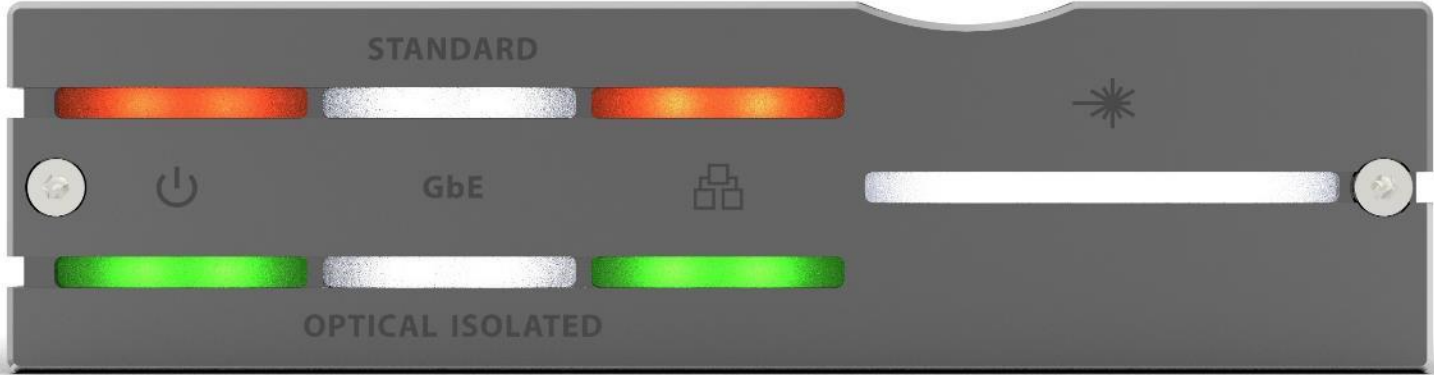


LAN iPURIFIER PRO



GBP £299
USD \$299

Summary

“Enter the Realm of Silence”

Ethernet noise filter with advanced optical galvanic isolation, for use with network devices and streamers

USPs:

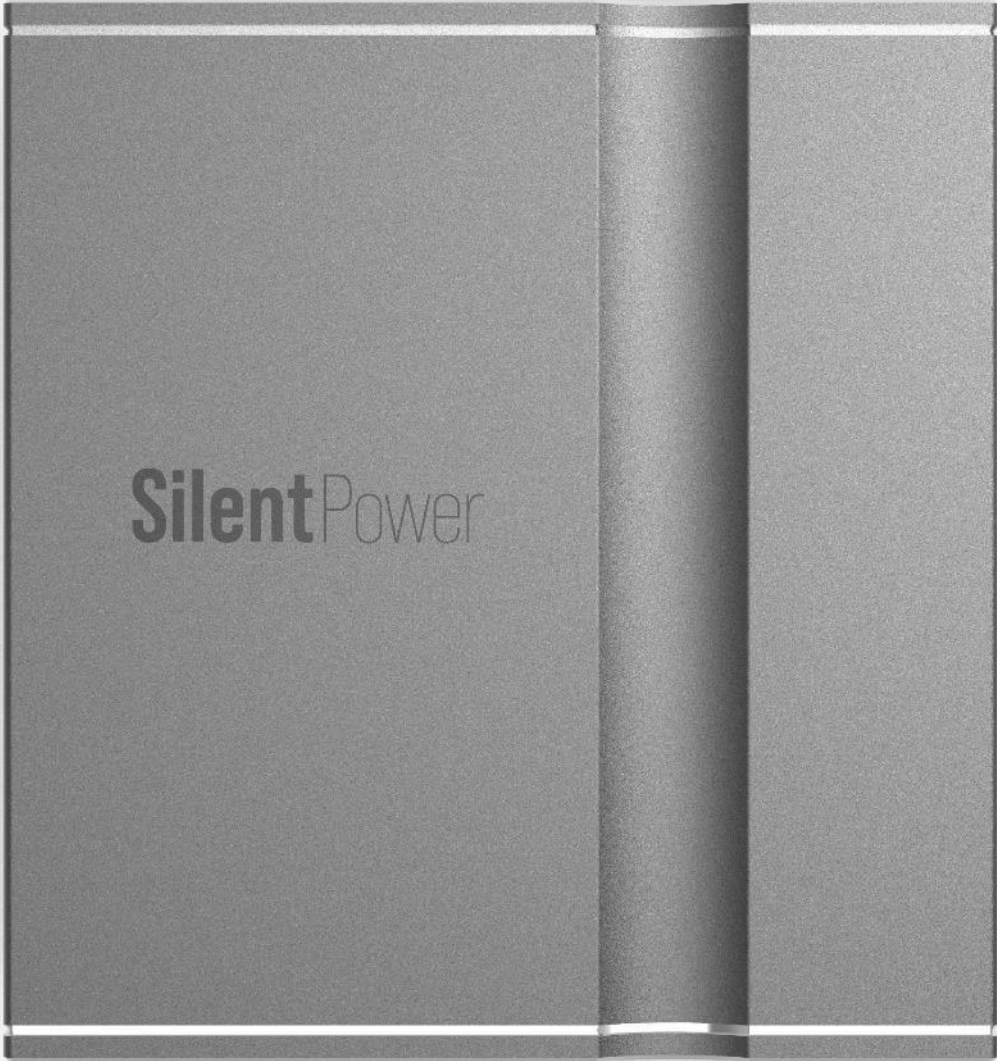
- Optical Galvanic Isolation
- Jitter Elimination

