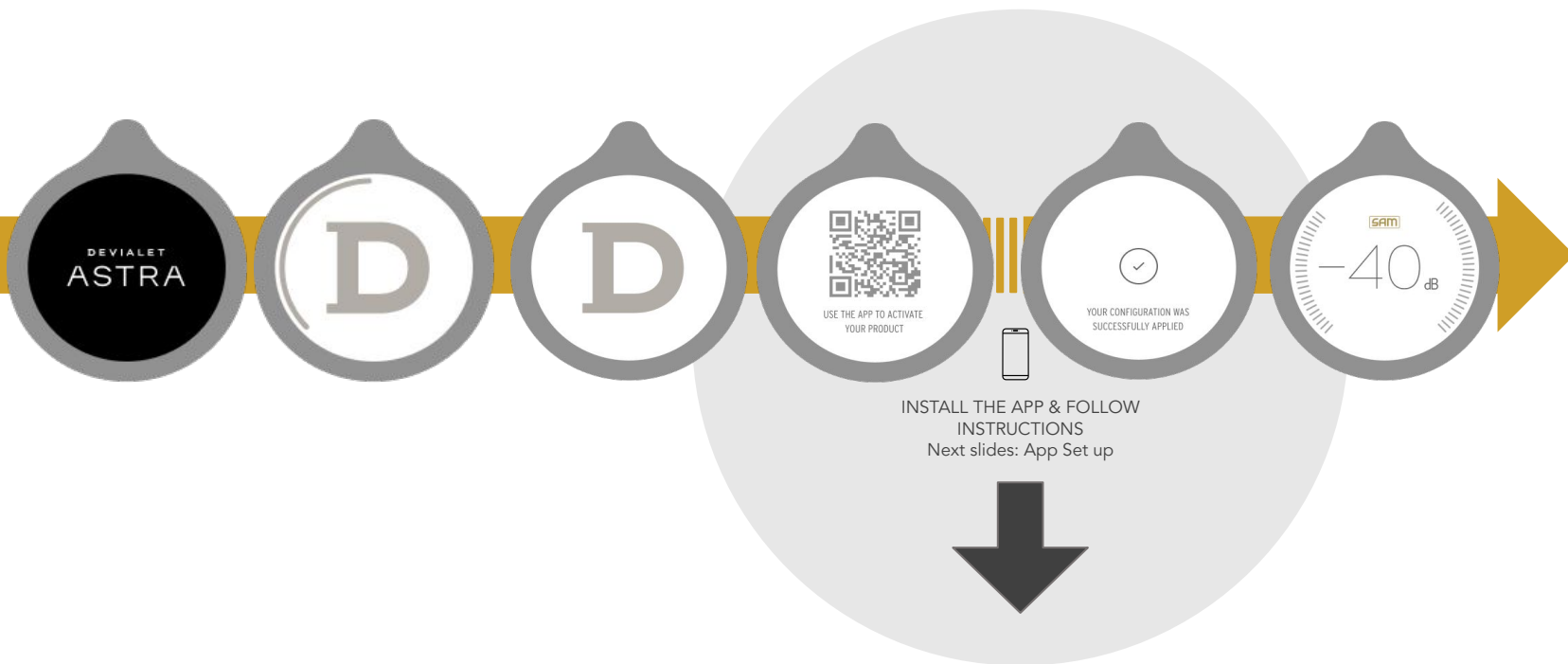
L **EARTH FOR TURNTABLE TONEARM**

Devialet Astra stands out by offering multi-mode connectors, effectively merging compactness with versatile functionality. The connectors are configured by default and can be modified through the Advanced Configurator to better suit your preferences and to boost your system's performance.

2.

