



# PRODUCT INTRODUCTION DEVIALET ASTRA

 DEVIALET

# AGENDA

1 HIGH-LEVEL INTRODUCTION

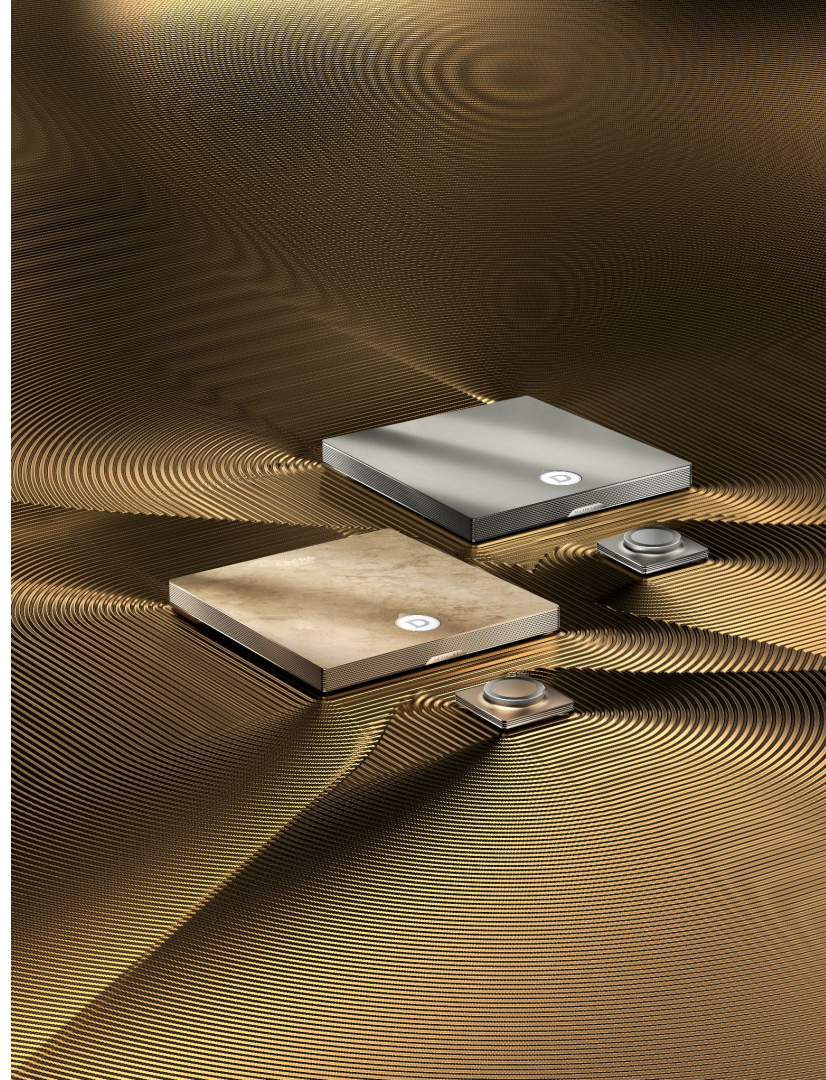
DETAILED INTRODUCTION

2 User Experience

3 Design and Finish

4 TARGET PERSONA

5 PRICING & RANGE





# 1. HIGH-LEVEL PRODUCT INTRODUCTION

# Introducing the **Four Unique Selling Points** Of Devialet Astra

**#USP1 - A radical all-in-one amplifier with unmatched performance, you can double at any time**

Integrated amplifier (amp, pre-amp, DAC, streamer, phono)  
2x300 Wrms (at 4Ω), zero distortion, zero saturation  
ADH next-gen and Hi-Res certification for more crystal-clear trebles than ever  
Upgradable to dual-mono for 2x600 Wrms (at 4Ω)

**#USP2 - A unique, compact and extreme design, with a brand-new Opera de Paris edition**

Revamped design (amp and remote)  
Optimized product UI (button, led, screen)  
Opera de Paris edition with 23-carat gold leaf

**#USP3 - A fully configurable amplifier to reveal your music's full potential, whatever the source or speakers**

A multitude of physical audio sources, entirely configurable  
Devialet App with on-the-fly parameters  
Enhanced Advanced Configurator with all inputs and outputs configuration (SAM, RAM)

**#USP4 - With modern connectivity thanks to a new software architecture**

State-of-the-art streaming protocols (Airplay, Google Cast, Spotify Connect, Tidal Connect, Audirvana, Room Ready, UPNP\*)  
Latest wireless connectivity (WiFi 6, Bluetooth 5.3)