Features and Functionality:

- Error Correction
- IEEE 802.3x Support
- Network Diagnostic LEDs
- LED Brightness Control



Section 1: Marketing



Messaging & Tagline

Free Your Music Streaming from Noise Interference

“Enter the Realm of Silence”

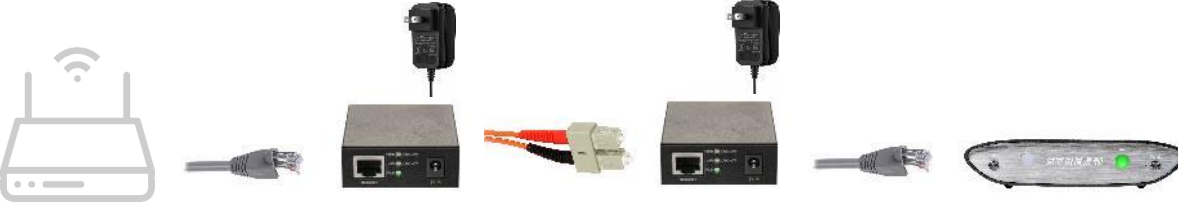


Unique Value Statements

Simplifying Setups

LAN iPurifier Pro provides a simple plug-and-play solution to what could only be achieved through complex setups.

Before



After





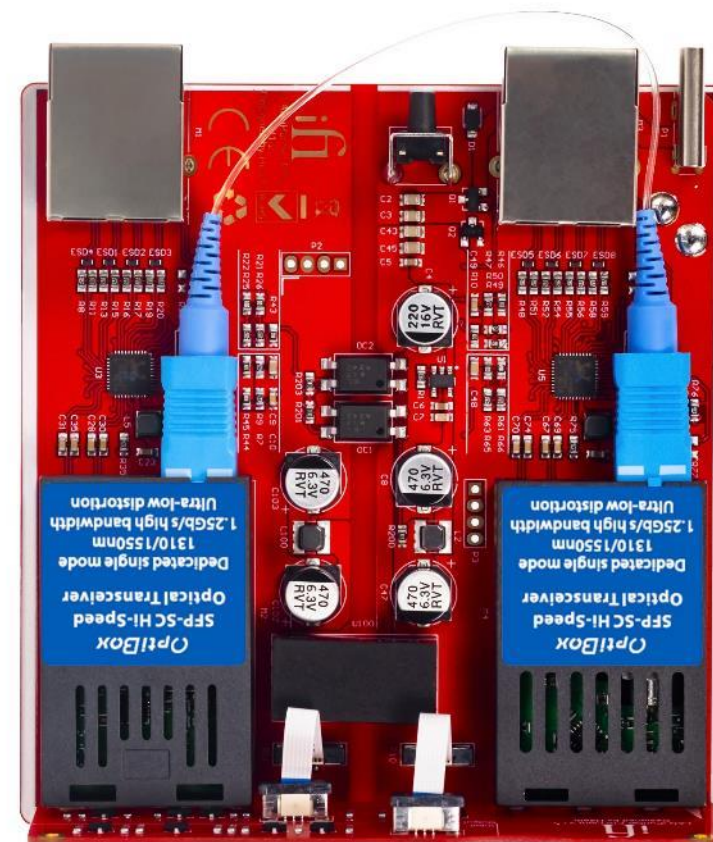
Unique Selling Points

Shedding Light on Isolation

Even though increasing system noise will greatly increase the jitter of the Streamer/DAC and reduce its performance, little is done to try to isolate the Streamer/DAC from undesired system noise transferred via the LAN connections.

