



## **JARRE TECHNOLOGIES HAS ENTERED THE EUROPEAN PLATFORM OF THE APPLE STORE AND HAS INTRODUCED ITSELF ON THE AUDIO MARKET IN LESS THAN ONE YEAR.**

**AFTER FIVE YEARS OF PLANNING, ONE YEAR OF MARKETING AND AN ENTRANCE ONTO THE EUROPEAN PLATFORM OF THE APPLE STORE, JARRE TECHNOLOGIES, LAUNCHED IN 2010, INTRODUCES ITSELF ON THE AUDIO MARKET WITH ITS FIRST PRODUCT, THE AEROSYSTEM ONE, WHILST ALSO BROADENING ITS RANGE FOR 2012.**

### **Arrival on the European Apple Store Market**

This first year has allowed Jarre Technologies to permanently establish itself on the European Market thanks to its recent presence on the famous Apple brand's platform.

Its success is confirmed: Jarre Technologies is impressive, therefore Apple opens its doors.

### **Almost 10% of the Market Share:**

Available to buy in 700 shops, 10,000 units of its first product were sold across Europe in the space of less than a year. Today, holding 9.3% of the market share in terms of value and 7.9% of the market share in terms of volume (according to House GfK for the audio market of over €400), the first year of Jarre Technologies has been a great success, overtaking worldwide audio companies, and all of this, with just a single product!

### **Jarre Technologies' Lab:**

Jarre Technologies has its very own laboratory in Lyon so that Jean Michel Jarre and his engineers can work on their technologies together, which are becoming increasingly sophisticated, as well as on their future products.

It was during the International Exhibition IFA 2010 dedicated to new technologies in Berlin, that Jarre Technologies unveiled the Aerosystem One, it's very first product which has become its signature product, and is the outcome of five year's worth of research. After two years of research, in September 2011, the brand presented AeroDream One, completely conceived and designed in France. This dock for an iPad/iPhone is the most powerful loudspeaker in the world: 3.40m high, 395 kg and 10, 000 watts!

This creation, its structure similar to a totem, is above all a symbolic message that Jean Michel Jarre wants to send to the whole music industry: to recreate emotion and to bring back impeccable sound quality. Two iPad docks, named AeroPad One and AeroPad Two are also expected to be launched in early 2012.

**A Marriage between technological innovation and luxury:**

Just like his musical universe, Jean Michel Jarre designs products for the general public, just as much for a more exclusive clientele with the Aerodream One. In line with his philosophy, he also would like to collaborate with prestigious brands in order to create unique collections. This is following a meeting that marks the first collaboration with the renowned French brand, Lalique. Conceived from the idea of the Aerosystem One, the glass will be replaced by the famous crystal to transform this loudspeaker into an exceptional collector's item.

**About Jarre Technologies:**

Jarre Technologies is aimed at those who are passionate about technology. **A single objective:** An impeccable quality for multimedia and ergonomic products with a contemporary style, Jarre Technologies is just as developed in the aim of responding to a particular desire of its founder, Jean Michel Jarre 'to restore the lost emotion whilst listening to music' – which has already been accomplished by the pioneer of electronic music. With Jarre Technologies, a new chapter in musical experience is being written.