



BLUESOUND

# PULSE M

Sell-In Presentation



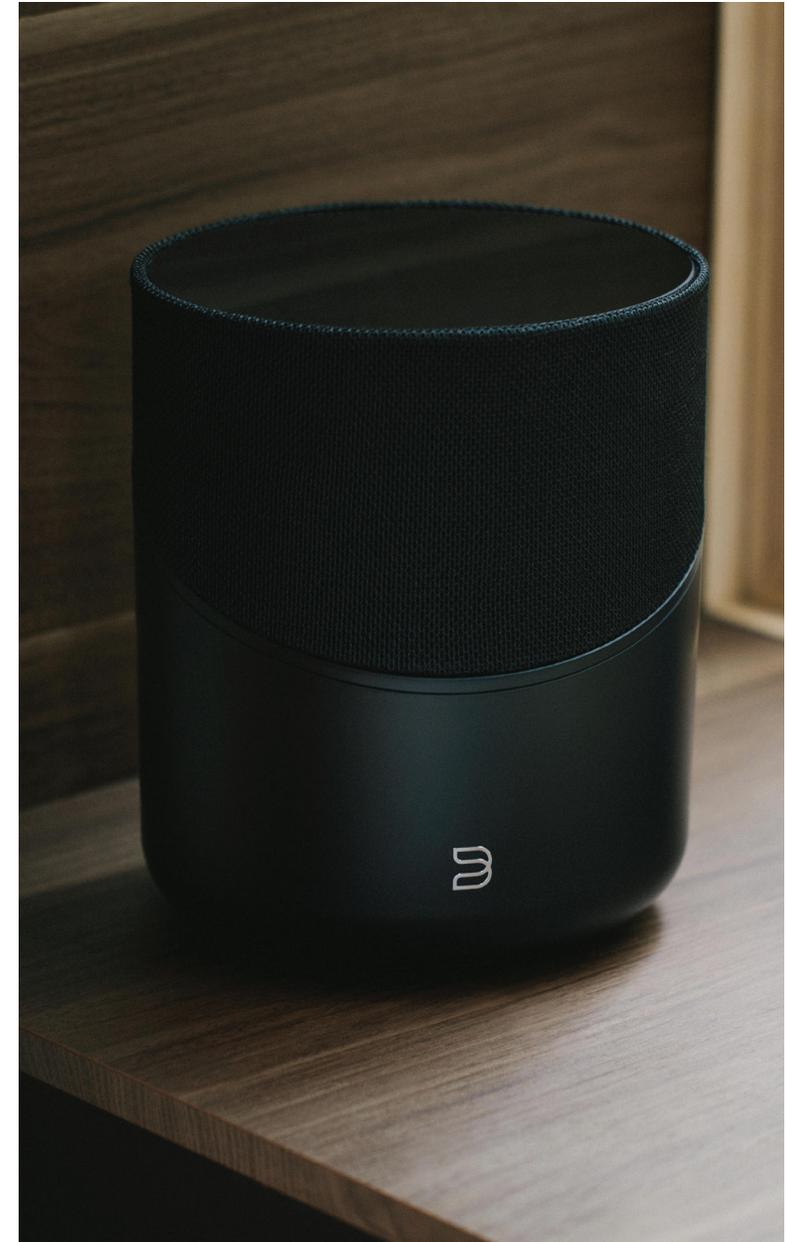
Many attempts have been made over the years to create an all-encompassing sound field from a single, omnidirectional speaker. Most of these have failed to convince listeners – what sounds impressive at first turns out to be artificial-sounding and tiring over time. These products aim to throw as much sound out and around as possible, without much care for the audio fidelity through the system.

The PULSE M is the antithesis to this way of thinking. It features a comprehensive and patent-pending speaker design – its electronics and acoustics working together to create HiFi stereo sound from an elegant, curved form factor.

Like its PULSE family counterparts, the PULSE M packs a punch. A meticulously architected, performance-driven power supply serves the amplifier everything it needs to pump out 80W of controlled and precise system power. The integrated Smart DSP amplifier integrated uses real-time information to make bandwidth and dynamics adjustments, allowing bass to go deeper and stay tighter even within a small sized speaker. In the context of the PULSE M's acoustic design and configuration, the Smart DSP amplifier helps realize the best combination of frequency response, sound power control, and wide dispersion. This is room-filling sound the way it's meant to be heard.

