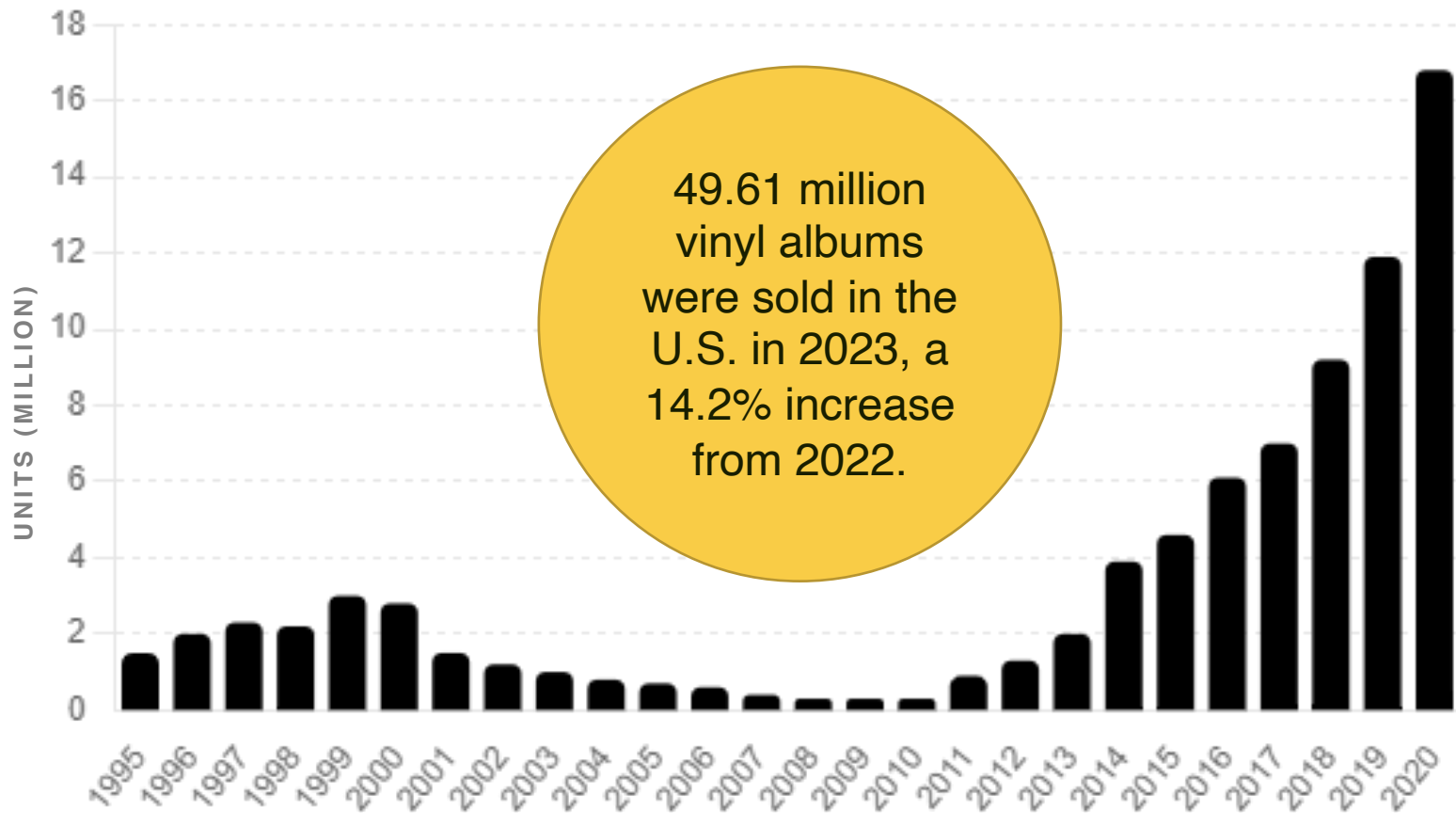




VICTROLA

PRESENTS

**SPIN THROUGH TIME:
The Evolution of Record
Players and Turntables in the
Vinyl Renaissance**



RIAA



50% of people who buy vinyl don't own a record player

Source: Luminate

How many vinyl albums sold in recent years will never be played?



How do we get that 50% to be listeners and keep them in the vinyl ecosystem?

How do we shift the perspective from merch to music?

