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Flagship Sound, for Flagship Phones: Introducing the UP Play Max

UP PLAY MAX



Southport, UK: iFi audio are proud to unveil their most compact and portable lossless Bluetooth transmitter yet – the UP Play Max.

The UP Play Max offers an instant upgrade for the Bluetooth capabilities of any device, with a range of codecs and features for music, gaming and productivity.

Use the built-in microphone with Qualcomm cVc noise suppression technology to take crystal-clear calls and chat in-game, lose yourself in natural-sounding audio enhanced by K2 Technology, and connect a second pair of headphones to share the moment.

With a range of codecs including aptX Lossless for CD quality lossless Bluetooth audio, and a dedicated low-latency mode for lag-free gaming and TV audio, the UP Play Max is an all-in-one solution for wireless listening.



Key Features of the UP Play and UP Play Max include:

- **Transmits Hi-Res Bluetooth:** Instantly upgrades Bluetooth listening from any source device
- **Wide Range of Codecs:** Enhances quality and compatibility, especially for iOS devices
- **aptX Lossless:** CD quality lossless Bluetooth audio for any device.
- **Maximise Wireless Listening:** Get the best performance from your aptX Lossless-compatible Bluetooth DAC
- **K2 Technology:** Restores lost harmonic content for a more natural listening experience
- **Auracast Compatible:** Broadcast via Bluetooth to an unlimited number of compatible devices
- **Dual Headphone Pairing:** Connect two pairs of headphones/earbuds to listen together
- **Low-Latency Mode for Gaming:** Reduces audio delay for lag-free gaming and TV
- **Built-in Mic:** Take calls and chat in-game with the Qualcomm-enhanced microphone



Enhanced for Apple.

Every year, smartphones claim to improve the things we see and interact with, yet wireless audio remains held back by outdated Bluetooth technology. Customers invest in flagship smartphones and premium Bluetooth headphones expecting the best possible experience, without realising their devices are still capable of more. Nowhere else is this more apparent than with the iPhone.

Typically limited by Apple's ageing AAC codec, the UP Play Max unlock a new world of Bluetooth performance for Apple users. The UP Play Max's aptX Lossless compatibility opens the door to up to four times the detail in audio from services such as Apple Music, Spotify Lossless, Qobuz, and others.

Your flagship phone deserves flagship sound, and your lossless compatible Bluetooth DAC deserves better than to be held back by outdated Bluetooth technology. It's time for iPhone users to finally hear what their portable setup can do.



Bluetooth codec maximum bitrates compared

aptX Lossless: 1200kbps



LDAC: 990kbps



SBC & AAC: 320kbps

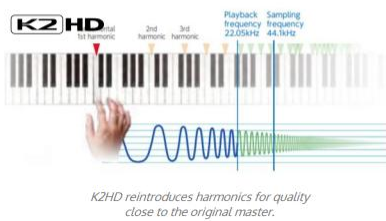
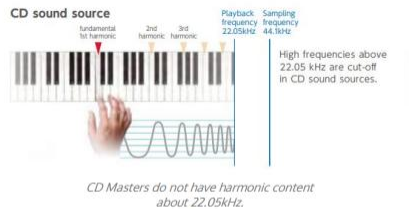


Android, Upgraded.

While the UP Play Max completely overhauls iOS devices, the enhancements to performance and compatibility for Android devices have the potential to be no less transformative. Most Android phones support the LDAC codec, but other codecs vary, and brands often ally with specific codec developers, limiting compatibility for any one device.

With the UP Play Max, you never have to pick a side – a single plug-and-play dongle instantly upgrades your phone's capabilities, giving you a full range of hi-res codecs so you never have to think about compatibility again.

With CD quality lossless audio at your fingertips, the UP Play Max offers the ultimate Bluetooth listening experience for any source device. Better yet, for listeners who have stepped into the world of Lossless Bluetooth DACs such as the iDSD GR 2, GO pod Max, or NEO IDSD 3, the full capabilities of your DAC will be unlocked, opening a new level of sonic possibility.



Harmonics, Restored.

Digital masters often lack the warmth and richness of their analogue counterparts, leaving you with sound that's cold and harsh. K2HD Technology restores those missing high frequencies, bringing back natural harmonics and capturing the essence of the original master.

With the UP Play Max, you can enjoy restored, high-quality sound from your CD quality library – no matter where your journey takes you. Simply access and activate via the UP Play Max's integrated page on the iFi Nexis app, and get ready to hear what the artists and engineers intended.



Bask in the Aura.

The UP Play Max features all-new Auracast compatibility, opening up a whole new world of options for shared listening. In the past, listening to Bluetooth audio together would be limited to two listeners awkwardly sharing half of the experience with an earbud each, a solution so detrimental to audio quality that the end result is even less effective than each listener's half of the experience.

Auracast solves this problem by offering a quick and effective method for Bluetooth broadcasting to an unlimited number of listeners. Anyone with compatible headphones can join in on the experience, dropping in and dropping out without the need for passwords or pairing.

With a single UP Play Max, you can share the experience with as many people as you like, wherever you are.

**Auracast functionality will be added in a firmware update shortly after launch*



Play Together.

For those who may not have Auracast-compatible headphones, the UP Play Max still offers ways to share the connection.

Connect simultaneously and seamlessly to two pairs of headphones or earbuds using the SBC codec, without the struggle of syncing screens or compromised sound. Simply connect, press play, and get lost together in the joy of sharing your favourite music and movies.



Game On.

Bluetooth audio is convenient, but usually comes with latency, which breaks immersion in TV and movies, and can instantly cripple a gaming session. Fortunately, the UP Play Max has the answer.

With its built in low-latency mode, accessible via the aptX Adaptive codec and activated via the iFi Nexis app, sound and vision are kept perfectly in sync. With the UP Play Max, you can keep your gaming edge and never miss a beat.



Crystal Clear Calls.

Equipped with a microphone at the base, the UP Play Max facilitate crystal-clear phone calls, further enhanced by built-in noise and echo suppression technology from Qualcomm. This enables you to speak hands-free while you head to your next destination.

Whether it's an urgent business call or in-game chat with friends, the UP Play Max will cut through noise and ensure your voice is heard.



Powered by Nexis.

The UP Play Max is powered by iFi Nexis, iFi audio's mobile application that unlocks additional features and keeps your device up to date with the latest enhancements.

Access the app to seamlessly control paired devices and active codecs, toggle K2 Technology, Auracast, and low-latency mode, and complete OTA updates.

The iFi Nexis app is available on the App Store and Play Store.



Pricing & Availability

The **UP Play Max** is available to purchase at ifi-audio.com and authorised dealers for £89/€99/\$89(USD)/\$149(CAD)

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Established in 2012 and headquartered in Southport, UK, iFi audio is a globally recognised developer and manufacturer of high-fidelity audio solutions. Its product portfolio encompasses portable, desktop, and lifestyle devices designed to deliver exceptional sound performance through advanced engineering and innovative design. Guided by a 'music first' philosophy, iFi's products have received numerous international awards and acclaim from professionals and enthusiasts alike, reinforcing its position as one of the leading brands in modern audio. www.ifi-audio.com