

UNDER EMBARGO UNTIL AUGUST 8, 2023 AT 9:00AM EST



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Introducing the WiiM Pro Plus, a Feature-rich Audiophile-Grade Music Streamer with Enhanced Audio Quality



WiiM Pro Plus takes home audio to a new level featuring a new generation DAC, ADC, and enhanced audio-quality, all within its sleek, simple and cost-effective package

Didcot, Oxfordshire - August 8, 2023 - Linkplay Technology Inc., the global technology company offering premium smart home experiences through simple and affordable connected AI products, launches today the [WiiM Pro Plus](#), an upgraded version of the popular WiiM Pro audio streamer. The WiiM Pro Plus offers a more powerful audiophile-grade music quality, now with a premium AKM DAC built-in. The WiiM Pro Plus is designed to significantly enhance audio quality, simplify the streaming system set-up and reduce the total system cost for music enthusiasts. Users can now enjoy their music collection with high-res audio and modernise their favorite equipment for a fraction of the cost of buying a new setup, additional cables or an external DAC.

"My vision for the WiiM Pro Plus was clear: to create a product that reflects our users' desires and elevates their music streaming experience," said Dr. Lifeng Zhao, CEO of Linkplay Technology.

"With their invaluable feedback, we've achieved just that, delivering superior audio quality, simplified setup and an affordable solution that exceeds expectations. The WiiM Pro Plus stands as a statement of our dedication to providing music enthusiasts with a seamless and enriching audio experience."



Enhanced Audio Quality

The 'Plus' in WiiM Pro Plus stands for better audio quality, making it superior to the WiiM Pro when using Line Output or Line Input ports. Upgrades in the WiiM Pro Plus include:

- **Better ADC for Line Input:** It uses a TI Burr-Brown Audio PCM1861 ADC, achieving up to 192kHz/32-bit digital output, to convert analog sounds from devices like record players, MP3 players or TVs into digital format. This results in clearer, more detailed sound, with a signal-to-noise ratio of 110 dB.
- **Ultra-low Noise Clock, Power, and Circuit Design:** It uses an ultra-low noise clock, power supply, and careful PCB layout to achieve less than -110dB THD+N performance for analog audio output, reducing any unwanted noise or distortion in the sound.
- **Included Premium AKM DAC and TI OP AMP for Better Line-Out Audio Quality:** It features a new generation AKM 4493SEQ premium DAC that is able to achieve a leading level of low distortion and wide dynamic range thanks to AKM's Velvet Sound Technology. It supports up to 768 kHz PCM, and DSD512, with PCM/DSD automatic switching ideal for the latest high-resolution audio source. Achieve 120 dB (A-wt) SNR, THD+N of -110dB from 44.1k to 192k.

Make Your Audio Equipment Smart

The WiiM Pro Plus caters to those seeking to revive beloved, decades-old, high-quality audio systems or those looking to modernise and connect their current audio equipment. By seamlessly connecting your audio gear to WiFi, Ethernet, RCA, TOSLINK or Coax output, the WiiM Pro Plus simplifies the process, ensuring a smooth transition. Its compatibility with voice assistants such as Siri, Alexa and Google grants you the freedom to choose your preferred voice control method,

allowing effortless management of music selection, volume adjustments and playback. The WiiM Pro Plus is sold in a bundle with the voice remote controller, providing another alternative of wireless control and comfort.

Take Control of & Connect Your Home Audio Affordably

Rather than invest in an entirely new connected audio system, WiiM Pro Plus allows you to keep the high-quality speakers or turntables you've already invested in and seamlessly connect them without the cost of extra cables, external DACs and with no compatibility issues.

Stream Your Favorites

WiiM Pro Plus supports AirPlay 2, Alexa Casting, Spotify Connect, TIDAL Connect, Qobuz, Amazon Music, TIDAL, Deezer, TuneIn, iHeartRadio and more. It also features Chromecast Audio, which lets you cast YouTube Music, TV audio, radio stations, podcasts and local content directly from your favorite Chromecast-enabled App. Roon Ready will also be supported soon.

Make Set Up Easy

WiiM Pro Plus will pop up automatically in the WiiM Home app. With the simple in-app guide and compact size, the device can be set up in less than two minutes.

Always Getting Smarter

WiiM Pro Plus is always learning and improving by hearing from our users like you. With the frequent software updates, Roon Ready certification and Parametric EQ being expected in the near-future, and automatic OTA, it genuinely only gets better with time.

Pricing and Availability

The WiiM Pro Plus, sold as a bundle with the voice remote, is available now for £219 SRP. Additionally, other WiiM products like the WiiM Mini and the WiiM Pro are also available and can easily be paired for a seamless smart-home experience. For more information about the WiiM Pro Plus or other WiiM products, please visit www.wiimhome.com.

Images and more can be found at the press kit, [here](#).

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About Linkplay Technology

In 2014, Linkplay Technology was established by a core team of high caliber technology entrepreneurs from Google, Broadcom, InterVideo & Harman. They developed cutting-edge wireless technology, software, hardware and more for a variety of voice and smart product brands around the globe in various markets, powered over 10M smart audio and smart home products.

About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service. Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing,

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service, support, and warehouse teams to offer the full turn-key solution for suppliers. The brands we represent are not only highly regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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