The PULSE M marks a departure from the PULSE family's industrial design of the past, most noticeably in its elliptical shape and seamless, fabric covering. It's an all-in-one speaker that pulls on the latest design trends, without involving a drastic design decision. In other words, the PULSE M will feel right at home in any home environment and lets you experience hi-res music in a way that fits into the patterns and places where you spend the most time.

Bluesound's mission is to bring hi-resolution, HiFi listening to everyday life. The PULSE M extends this mission by integrating space-filling sound with a truly high-fidelity approach to music playback, all within a well-designed form factor that fits into the most beautiful rooms and spaces in the home.



### EXISTING BLUESOUND AND NAD BluOS™ OWNERS

For customers already using a Bluesound player in their main listening area or in another room in the home, the PULSE M offers a high-performing all-in-one speaker solution to extend hi-res listening into other spaces. Kitchens, bedrooms, bathrooms, and offices are just some of the areas that will benefit from a sound improvement simply by adding a PULSE M to the room.

### STEP-UP AUDIO CONSUMERS

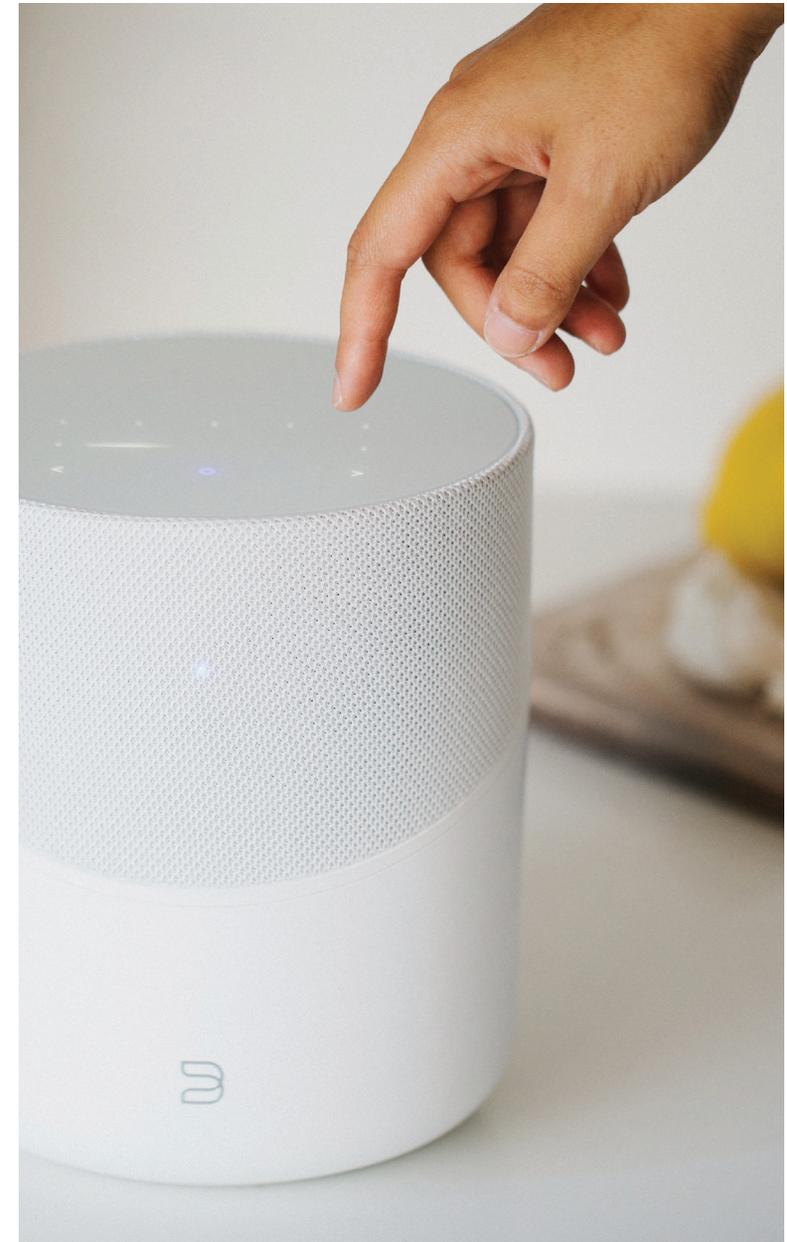
Streaming smart speakers are standard fare for many households, especially in lower price-bands where consumers are buying for voice-control. These cheap smart speakers check the box for voice, but rarely pass the test for audio quality. The PULSE M represents an opportunity to step-up smart speaker customers who are looking for a higher-quality listening experience, as it takes a familiar form factor and feature set (minus intrusive microphones) and adds in premium audio performance.