Detailed
Product
Introduction

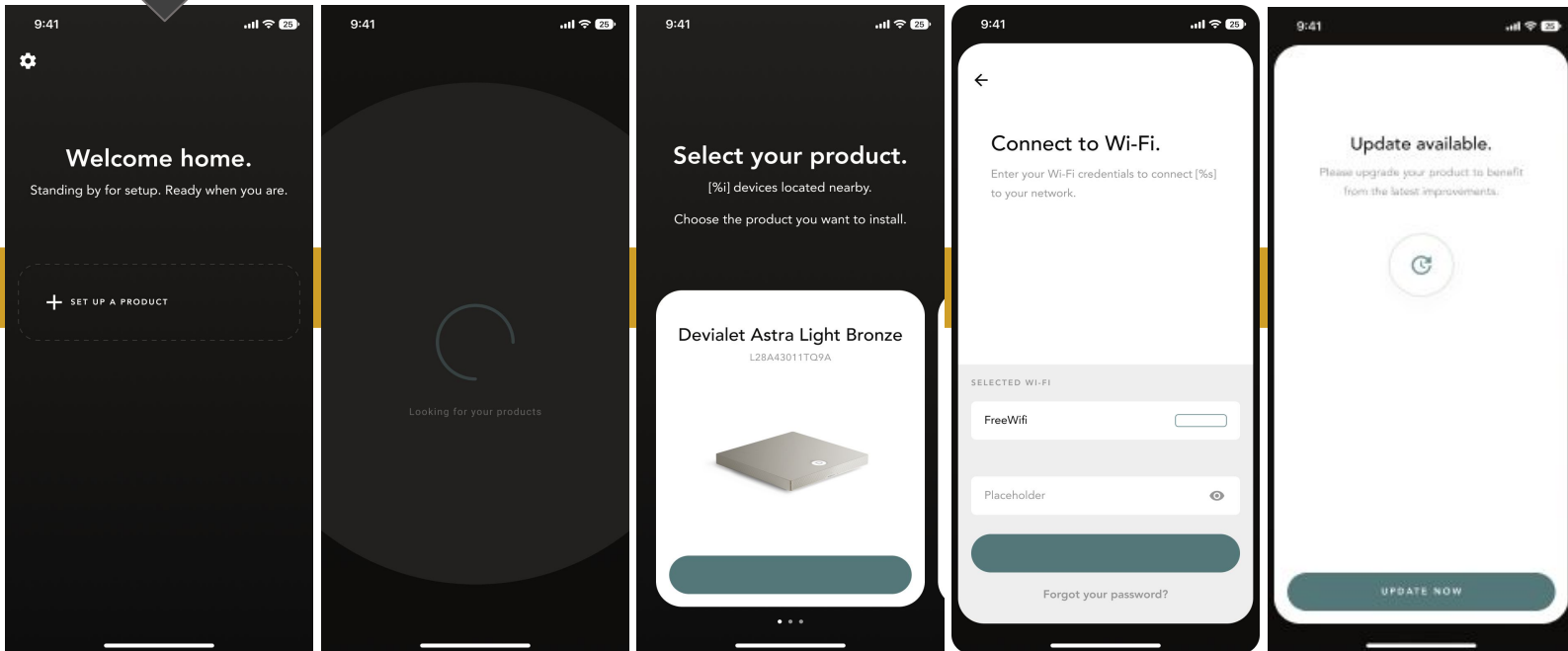
New Activation Process: Product Screen View



2.

