



ZEN Blue

Bluetooth DAC with Lossless RX and TX

Retail price:
GBP £299 / USD \$299

Summary

“Limitless. Lossless.”

Bluetooth Transmitter and Receiver with aptX Lossless and LDAC

USPs:

Lossless Bluetooth RX and TX

Hi-Fi circuitry with separate Bluetooth, DAC and Amp

Key features:

3 operational modes for versatile deployment

Flagship QCC5181 and Bluetooth 5.4

Switchable low-latency mode

Balanced 4.4mm Output



Section 1: Marketing

Messaging & Tagline

In a world full of noise, welcome to ZEN.

"Limitless. Lossless."



Story

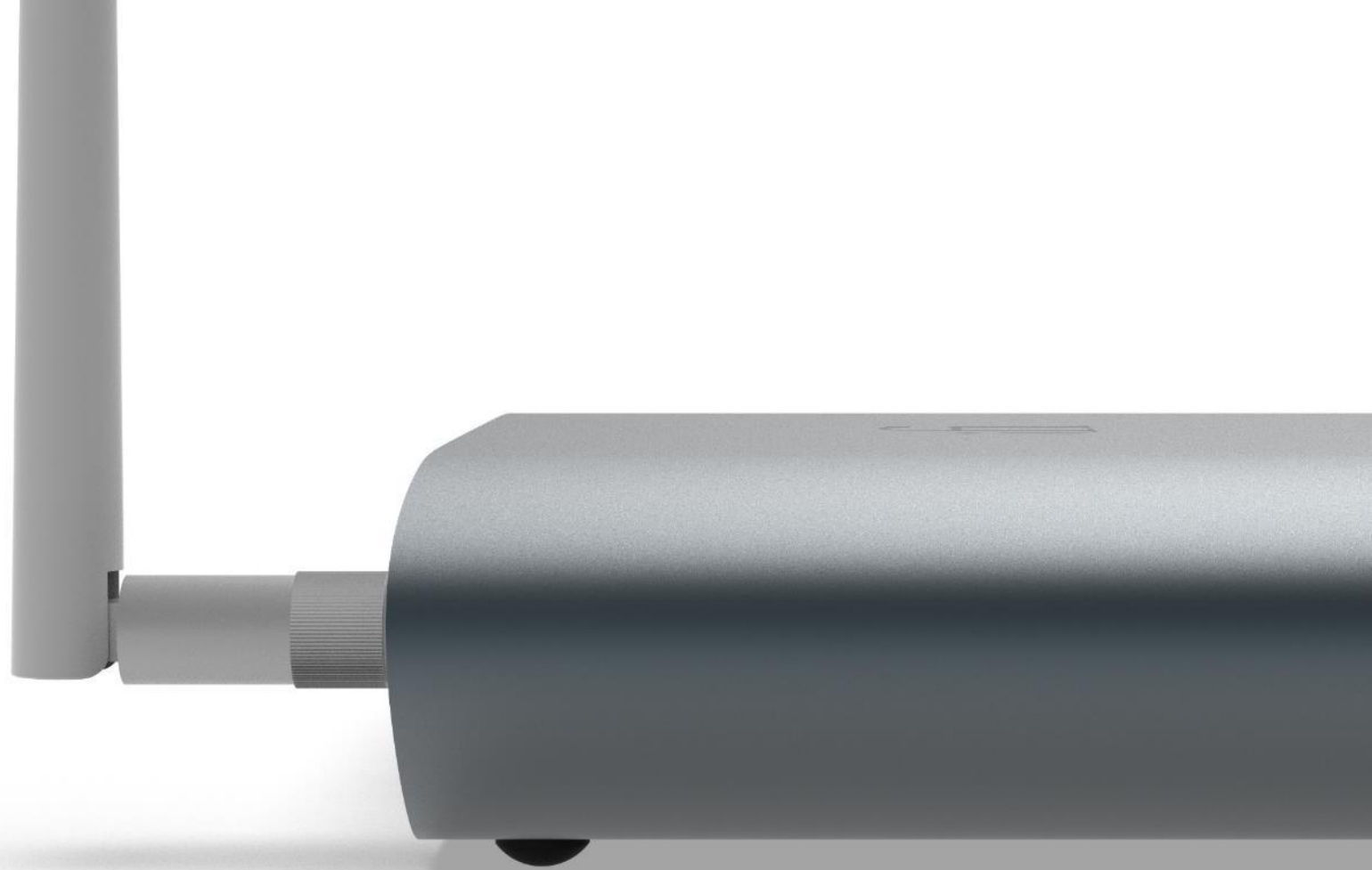
Breakthrough in Bluetooth Audio

Bluetooth technology has long struggled to deliver high-quality sound, but ZEN Blue 3 overcomes these challenges.

By merging wireless connectivity with lossless audio transmission and audiophile-grade circuitry, ZEN Blue 3 offers a true audiophile-grade Bluetooth experience for your Hi-Fi system.

Experience effortless connectivity, liberated from wires, and enjoy audiophile-grade sound at home. Cut the wires and enjoy freedom and quality simultaneously.





Unique Value Statements

Cut the Cord. Not the Quality.



ZEN Blue 3 uses the latest **Bluetooth 5.4**.

It can **receive or transmit** CD quality lossless Bluetooth via the aptX Lossless codec, and Hi-Res 96kHz via LDAC and LDHC/HWA

World's First Lossless Transmitter and Receiver

3 Function Modes to choose from:

- RX mode (it **receives** Bluetooth from a source device)