The optical galvanic isolation technology used by the LAN iPurifier Pro converts incoming LAN signals into optical (light) signals and back again.

Consequently, the input and output are completely isolated electrically, preventing any noise from the LAN system from getting into the stream or DAC.



Key Features

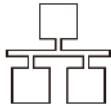


Galvanic Isolation

Optical Galvanic Isolation to remove electrical noise and interference



Error Correction and Jitter Elimination for improved musical timing



Supports 1000BASE-T (IEEE 802.3x) Ethernet



Target
Audience



Audience Groups

Characteristics:

Demographics: 25-50 yrs

Income: \$3,000pm

Need for LAN iPurifier Pro: Wants max musicality and visuality, streaming audio & video

Categories:

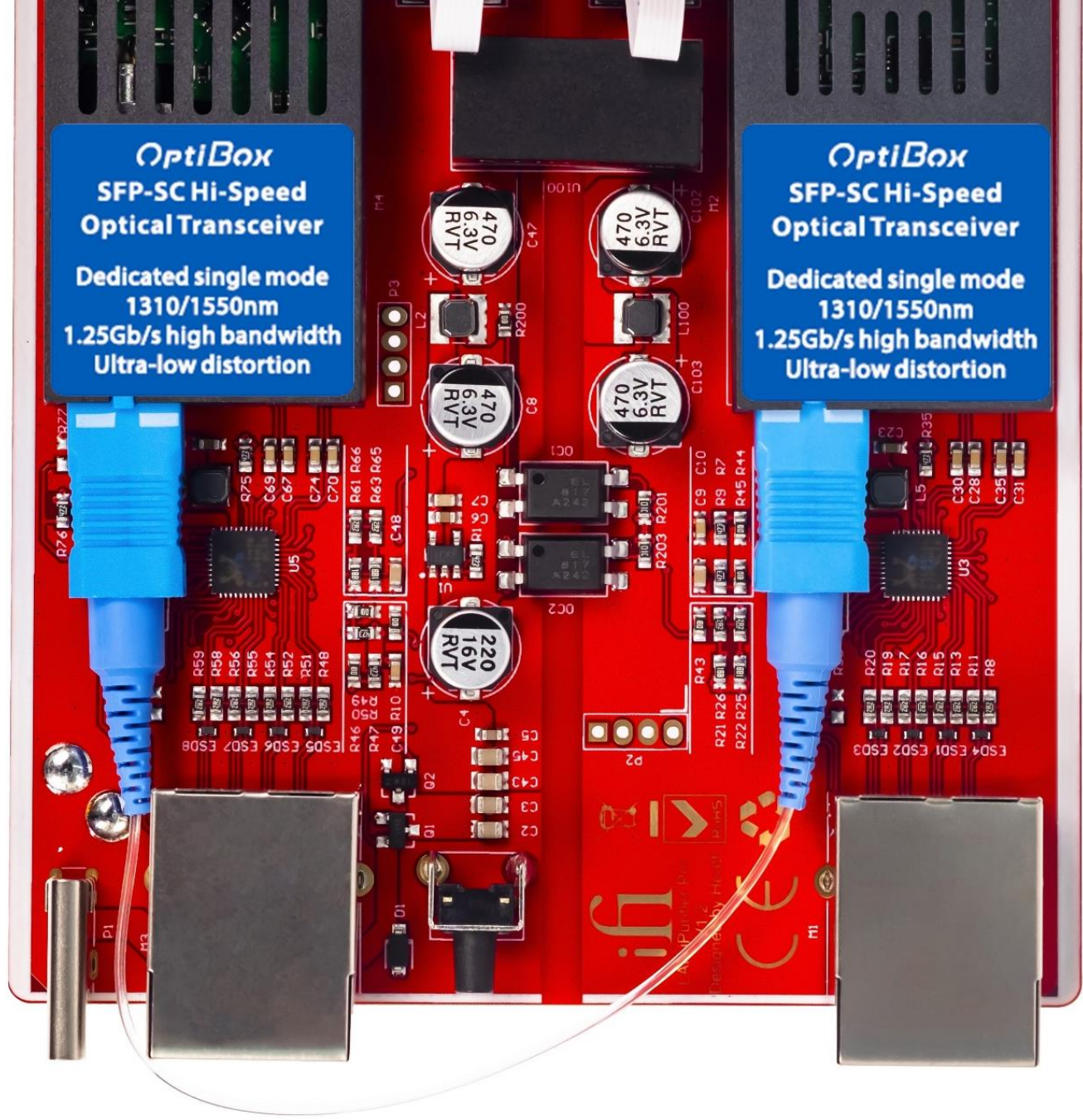
CAS Audiophiles, Audio Enthusiasts, A/V Enthusiasts