### SURROUND SOUND ENTHUSIASTS

Many customers step into the Bluesound ecosystem with the purchase of a soundbar or streaming amplifier, as they invest in upgrading their TV sound for music and entertainment. The PULSE M can be used as rear channels in a wireless Bluesound surround sound setup and is the logical next step for any customer who wants a more immersive wireless listening experience.

### SYSTEM AND INTERIOR DESIGNERS

Bluesound appeals to the people whose job it is to integrate premium audio into high-quality residential experiences. Whether a system designer, looking for robust multi-room music solutions with smart home integration, or an interior designer who wants to make sure the look, feel, flow, and flexibility of the home remains intact, the PULSE M is the perfect all-in-one speaker solution that appeals to all involved.



## + ELEGANT DESIGN

The PULSE M embodies a new design approach within Bluesound’s all-in-one speaker lineup while staying true to the brand’s minimalist look. Its elliptical shape and fabric covering provide a soft, natural feel that blends in with tasteful, modern décor. Picture the PULSE M on a shelf among potted plants and a cookbook collection or sitting on your bedside table as you awake to your favourite playlist. An elegant, full-glass interface with proximity-sensing touch controls graces the top of the player, featuring the addition of five quick-touch presets. Program internet radio stations, playlists, and more into the presets for a one-touch solution to get the music started. The PULSE M is a high-profile performer that doesn’t draw undue attention to itself. And that’s the secret – let nothing come between you and the music.

## + ULTRA-WIDE SOUNDSTAGE

The PULSE M is designed to fill your space with sound – more sound than you would ever expect from a speaker of this size. What’s the secret? The answer is found in the PULSE M’s unique engineering. It features Bluesound’s Omni-Hybrid™ design: a large, up-firing woofer radiating 360 degrees, and two tweeters, offset at 45 degrees to create ultra-wide audio dispersion. Bluesound has drawn on years of acoustic research and design experience to create a truly musical result without over-exaggerated effects. By carefully engineering the acoustic performance, blending mechanical and acoustic with just the right amount of Smart DSP amplification, the result is incredibly clear, open, and spacious. This is room-filling sound the way it’s meant to be heard.

## + FIT AND FLEXIBLE

Placing the music exactly where you need it is easy. A silicon trim rings the bottom panel of the PULSE M, cutting out unwanted acoustic vibrations when the speaker sits on a table or shelf. A second rubber insert can be removed to reveal a mounting screw, to be used with an adjustable floor stand accessory, or with the specialized mounting bracket for quick and secure attachment to a wall or cabinet. The speaker’s ultra-wide sound stage means that no matter where you put it – whether tucked away into the folds of your home, or on display for all to see – the PULSE M will fill your space with hi-res sound.

## + STEREO AND SURROUND

The PULSE M is a capable performer on its own, but its flexibility for your audio environment makes it that much more intriguing. Add in a second PULSE M to create a wireless stereo pair and take advantage of true two-channel separation on your favourite recordings. A stereo pairing can also drastically improve your TV’s sound for movies, games, and shows, while simultaneously decluttering the wires and speaker cables from your setup. Speaking of TV – a pair of PULSE Ms can also be added as surround speakers for a wireless home theater. With a PULSE SOUNDBAR or POWERNODE handling the front channels, the PULSE M pair will sync up perfectly in a home theater group to take care of the surround sound, putting you right in the middle of the action.