- TX mode (it **transmits** Bluetooth to a device)
- DAC mode (a **wired DAC**)





Unique Selling Points

Key Features

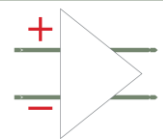
aptX Lossless

CD quality Bluetooth with no data loss



DAC mode with USB-C and S/PDIF inputs

Balanced



Balanced 4.4mm Pentaconn line output



Receives or Transmits Bluetooth for ultimate versatility



Hi-Res 24/96kHz over LDAC and LHDC/HWA

Qualcomm® aptX™ low latency



Switchable low-latency mode to resolve audio/video delay

Target Audience

Characteristics:

Demographics: 20+ years

Income: \$2k-4k pm

Need for Blue 3

Looking for a versatile Hi-Res Bluetooth DAC

1. Lets you stream lossless CD-quality music from your mobile phone to your Hi-Fi system.
2. Enjoy high-quality audio with Hi-Res Bluetooth headphones while watching movies at home, and much more.

Categories

Audio Enthusiasts, Video Enthusiasts, Music Lovers with Bluetooth Headphones, Gamers



Section 2: Tech

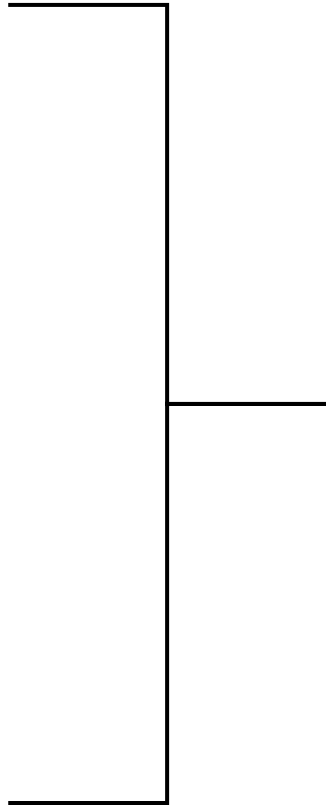
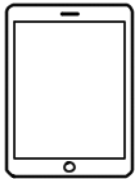
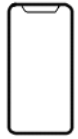


Features and Functionality

RX Mode

Connect your phone/music player via Bluetooth to the ZEN Blue 3

INPUT



Optical/Coax/
Line

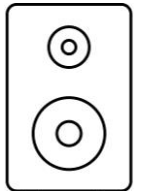
OUTPUT



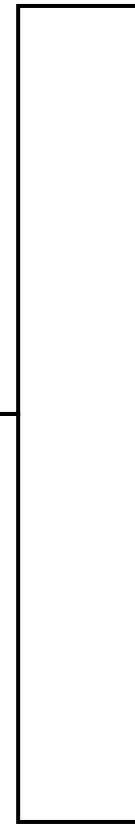
DAC



Amplifier



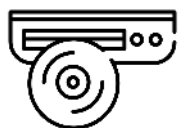
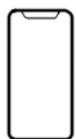
Active Speaker