Usage:

Network music streamers, 4K media players, Apple TV 4K, and computers used for music streaming

Section 2: Tech

Features and Functionality



Connections



USB-C 5V
DC input



LAN Cable

Router



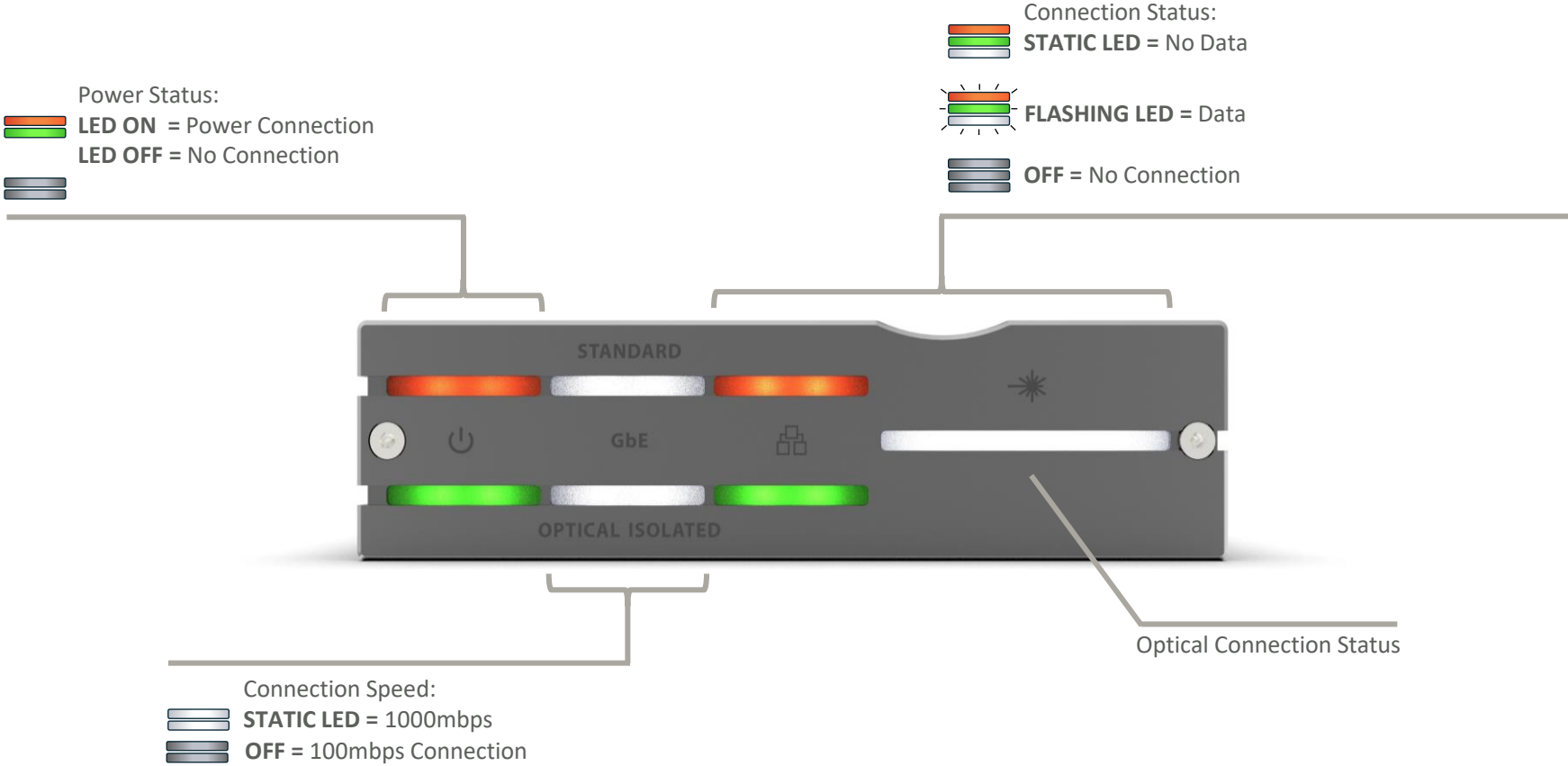
LAN Cable

Streamer



Illuminating Insights

