

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design Unveils New Conference Speaker PDS30

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### **Functional Design That Provides Optimal User Experience at Work and During Leisure Time**

**Stuttgart, Germany.** Porsche Design has unveiled a new conference speaker. The Porsche Design Conference Speaker PDS30 is a smart multifunctional device that combines high-quality sound with a functional design that allows for an intuitive switch between calls and music playback, meeting all business and leisure needs. Today, ever more people are working from home and employees are based in different locations around the globe, creating the need to connect teams digitally. The hybrid speaker is an essential complement to Porsche Design's growing audio portfolio while exhibiting the brand's DNA of high-performance, functional design and premium materials.

### **Hybrid functionality meets exclusive appearance**

At first sight, the divide between the upper and lower housing is noticeable. It allows for the speaker's hybrid functionality. To activate the conference mode, the two layers are turned in opposite directions, opening the speaker and exposing the underlying microphones. Four independent microphones ensure 360-degree coverage over a distance of three meters, ensuring everyone in the meeting is heard clearly. When the device is closed, the PDS30 functions as a Bluetooth® 5.2 speaker at home or on the road to stream any audio content like music and podcasts in high quality. With its overall round, disc-like shape and its combination of satin anodized aluminum and grey fabric cover, the speaker is an exclusive addition to any setting from conference room to living room. All controls are hidden underneath the fabric to

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ensure a purist design in both modes. The engraved Porsche Design logo on top makes a distinguished brand image.

#### **Optimal connectivity and convenience**

The touch control buttons on the top of the device allow for easy navigation and operate multiple functions, such as volume change, play/pause (when in speaker mode) as well as accepting, rejecting, ending and muting calls (when in conference mode). Optimal connectivity is key with this simple-to-use conference speaker. A USB-C dongle allows the device to quickly connect to a notebook. The dongle is stored in an easily accessible compartment – like a sports car in a parking garage – on the bottom of the speaker. Users may also connect any Bluetooth®-enabled smartphone, tablet or laptop to conduct meetings from anywhere. Additionally, the PDS30 is compatible with any smartphone assistant. Furthermore, two PDS30s can be paired via Bluetooth® to create a broader, fuller audio experience and even better conference call quality. Portability makes this conference speaker ultra-convenient. A slim, light carry case is included to safely store the speaker, with charging cable and adapter (USB-C to USB-A) underneath it. The case is made of high-quality protein leather, durable fabric on the inside and a rubber zipper. Slip it into your bag and you are ready to go. The PDS30 provides up to 12 hours of battery life and is charged via a USB-C port, taking about 3 hours to reach a full charge.

The Porsche Design Conference Speaker PDS30 is now available in Porsche Design stores, specialist retailers, and online at [www.porsche-design.com](http://www.porsche-design.com), as well as from selected online shops, at an RRP of €329.

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#### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

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