## + HI-RES, MULTI-ROOM

Bluesound products are built on the BluOS multi-room music streaming platform, the world’s leading ecosystem for hi-res streaming audio. The PULSE M has music services built right in, so listening to your favorite artist or playlist is simple. With Bluetooth on-board, and a 3.5mm line input on the back, connect any audio source directly to the PULSE M for high performance playback. Using the BluOS app, group your PULSE M with other Bluesound players for a whole home listening experience, or let it do all the work itself. Either way, it’s easier than ever to enjoy the pleasures of hi-res listening – in any room in the house – with the PULSE M.

Front



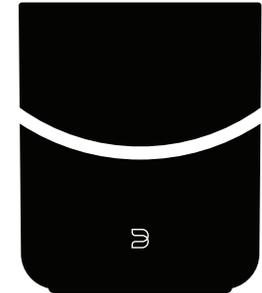
Rear



H 204mm



D 149mm



W 171mm

### FEATURES

- SMART DSP AMPLIFIER
- 80 WATTS TOTAL SYSTEM POWER
- OMNI-HYBRID™ SPEAKER DESIGN
- 5 PROGRAMMABLE QUICK-TOUCH PRESETS
- PROXIMITY SENSING TOUCH CONTROLS
- ACOUSTICALLY TRANSPARENT CLOTH GRILLE
- OPTICAL & ANALOG AUDIO COMBO INPUT
- QUAD-CORE 1.8GHz ARM® CORTEX™ A53 PROCESSOR
- BluOS™ WIRELESS MULTI-ROOM PLATFORM
- STEREO PAIR AND HOME THEATER GROUPING
- MQA AND HI-RES MUSIC STREAMING
- AIRPLAY 2 INTEGRATION
- WORKS WITH AMAZON ALEXA AND GOOGLE ASSISTANT
- DUAL-BAND WI-FI + GIGABIT ETHERNET
- TWO-WAY aptX™ HD BLUETOOTH
- WIRED & WIRELESS HEADPHONE OUTPUT
- WIRELESS SUBWOOFER OUTPUT
- IR REMOTE LEARNING CAPABILITY
- SIMPLE WALL AND STAND MOUNTING SYSTEM
- BLACK OR WHITE FINISH

### Dimensions (Product)

171 x 204 x 149 mm (W x H x D)

**Weight:** 2.54kg

### Included Accessories

- 120V AC Power Cord
- 230V AC Power Cord
- Ethernet Cable
- TOSLINK Optical to 3.5mm Mini Adapter
- Safety/Warranty Guide
- Quick Setup Guide

**PRODUCT NAME:** PULSE M

**PRODUCT DESCRIPTION - SHORT:**

Wireless Stereo Streaming Speaker

**PRODUCT DESCRIPTION - LONG:**

Omni-Hybrid Hi-Res Wireless Music Streaming Speaker

**PRODUCT VERSION # - use for product support:**

P230

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**DALI item number - use for purchase orders:**

BLUESOUND PULSE M 230 BLACK: 511614

BLUESOUND PULSE M 230 WHITE: 511615

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**EAN BARCODE:**

Black: 786357001975

White: 786357001982

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**RECOMMENDED  
RETAIL PRICE  
€ 549**



**WM230**

**PRODUCT DESCRIPTION:** Wall Mount Bracket for PULSE M

**SKU #** - use for purchase orders:  
**Black:** WM230BLKUNV **White:** WM230WHTUNV

**GS1 BARCODE:**  
**Black:** 786357002095 **White:** 786357002101

**PACKING:**  
 1pc

**SUGGESTED RETAIL PRICE:**  
*TO BE DETERMINED*



**FS230**

**PRODUCT DESCRIPTION:** Adjustable Floor Stand for PULSE M and PULSE FLEX

**SKU #** - use for purchase orders:  
**Black:** FS230BLKUNV **White:** FS230WHTUNV

**GS1 BARCODE:**  
**Black:** 786357002293 **White:** 786357002309

**PACKING:**  
 1pc includes all attachments for PULSE M and PULSE FLEX)

**SUGGESTED RETAIL PRICE:**  
*TO BE DETERMINED*



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.