Diagnostic LEDs provide users with confirmation on the status of power, connection and data speeds.



Speed without Compromise

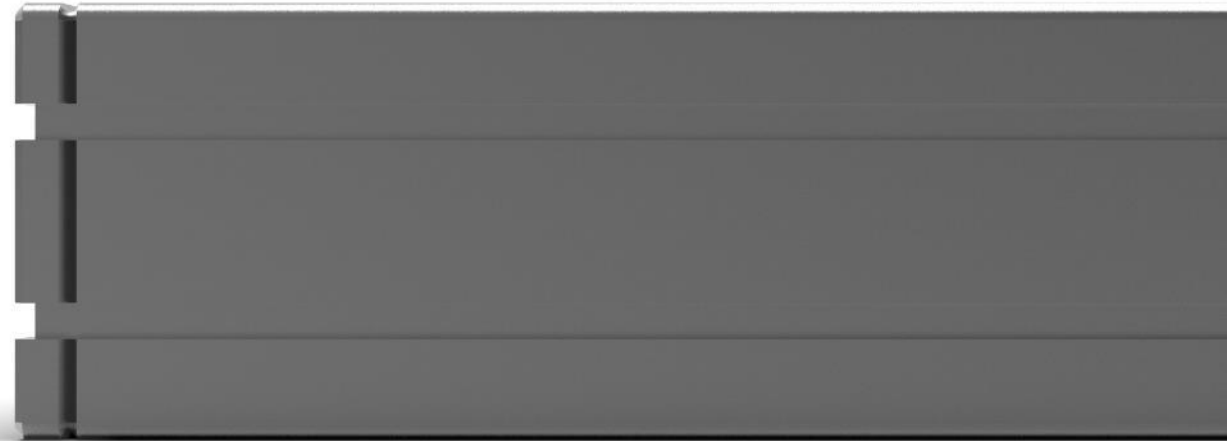
LAN iPurifier Pro is designed for transparent data transmission, meeting network connection standards:

1000BASE-T (Gigabit Ethernet)