# Four Signature Devialet Technologies

Technologies

A D H<sup>®</sup>

NEXT GEN

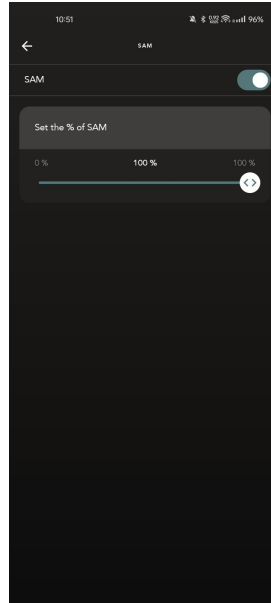
New Generation

Improved feedback loop

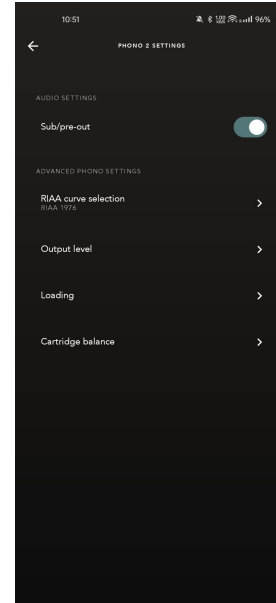
Hybridation is faster

Better High Frequency  
performance.  
Lower THD above 5kHz

S A M<sup>®</sup>



R A M<sup>®</sup>



D A C<sup>®</sup>

Magic Wire transparent  
Analog current to voltage  
and gain stage

# Exploring the Functionality of the Devialet App for On-the-Fly Product Customization

The Devialet App completed by DOS3\* offers the following features tailored particularly for Devialet Astra:



Set up

Product activation  
WiFi/ethernet set up  
Product name change  
Access to Advanced Configurator  
Dual Mono Set up



General settings

Track/playlist control (play/pause, next, previous)  
Volume control  
Input selector (Online / Connectors / Bluetooth)  
Display control (Auto switch-off screen and led, Brightness control with 5 steps)  
Power modes ("Always on" or timers set up for "Automatic stand by" and "Automatic switch-off")



Inputs and outputs "on-the-fly" configuration

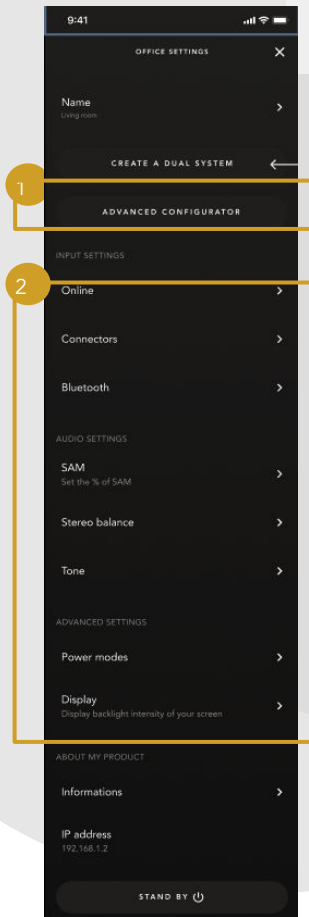
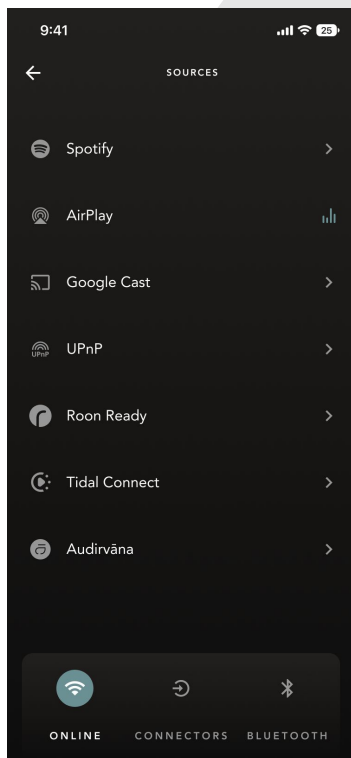
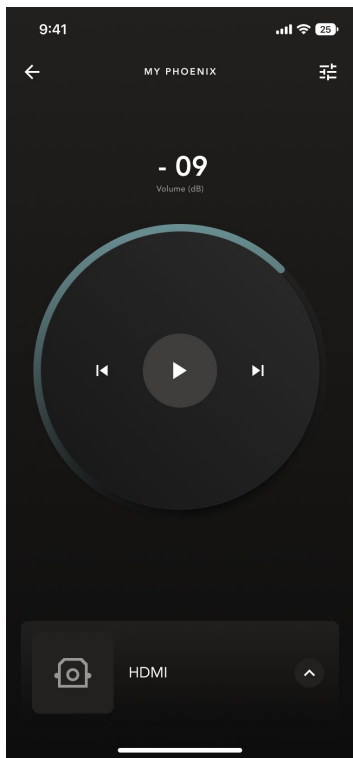
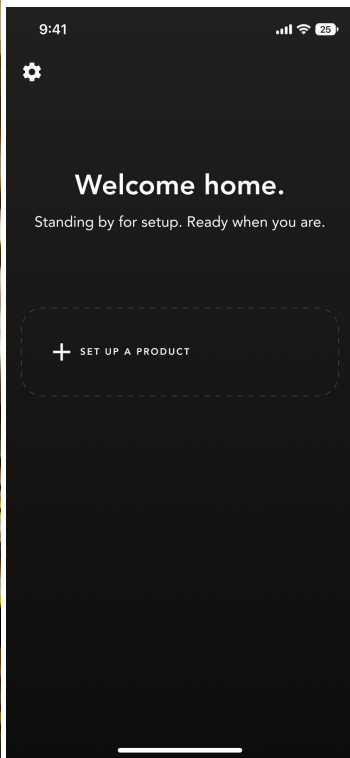
**INPUTS**  
Inputs configuration (Online / AUX / Bluetooth) with for each source:  
Sub/pre-out enabled (on/off) for external subwoofer, Bass reducer on/off and Adaptive Volume Level on/off ;  
Phono Stage input: Curve selection (RIAA), Output level, Loading (Ohms + pF), Balance L/R