Detailed
Product
Introduction

New Activation Process: App View 1/2

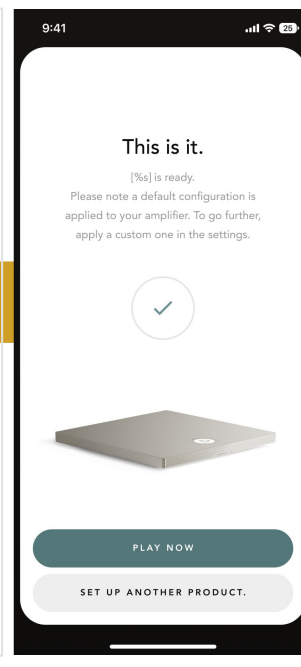
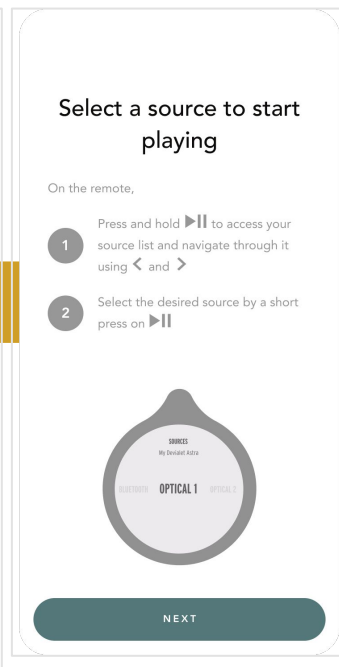
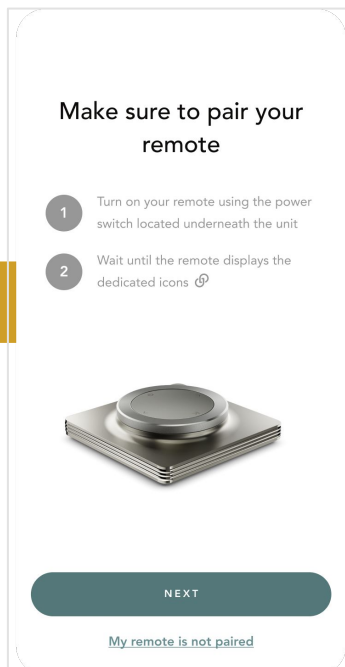
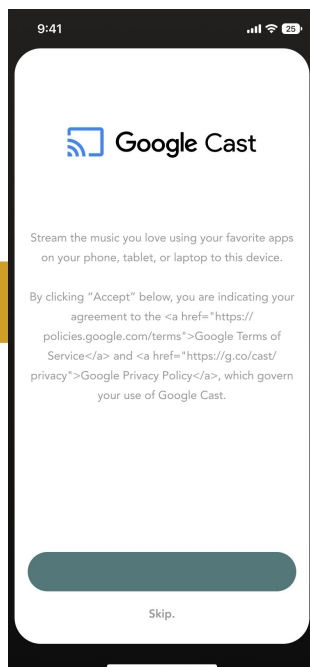
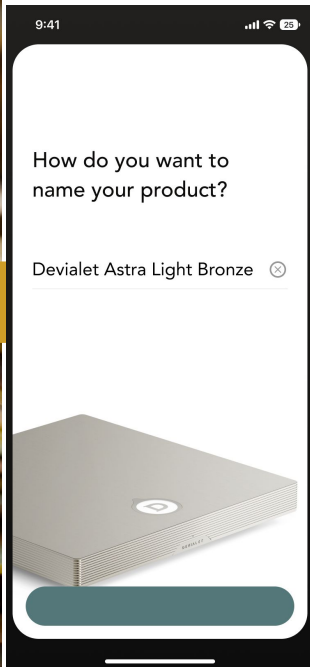


The screen sequence is not entirely comprehensive.

2.

Detailed Product Introduction

New Activation Process: App View 2/2



The screen sequence is not entirely comprehensive.



2. DETAILED PRODUCT INTRODUCTION DESIGN & FINISHES

2.

Detailed Product Introduction

Design Intent: Devialet Astra's Compact Form and Materials/Finish

- Design Process: The design stems from a precise acoustic architecture, defined in the initial specifications by our engineers.
- Devialet Astra form factor: The amplifier boasts an exceptionally slim profile with very low height, permitted by multi-mode connectors implementation (in place of multiple dedicated connectors) and our ADH technology.



Comparison of competitors' thickness

The substantial weight of 7,2 kg contributes to the stability and thermal management of the amplifier.

- Material and Treatment Choices: We opted for a more modern and less fragile treatment than polymirror (except on the sides), with a brushed finish on top and anodization of the entire product (a chemical treatment that penetrates the material, allowing color control). In terms of material, we chose aluminum for its excellent thermal conductivity, crucial for dissipating internal heat.
- Interior Design: Special attention was given to internal cable management and color coding of electronic components for aesthetic and quality reasons.

2.

Detailed Product Introduction

Design Intent: Devialet Astra's Compact Form and Materials/Finish

- Design Philosophy: We aimed to maintain the minimalism of the Expert line while streamlining production by further simplifying the design with a perfectly smooth top surface. Besides, we removed the amovable cover while retaining a cap to conceal the connectivity area (monolithic, seamless, visually simple).
- Luxury Aesthetic: We added a luxurious touch with guilloché-inspired details around the product, a technique commonly used in high-end watch dials. Simple yet linear, it adds significant character to the product.

Note: Actual machining involves milling rather than "guilloché".