IEEE 802.3x standard

1000/100/10Mbps Supported

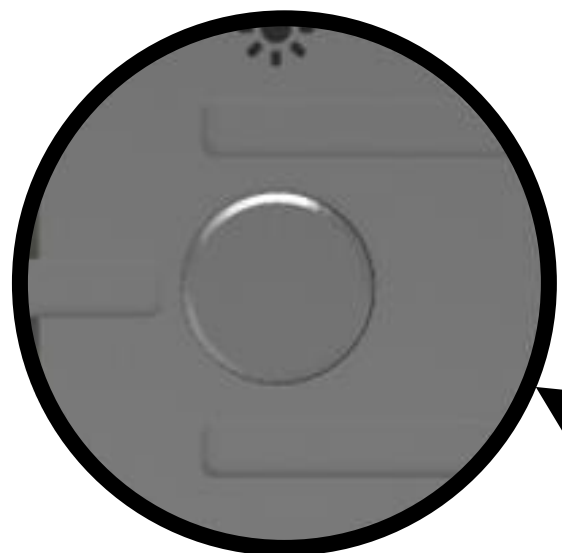
Compatible with wide range of network devices (4K Media Boxes, Media Streaming PC's)



Glow with the Flow

Choose between three brightness settings for the diagnostic LEDs:

Full Brightness
Dimmed Brightness
Off



Appendix



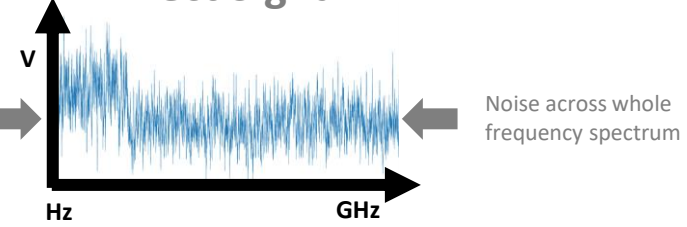
Compared to LAN iSilencer



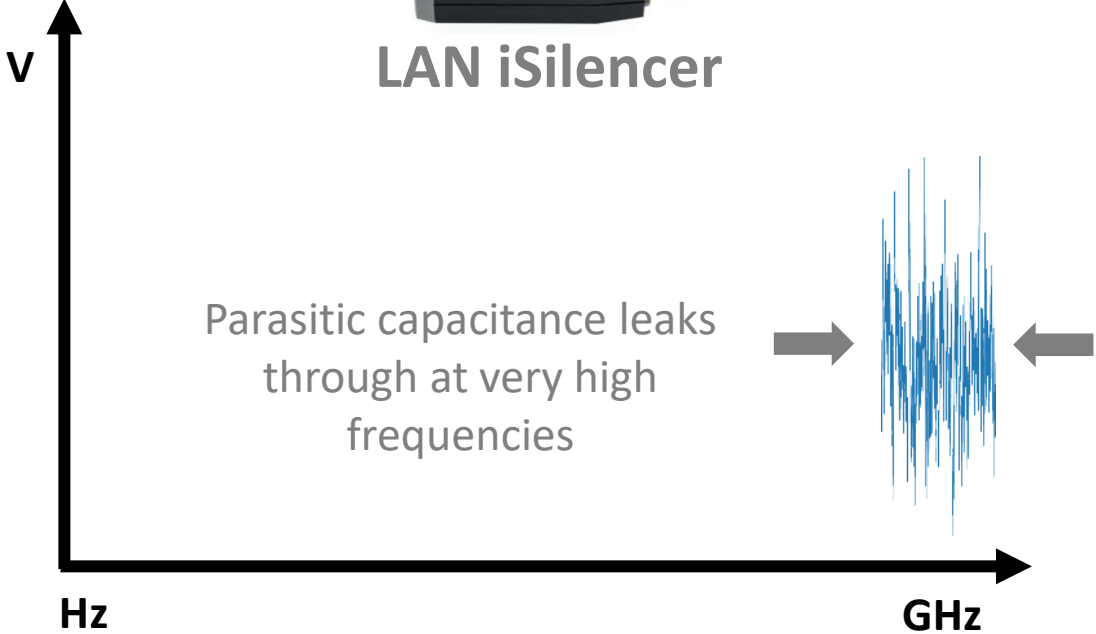
LAN iSilencer	LAN iPurifier Pro
£99	£299
Galvanic Isolation	Optical Galvanic Isolation
Passive device	Active device with signal regeneration capabilities to reduce jitter
Isolates input from output	Isolates input from output and converts signal to light and back
Prevents electrical noise from affecting signal	Prevents and removes noise through optical conversion
Galvanic isolation alone cannot effectively filter out very HF noise caused by parasitic capacitance	Optical conversion filters across the frequency spectrum

