








Pure Bloom - Your Joyful Portable Radio with Bluetooth, Sand

255785

SRP £119.99

Experience vibrant sound in a retro-inspired, portable, waterproof design. This versatile radio features DAB+/FM and Bluetooth for seamless streaming, while the powerful speaker delivers rich, clear audio.
Features:

- **Versatile Listening:** Enjoy DAB+/FM radio and seamless music streaming with Bluetooth 5.4.
- **Iconic Design:** A colourful, retro-inspired look that is perfectly portable for life, no matter if on the move or indoors.
- **Long-lasting Battery:** The 2,500 mAh battery provides up to 16 hours of playtime on a single charge.
- **All-Weather Durability:** An IPX5 waterproof rating ensures reliable performance by the pool, in the bathroom, or in the garden.
- **Safety First:** Integrated Automatic Safety Alert (ASA) functionality delivers critical emergency broadcasts when they matter most.
- **User-Friendly:** Features 40 station presets and a vibrant 1.47” TFT colourful display for easy navigation.

The Bloom is the perfect companion for active listeners who value style, durability, and high-quality sound anywhere.

Colour



PRODUCT DETAILS

Iconic Retro Design & Portability
Bloom features a vibrant, retro-inspired aesthetic that adds a pop of colour and style to any environment. Lightweight and perfectly portable, it is engineered for life on the move, whether you are moving from room to room or exploring the outdoors.

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Punchy 10W Sound with Passive Radiator
Don’t let its compact size fool you. Equipped with a powerful 10W speaker and an integrated passive radiator, Bloom delivers surprisingly rich, full-bodied sound with crisp highs and clear bass that elevates any playlist or broadcast.

Next-Gen Bluetooth 5.4 & Radio Tuning
Experience ultimate listening freedom. Seamlessly switch between noise-free digital DAB+ radio, traditional FM stations, and wireless streaming via advanced Bluetooth 5.4 for a fast, rock-solid connection to your smartphone or tablet.

Up to 16 Hours of Freedom
Leave the cables behind. The high-capacity 2,500 mAh rechargeable battery guarantees up to 16 hours of reliable playback on a single charge, keeping you entertained throughout the day at home, in the office, or outdoors.

IPX5 Waterproof Protection
Built to withstand the elements, Bloom boasts an IPX5 waterproof rating. This all-weather durability makes it completely safe from water splashes, making it your ideal companion for singing in the shower or relaxing by the pool.

Vibrant TFT Colour Display & Presets
Navigating your audio is easier than ever. The bright 1.47” TFT colourful display shows station info and track details with absolute clarity, while 40 DAB+ and 40 FM presets let you save and access your favourites instantly.

Automatic Safety Alert (ASA) System
Your safety is a priority. Bloom features integrated Automatic Safety Alert (ASA) functionality, designed to automatically deliver critical emergency audio broadcasts during severe weather or urgent public safety situations.

What’s in the Box?

- 1x Bloom portable radio
- 1x USB-A to USB-C power cable
- Quick Start Guide
- Safety Information Sheet
- Product Feedback Card

Specs

Product Attributes

EAN:	0759454302450
Manufacturer number:	255785
Product height:	12.8 centimeter
Product length:	7.8 centimeter
Product width:	19.0 centimeter
Product weight:	1.0 kilograms

Durability

IP classification:	IPX5

Battery

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Battery capacity:	2500
Charging:	USB-C
Connections	
Reception type:	DAB+ FM
Radio frequency (FM)	87.5-108
Radio frequency (DAB/DAB+)	174-240
Bluetooth version:	5.4
Power	
Total battery life:	16 hours
Speakers	
Channels:	Mono
Speakers:	1x 2.5” full range driver - 1x passive radiator
Features	
Presets:	40 DAB, 40 FM
IP classification:	IPX5
Display size:	1.47
Control Methods	
Controls:	On Device

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