TX Mode

Connect the ZEN Blue 3 to Bluetooth enabled devices

INPUT



USB/Line/
Coax/Optical



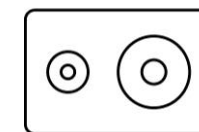
OUTPUT



Bluetooth Headphone



Bluetooth DAC

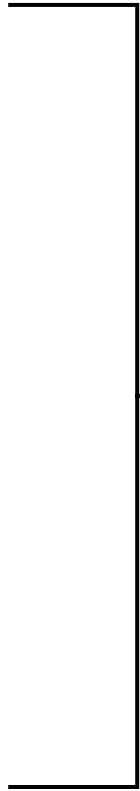
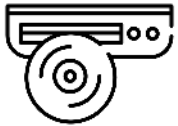
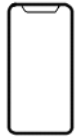


Bluetooth Speaker

DAC Mode

Use ZEN Blue 3 as a Wired DAC

INPUT



USB/
Coax/Optical



Line/
Coax/Optical

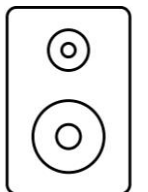
OUTPUT



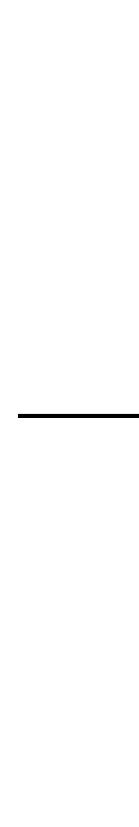
DAC



Amplifier



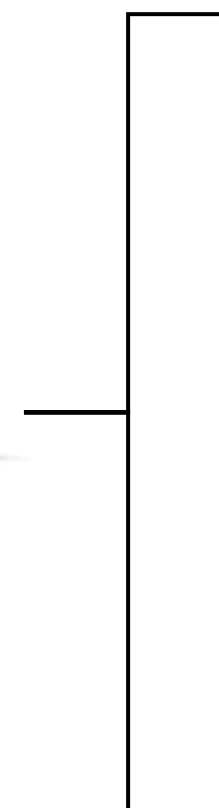
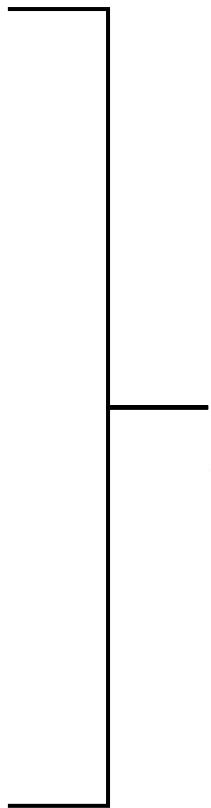
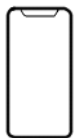
Active Speaker



Working Together

Use 2x ZEN Blue 3 units together over Bluetooth over long distances, where you wouldn't want to run a cable