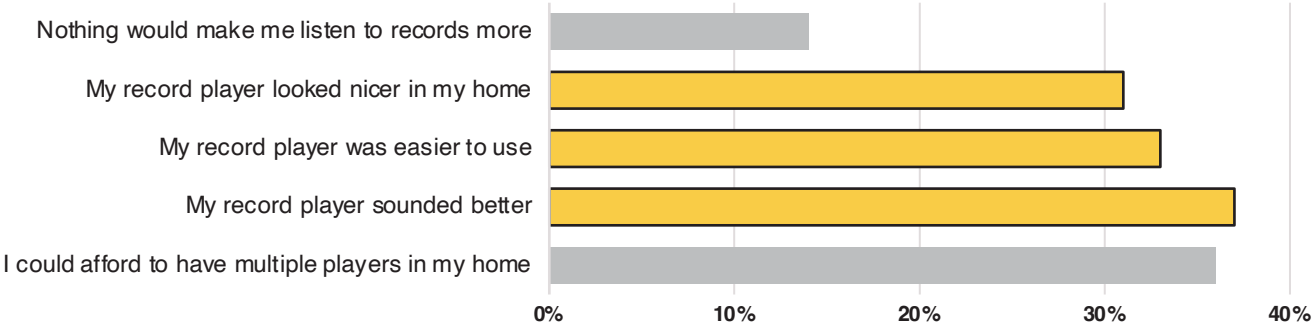
Is this consumer still purchasing records in 5 years?

HELP US MOVE THE NEEDLE
AUGUST 12th

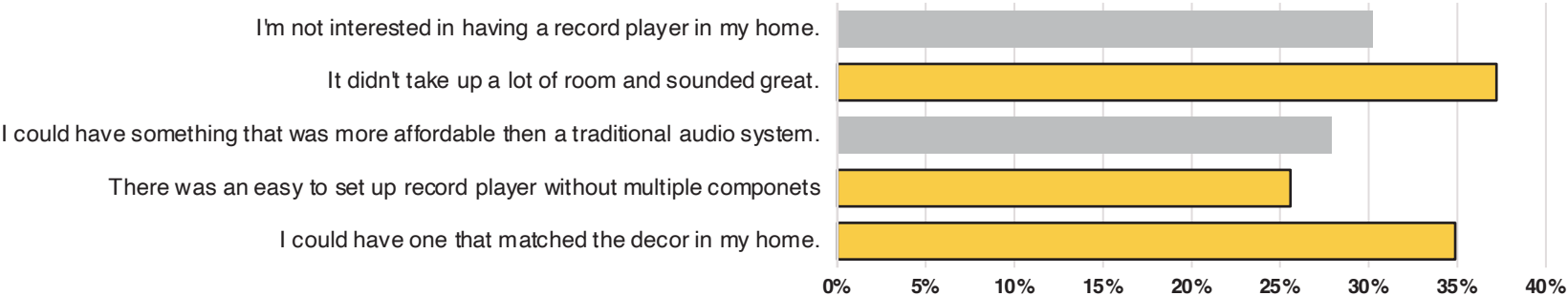
PLAYYOURVINYL.ORG

WHAT WE HAVE LEARNED ABOUT TODAY’S VINYL CONSUMER

CURRENT OWNERS: I WOULD LISTEN TO RECORDS MORE IF:



NON-OWNERS: I WOULD BE INTERESTED IN HAVING A RECORD PLAYER IN MY HOME IF:



*Victrola Consumer Insights Survey

THE HIGHEST PRIORITIES FOR BOTH EXISTING AND POTENTIAL TURNTABLE OWNERS IS
1) EASE OF USE, 2) DESIGN, AND 3) SOUND QUALITY.

Ease of Use, Design, Sound Quality

Entry Level
\$99-\$299

Mid-Tier
\$299-\$499

Premium
\$499 - \$2000



Stream turntables have
garnered over
3.7 BILLION
press impressions and
17 unique industry
awards



<https://www.audioholics.com/gadget-reviews/victrola-stream-carbon>



<https://www.soundandvision.com/content/victrola-stream-carbon-works-sonos-turntable-review>



<https://www.engadget.com/victrola-stream-carbon-sonos-compatible-turntable-review-170028175.html?guccounter=1>



<https://www.gearpatrol.com/tech/audio/a41802445/victrola-stream-carbon-review/>

The evolution of home sound has evolved from traditional component-heavy stereo systems to easy to use, wireless, clutter-free speakers that blend into the home.