**OUTPUTS :**  
SAM on/off, SAM %, Stereo Balance (L/R), Tone (2-band EQ: Bass & Treble)

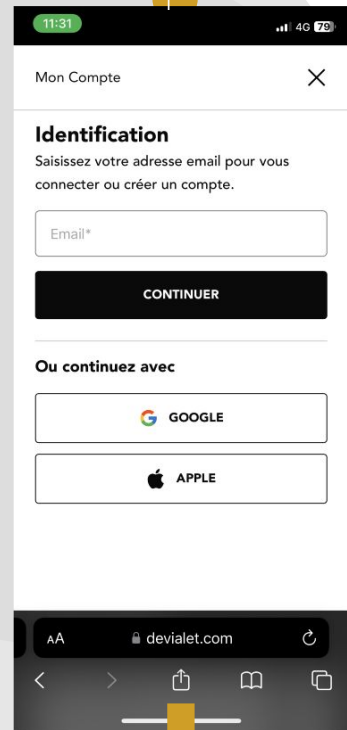


Product software and app updates

# Exploring the Functionality of the Devialet App for On-the-Fly Product Customization



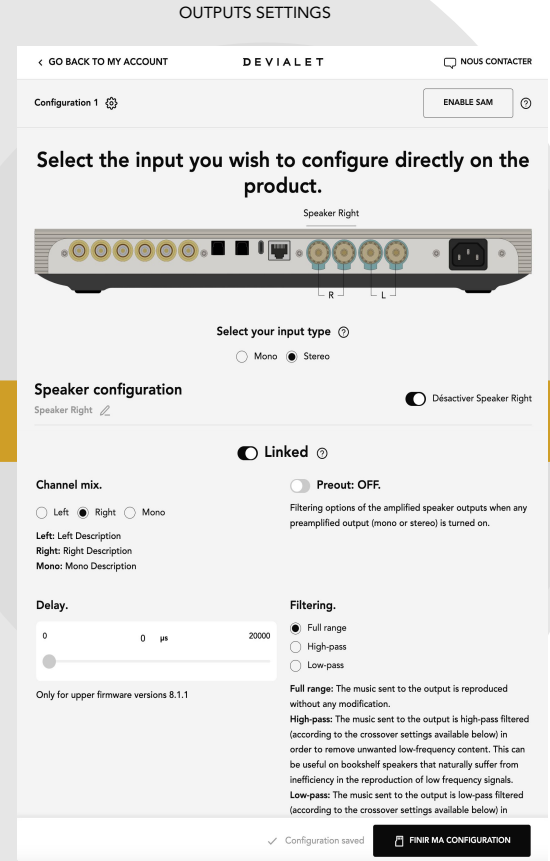
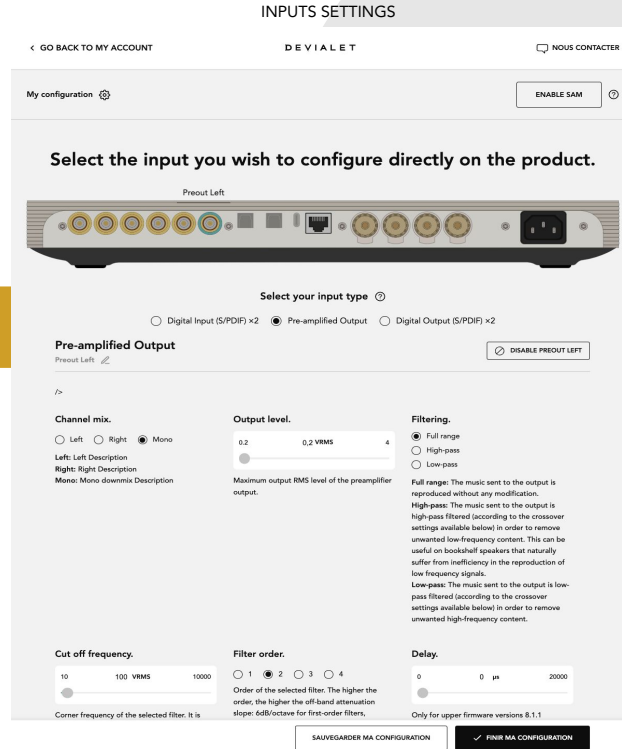
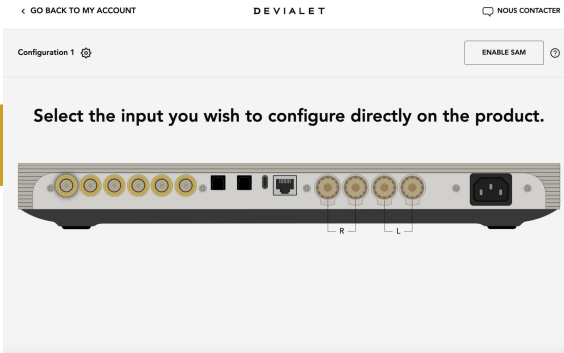
- 1 ADVANCED CONFIGURATION (ONLINE) FIRST SET-UP (ONE SHOT)
- 2 IN-APP PARAMETERS ON-THE-FLY SETTINGS



REDIRECT TO THE WEBSITE (HOSTED ON D.COM)

# Introducing the **Advanced Configurator**: Streamlining Initial Setup for Inputs and Outputs

## 2 LANDING PAGE ADVANCED CONFIGURATOR



1.

High-level  
Product  
Introduction

# Introducing a **Comparison**: Enhanced Connectivity, New App, Revamped Configurator, and Streamlined Design



## Range, design and colors

- Several power levels with 2 available configurations (stereo, dual)
- 1 color: grey
- New finish of the amp since 2023

## Connectors

- See list on d.com

## Connectivities

- Streaming protocols : Airplay, Spotify Connect, Roon RAAT, UPnP
- No bluetooth capacities

## Technos

- ADH, SAM, RAM, DAC Magic Wire, EVO, Air

## App & configurator

- Expert Remote App (remote only)
- Adv. Configurator online with SD card to apply to the amp

## Electronics

- NXP (iMX6 Processor)

## OS

- DOS2

- One power level at 300W under 4Ω with 2 available configurations (solo, dual)
- 2 colors: Light Bronze and Opéra de paris
- New design for both the amplifier and the remote

- Connectors changes: removal of AES/EBU and trigger connectors, 1 optical switch from jack to toslink port, USB-A replaced by USB-C
- More streaming protocols : Airplay, Google Cast, Spotify Connect, Tidal Connect, Audirvana, Roon Ready (RAAT), UPnP (at launch)
- Bluetooth capacities (5.3, AAC et SBC codecs at launch)

- ADH *next gen*, SAM, RAM, DAC Magic Wire (EVO is not marketed anymore)

- Devialet App with on-the-fly in-parameters
- Mandatory login/setup through the Devialet app
- Revamped Adv. Configurator (hosted on d.com), fully online, for 1st install configurations

- NXP (iMX8 processor)