- Brand Approach: We ensured clear branding with a prominent logo (a subtle "D" is visible on the backlit screen) and the Devialet logo embedded in a polymirror plaque on the front of the product.

- Art Deco Influence: Inspired by the Art Deco movement of the 1930s and the Streamline movement, we aimed for simplicity, warmth, and timelessness.



2.

Detailed
Product
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Design Intent: Devialet Astra's Compact Form and Materials/Finish



- Remote Control: The remote maintains our design DNA, offering tactile precision (very fine 1 dB increments, allowing for very fast and very slow adjustments) and informative feedback for an enhanced user experience. It allows for a very physical and sensual interaction with the object.

2.

Detailed
Product
Introduction

A new Opéra de Paris edition, adorned with a **unique number** on each product.

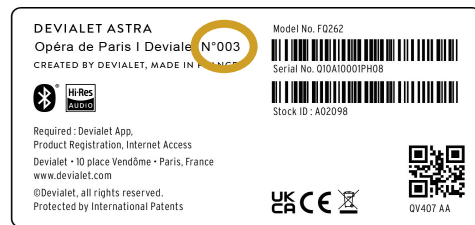
Gold leaf finish
*Covered with 23-carat gold leaf
(by Les Ateliers Gohard)*



Printing on the product



Packaging label



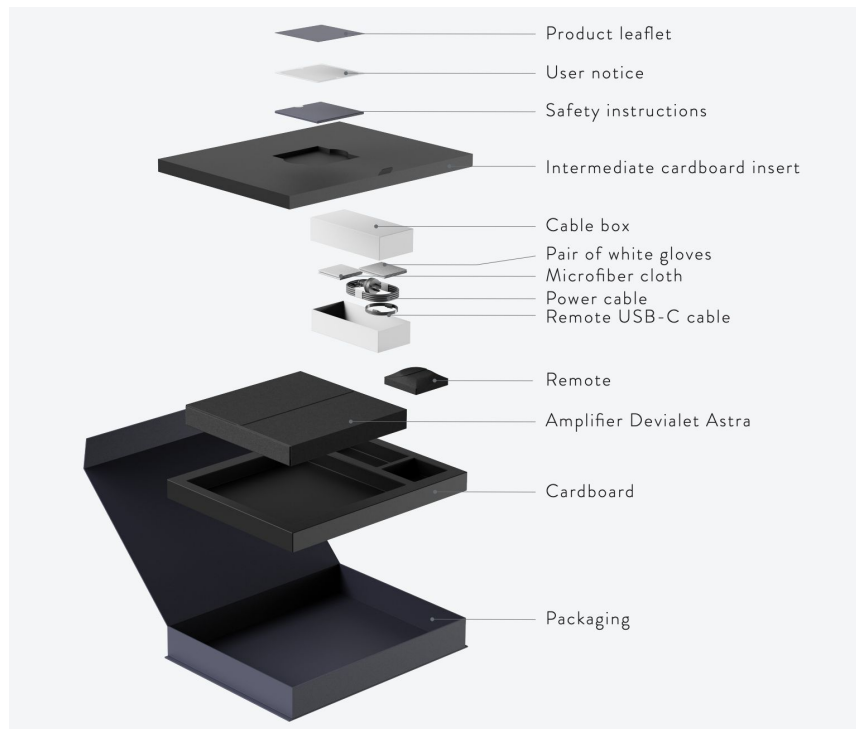


2. DETAILED PRODUCT INTRODUCTION WHAT'S IN THE BOX?

2.

Detailed Product Introduction

Unboxing Devialet Astra



The packaging is fully recyclable.