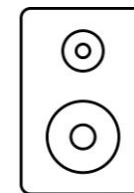
INPUT



DAC



Amplifier

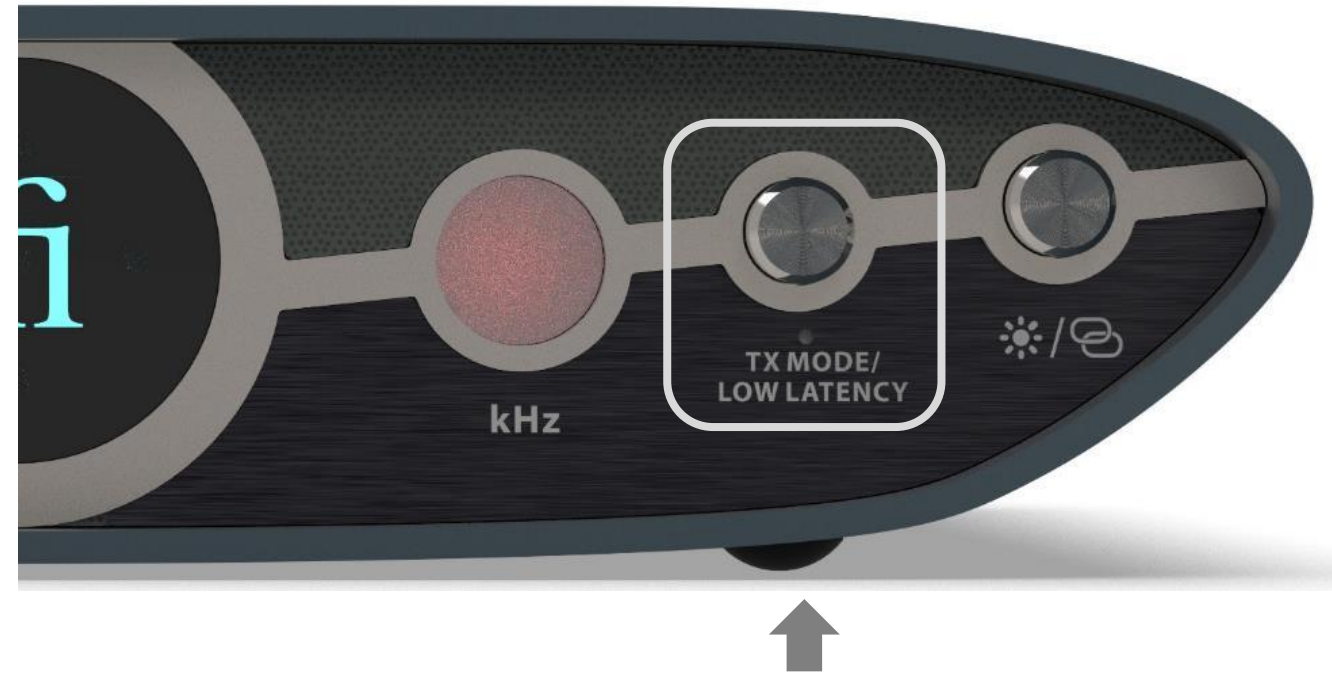


Active Speaker

OUTPUT

Lag-Free Gaming

For demanding gamers seeking the lowest possible latency, ZEN Blue 3 (in TX mode) offers a dedicated **low latency** mode.



Wired or Wireless



ZEN Blue 3 can now act as a traditional wired DAC via USB-C or S/PDIF inputs.

ZEN Blue 3 has **true audiophile-grade, Hi-Fi circuitry** and is not just a System on a Chip solution.

It uses separate Bluetooth, DAC and Op-Amp chips for **superior sound**.

Evolution of ZEN Blue



		ZEN Blue 3	ZEN Blue V2	ZEN Blue
Retail Price		\$299	\$199	\$129
Inputs				
Digital	RX mode	Bluetooth 5.4	Bluetooth 5.0	Bluetooth 5.0
	TX mode	USB, Optical, Coaxial	-	-
	DAC mode	USB, Optical, Coaxial	-	-
Analogue	RX mode	-	-	-
	TX mode	RCA	-	-
	DAC mode	RCA	-	-
Outputs				
Digital	RX mode	Optical, Coaxial	Optical, Coaxial	Optical, Coaxial
	TX mode	Bluetooth 5.4	-	-
	DAC mode	Optical, Coaxial	-	-
Analogue	RX mode	RCA, 4.4mm Balanced	RCA, 4.4mm Balanced	RCA, 4.4mm Balanced
	TX mode	-	-	-
	DAC mode	RCA, 4.4mm Balanced	-	-
Maximum Sampling Rates				
RX mode		96kHz/24-Bit	96kHz/24-Bit	96kHz/24-Bit
TX mode		96kHz/24-Bit	-	-
DAC mode	USB	96kHz/24-Bit	-	-
	S/PDIF	192kHz/24-Bit	-	-
Bluetooth Codecs		aptX Lossless , aptX Adaptive, aptX HD, aptX, LDAC, LDHC/HWA, AAC, SBC	aptX Adaptive, aptX HD, aptX, LDAC, LDHC/HWA, AAC, SBC	aptX Adaptive, aptX HD, aptX, LDAC, LDHC/HWA, AAC, SBC
Clocking		Upgraded GMT	Upgraded GMT	Standard Clock
Antenna		Long Range	Long Range	Normal Range