Party speakers
and single
speakers provide
portability in the
home, outdoors,
and beyond

Hybrid record
players with BT
speakers on
board to play
vinyl and
stream

Higher quality
portables with
features like on-
board battery,
stereo speakers,
RCA outs



Party Speakers + BT Hybrid Turntables

Victrola Revolution Go



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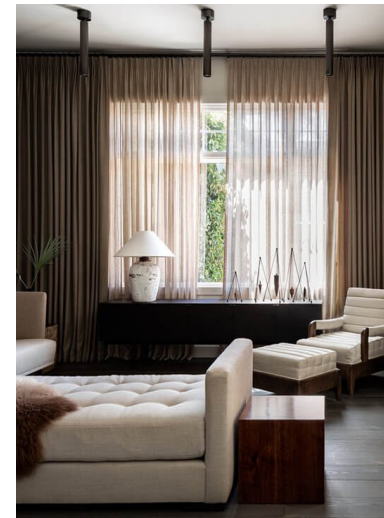
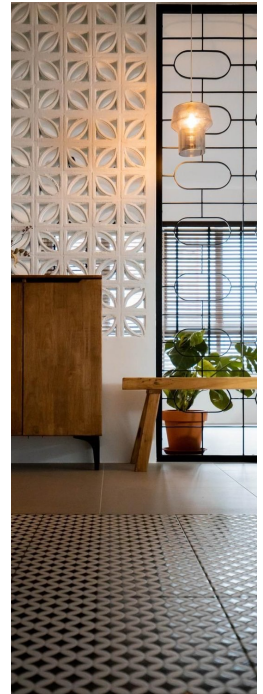
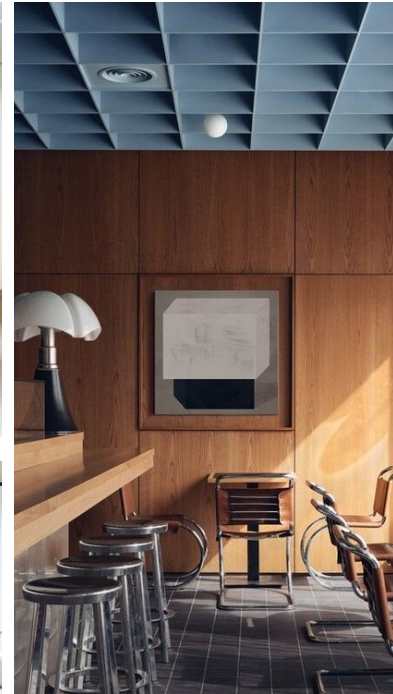
animal kingdom.

D cor

Décor

INTERIOR DESIGN TRENDS

- Soft Minimalism
- Return of Dark Wood
- Playing with Patterns
- Mid-Century Fusion
- Graphic Monochrome



VICTROLA

DISRUPTING THE LISTENING EXPERIENCE

VICTROLA X  SOLODOME™
THE SHAPE OF SOUND

IMMERSIVE AUDIO AND BEYOND



VICTROLA



VICTROLA STREAM *sapphire*



The Victrola Stream Sapphire wireless turntable builds on the DNA of the flagship Victrola Stream Carbon with a bespoke walnut veneer plinth, superlative components, and the ability to stream your vinyl in stunning clarity to Sonos and UPnP systems. For those who desire the exceptional, Stream Sapphire.

FEATURES

- Wirelessly stream vinyl to your choice of Sonos or UPnP compatible speakers using the Victrola Stream app
- Stream in up to 24-bit/48kHz lossless FLAC
- Audiophile-grade Ortofon 2M Blue cartridge brings improved frequency, range, tracking, and delivers exceptional sound quality
- 2-speed brushless motor provides quiet and consistent speed control
- Low-resonance MDF plinth with real walnut veneer and premium metal turntable components
- Adjustable-height aluminum feet with sound dampening base for easy self-leveling and vibration isolation
- Illuminated control knob provides an easy-to-use, tactile control for volume and playback directly from the turntable
- Carbon-fiber tonearm with custom-designed removable headshell and adjustable counterweight
- Gold-plated RCA output for use with wired systems or powered speakers



GEAR PATROL

Trusted  Reviews

**SOUND
& VISION**



HOMETHEATER
REVIEW