Compared to LAN iSilencer

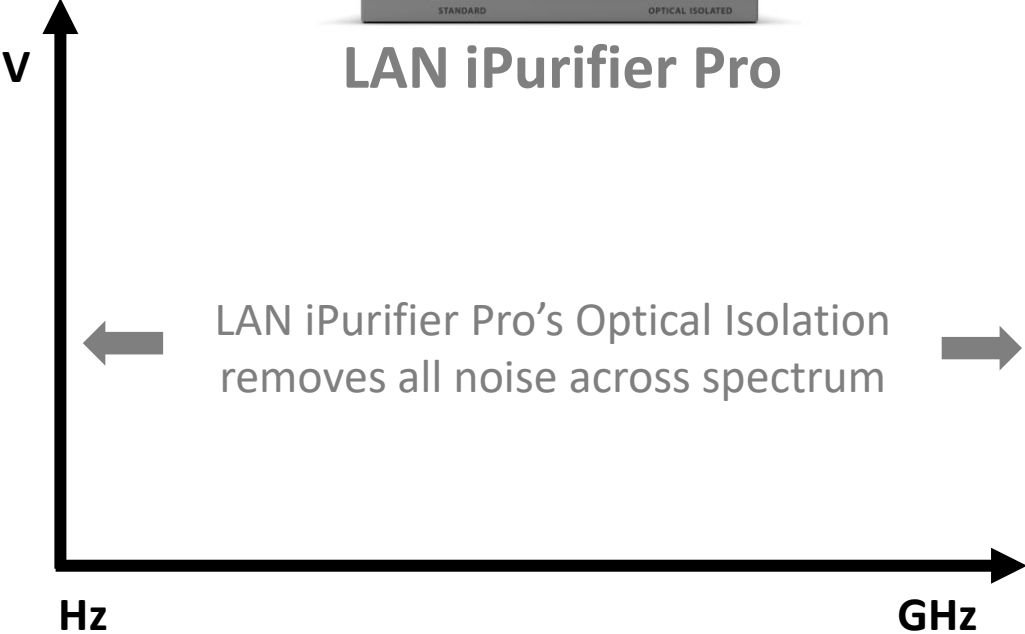
Direct Signal



LAN iSilencer



LAN iPurifier Pro



Specifications

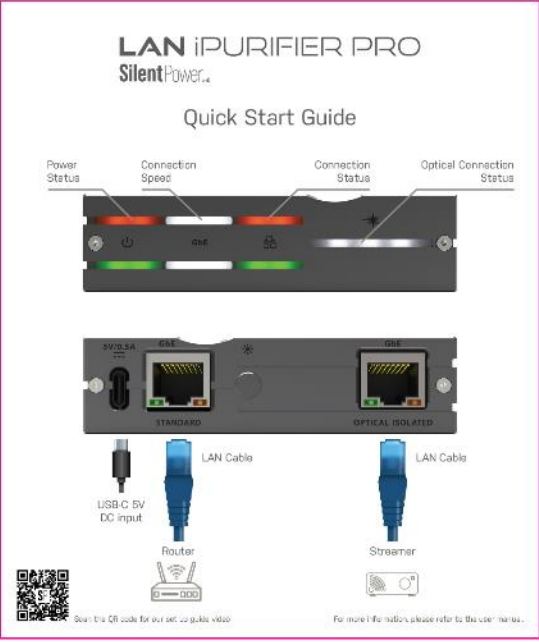
LAN iPurifier Pro

Ethernet	IEEE 802.3x
Speed Supported	1000Mbps
	100Mbps
	10Mbps
Power Supply	Type-C 5V/1A
Dimensions	99 x 92.8 x 24.2mm (3.9" x 3.7" x 0.95")
Net Weight	241g (8.05 oz)
Limited Warranty	12 months*

Connectivity

Power	USB-C 5V DC/1A
Digital input	1x RJ45
Digital output	1x RJ45

Contents



SilentPower_{by ifi}