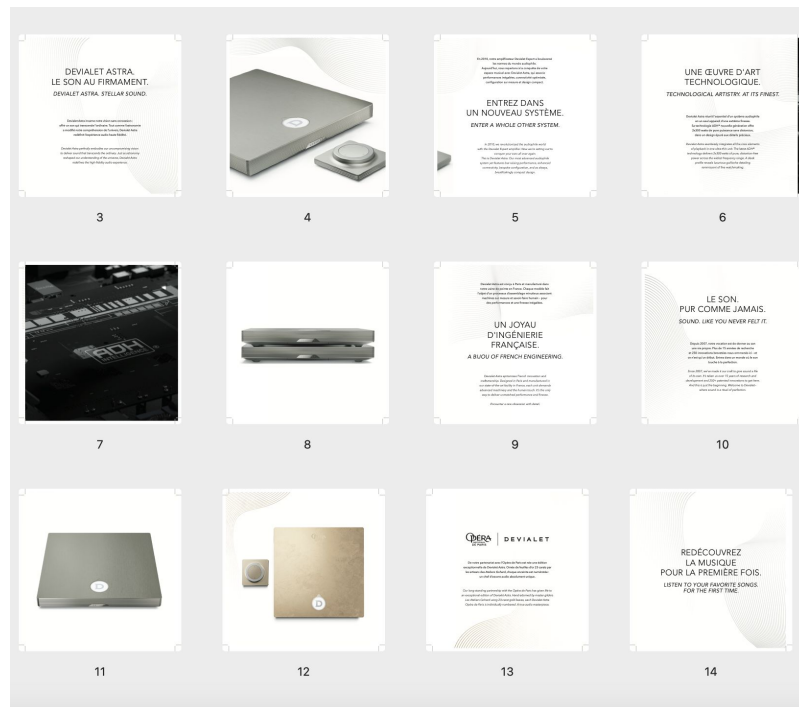
Nota Bene: for the dual configuration, two packaging are furnished (2 remotes, and 2 RCA cables are added to connect the two amps)

This is a preview of the packaging and its contents. The elements are not final (colors, shape).

2.

Detailed
Product
Introduction

What's in the box: Product Leaflet

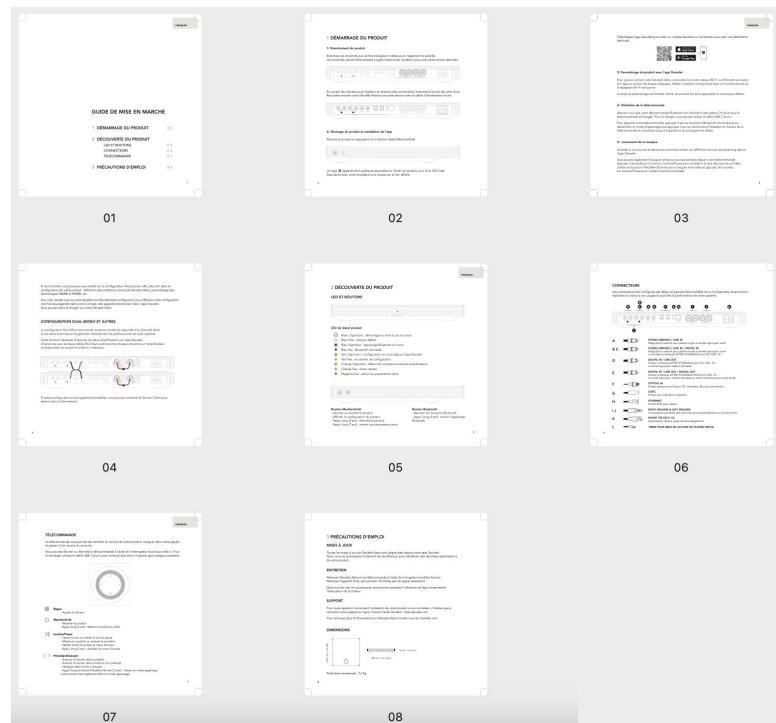
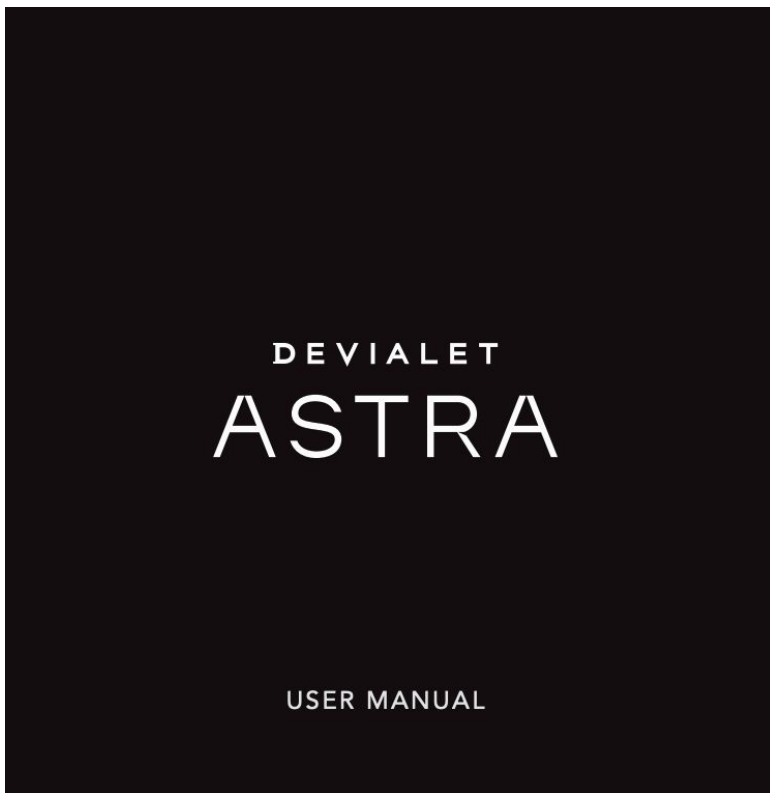