Specifications

Inputs		
Digital	RX mode TX mode DAC mode	Bluetooth 5.4 USB, Optical, Coaxial USB, Optical, Coaxial
Analogue	RX mode TX mode DAC mode	- RCA RCA
Outputs		
Digital	RX mode TX mode DAC mode	Optical, Coaxial Bluetooth 5.4 Optical, Coaxial
Analogue	RX mode TX mode DAC mode	RCA, 4.4mm Balanced - RCA, 4.4mm Balanced
Maximum Sampling Rates		
RX mode TX mode DAC mode	USB S/PDIF	96kHz/24-Bit 96kHz/24-Bit 96kHz/24-Bit 192kHz/24-Bit
SNR		109dB
DNR		109dBA (0dBFS @ 1kHz)
THD+N		<0.005% (10K load @ 20-20kHz)
Dimensions		158 x 115 x 35mm (6.2 x 4.5 x 1.4")
Net Weight		447g (0.99 lbs)
Limited Warranty		12 months*

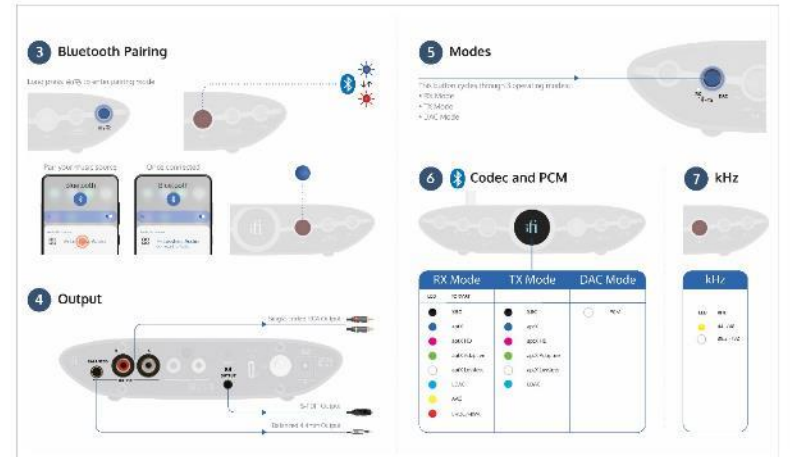
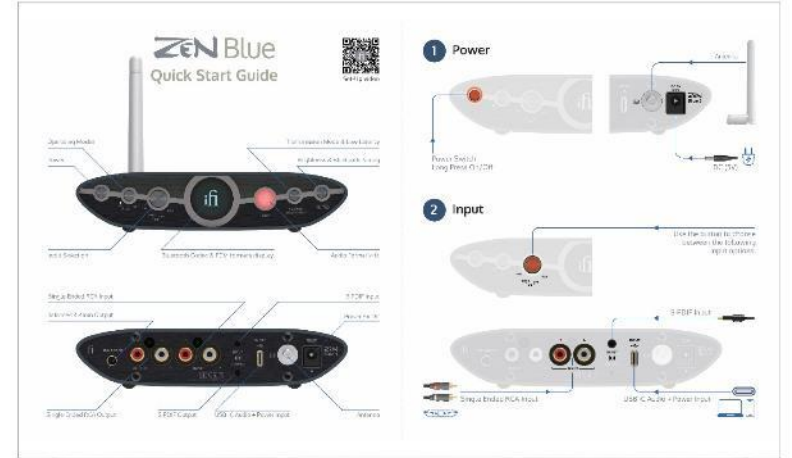