The product leaflet will be included in the packaging of all Devialet Astra Opéra de Paris.

2.

Detailed
Product
Introduction

What's in the box: User Manual



The user manual will be included in the packaging of all Devialet Astra. It includes 9 languages.

2.

Detailed
Product
Introduction

What's in the box: Certificate of Authenticity

OPÉRA
DE
PARIS

DEVIALET
ASTRA

CERTIFICAT D'AUTHENTICITÉ

OPÉRA | DEVIALET
NATIONAL
DE PARIS

Limitée. Numérotée. Unique. Cette édition exclusive Devialet Astra Opéra de Paris est ornée de feuilles d'or 23 carats, posées à la main par les artisans des Ateliers Gohard selon des techniques traditionnelles. Il n'existe pas deux modèles identiques. Découvrez votre chef-d'œuvre audio.

Limited. Numbered. Unique. This exclusive edition Devialet Astra Opéra de Paris has been hand-adorned with 23-carat gold leaf by the master gilders at Les Ateliers Gohard using traditional techniques. No two pieces are the same. Discover a true audio masterpiece.

MAÎTRES DOREURS / MASTER GILDERS

Ateliers Gohard

PIÈCE UNIQUE / UNIQUE PIECE

The certificate will be included in the packaging of all Devialet Astra Opéra de Paris (gold leaf version). The displayed number will match the number that appears under the product.

2.

Detailed
Product
Introduction

What's in the box: Disclaimer for gold leaf edition

OPÉRA
DE
PARIS

WARNING

DO NOT COVER OR PLACE
ANYTHING ON YOUR
DEVIALET ASTRA OPÉRA DE PARIS

AVIS IMPORTANT : NE PLACEZ AUCUN OBJET
SUR VOTRE DEVIALET ASTRA OPÉRA DE PARIS

ACHTUNG: DECKEN SIE IHREN DEVIALET ASTRA OPÉRA
DE PARIS NICHT AB UND LEGEN SIE NICHTS DARAUF

ADVERTENCIA: NO CUBRA NI COLOQUE NADA
SOBRE SU DEVIALET ASTRA OPÉRA DE PARIS

警告：请勿遮盖DEVIALET ASTRA巴黎歌剧院版，
或在上方放置任何物品

警告：請勿覆蓋 DEVIALET ASTRA 巴黎歌劇院版，
或在上方放置任何物品

警告：DEVIALET ASTRA OPÉRA DE PARISを覆ったり、
上に物を置かないでください

주의: DEVIALET ASTRA OPÉRA DE PARIS를 커버로
가리거나 장치 위에 물건을 올려 두어서는 안 됩니다.