Appendix

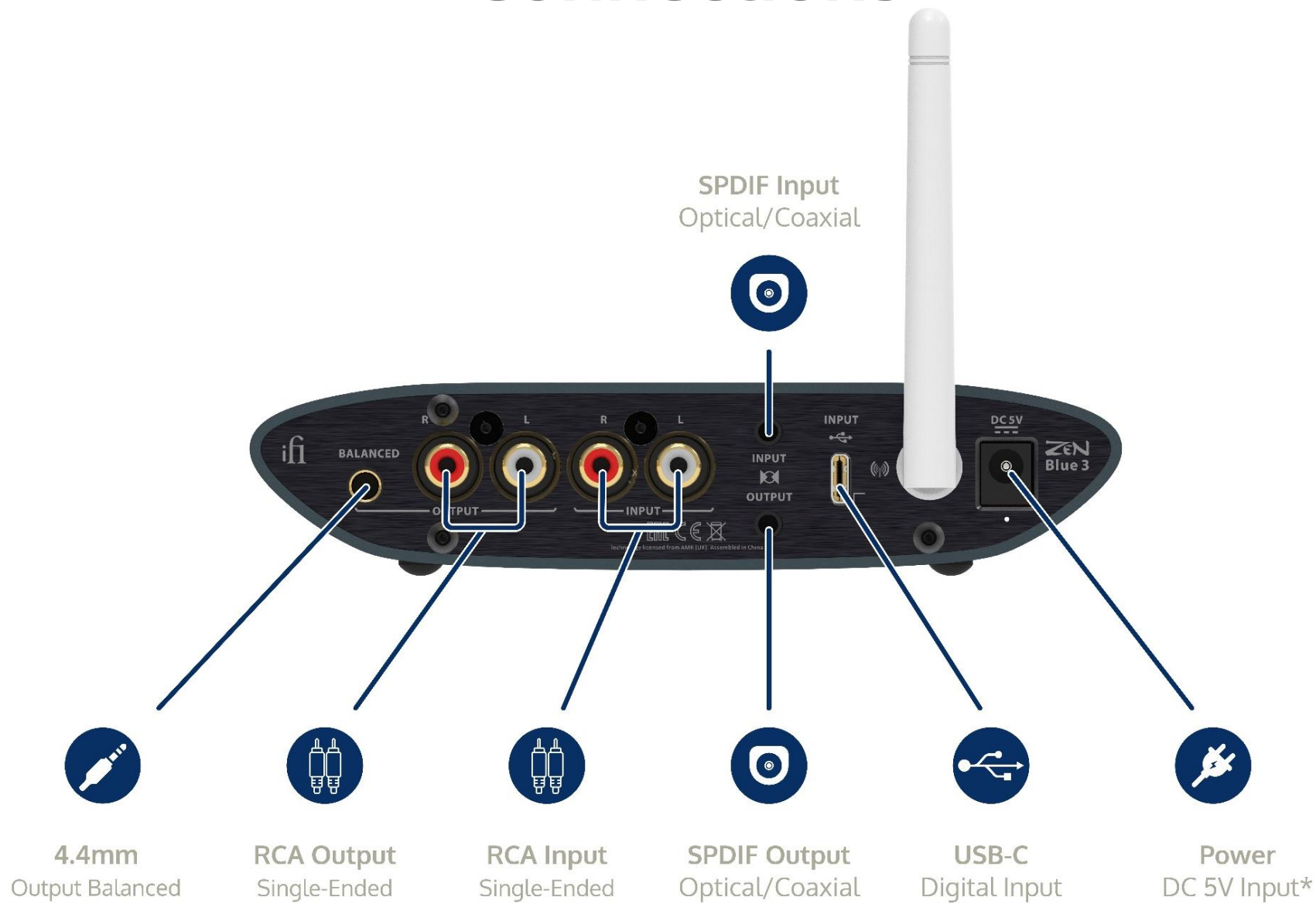
Contents

ZEN Blue

What's In The Box



Connections



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