DEVIALET ASTRA توصلنا تار بكم طمعت ال: ري ذحت
اهق وف ءيش ي اأ عضرت وأ OPÉRA DE PARIS

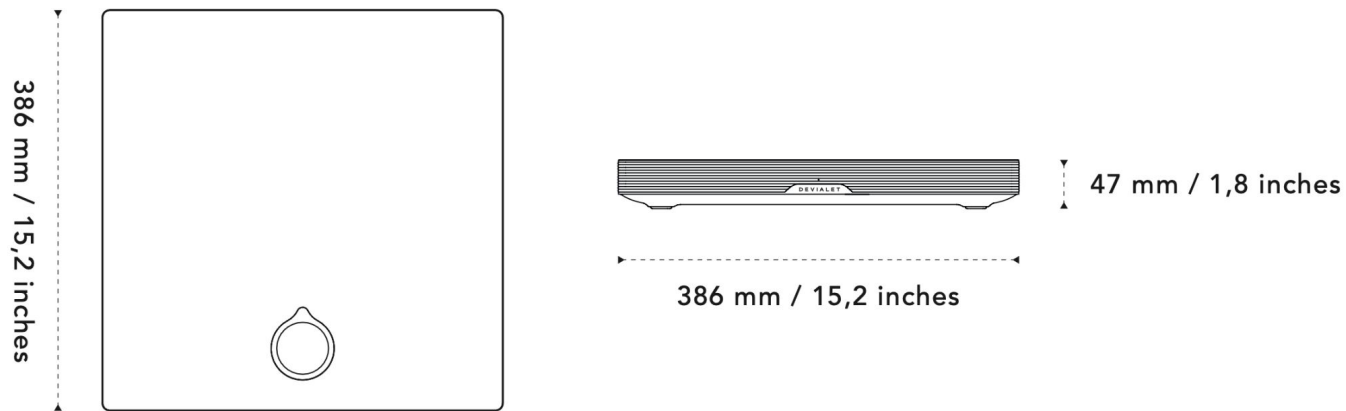


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2.

Detailed
Product
Introduction

Product dimensions



Weight (without accessories): 7.2 kg



4. TARGET MARKET

Capturing Diverse Audiences: Meet Klaus and Guillaume, Our Buyer Personas

Klaus, the passionate audiophile



Name: Klaus Müller
Age: 45
Profession: High School Principal
Annual Income: €70,000 - €100,000

Lifestyle: Klaus is a German audiophile and the director of a prestigious high school. Despite his demanding career, he prioritizes his passion for high-fidelity audio and allocates a significant portion of his income to building and enhancing his home audio system.

Interests: Klaus is a seasoned audiophile with a discerning ear for quality audio equipment. Over the years, he has meticulously assembled his audio setup, incorporating a mix of high-end and custom components.

Tech Savviness: With his background in education and a deep passion for audio, Klaus possesses a wealth of knowledge about sound systems and audio equipment. He stays updated on the latest developments in hi-fi technology through industry publications, professional networks, and hands-on experimentation with audio gear.

Motivation: Klaus's love for music is integral to his life, and he's dedicated to creating an immersive listening experience at home. As a high-earning professional, he's willing to invest in premium audio equipment that delivers uncompromising performance and fidelity. He's seeking an integrated amplifier that not only meets his high standards but also complements the sophistication of his meticulously crafted audio setup.

Guillaume, the music-lover HNWI

Name: Guillaume Beaumont
Age: 35
Profession: Tech Entrepreneur
Annual Income: Over 500k€

Lifestyle: Guillaume enjoys showcasing his financial success through high-end possessions. He regularly hosts trendy gatherings at his home for friends and colleagues from the tech industry.

Interests: While not a strict audiophile, Guillaume appreciates high-quality music and seeks to invest in products that offer exceptional sound and remarkable design. He's drawn to innovative, user-friendly tech solutions.

Tech Savviness: Guillaume is well-versed in the latest technologies and looks for products that combine performance with ease of use. He wants to impress his guests with cutting-edge equipment without sacrificing his own convenience.

Motivation: Guillaume is in search of an integrated amplifier that represents the epitome of elegance and sound quality. He wants this device to be a centerpiece of his living space, reflecting his modern and sophisticated lifestyle.



5. PRICING & RANGE

5.

Pricing

Variety in Product Range and Pricing Tiers: Offering Luxury Amplifiers in Different Colors and Power Levels

Light Bronze

Opéra de Paris

Stereo



2 x 300W under 4Ω
16K€ inc.VAT



2 x 300W under 4Ω
Approx. 20K€ inc.VAT

Dual Mono



Two 600W amps under 4Ω
32K€ inc.VAT



Two 600W amps under 4Ω
40K€ inc.VAT



6. Q&A