- DOS 3\* / SDOS2 (same as Palm.ita and future products)  
\*marketing name



## 2. DETAILED PRODUCT INTRODUCTION

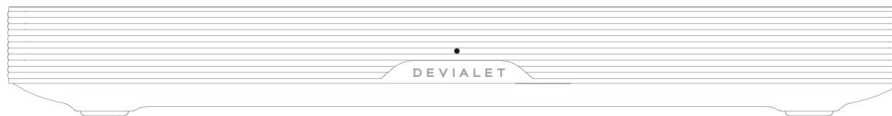


## 2. DETAILED PRODUCT INTRODUCTION USER EXPERIENCE

## 2.

### Detailed Product Introduction

# Product Discovery: LED & buttons



#### LED device status

- ⦿ Flashing white: startup or update in progress
- Solid white: default
- ⦿ Flashing blue: Bluetooth pairing in progress
- Solid blue: Bluetooth connected
- ⦿ Flashing green: configuration via the Devialet app in progress
- Solid green: Awaiting configuration
- ⦿ Flashing orange: failed connection between amplifiers
- Solid orange: network error
- Solid magenta: reset to factory settings



#### On/Off button

- Switch on or wake up the device
- Show device configuration
- Long press (2 seconds): switch off device
- Long press (7 seconds): reset to factory settings

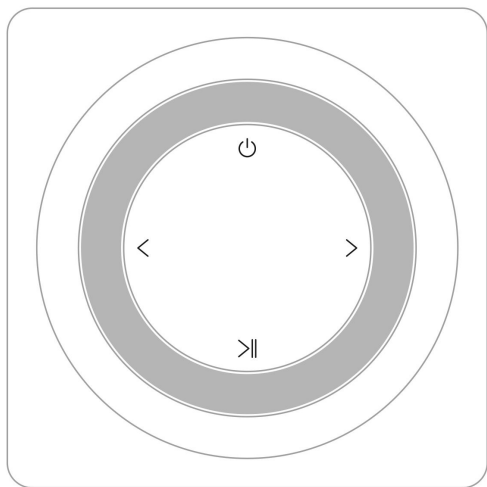
#### Bluetooth button

- Switch to Bluetooth source
- Long press (2 seconds): enable Bluetooth pairing

## 2.

### Detailed Product Introduction

# Product Discovery: Remote Control



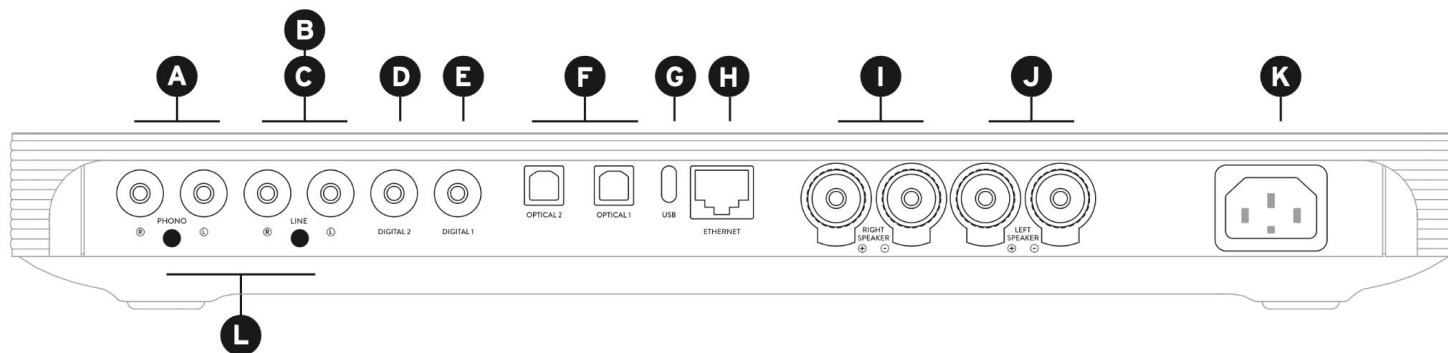
- Ring**
  - Volume control
- On/Off**
  - Restart the device
  - Long hold (2 seconds): Put the device on standby
- Play/Pause**
  - Play or pause sound
  - Mute or unmute
  - Select your source in the Source menu
  - Long hold (2 seconds): Access the Source menu
- Previous/Next**
  - Fast-forward or rewind playlist
  - Fast-forward or rewind podcast
  - Navigate the Source menu
  - Simultaneous long hold (2 seconds) Previous/Next: Switch to pairing mode (your speakers also need to be in pairing mode)

The remote allows you to control the volume of your device, navigate your playlist and switch from one source to another. You can turn the remote on and off using the switch located on the bottom. To recharge it, use the USB-C cable provided with the product with any standard plug.

## 2.

### Detailed Product Introduction

# Product Discovery: Multi-Mode Rear Connectors



**A** **PHONO (MM/MC) / LINE IN**  
Advanced phono stage for turntable or line input for tuner



**B C** **PHONO (MM/MC) / LINE IN / DIGITAL IN**  
Advanced phono stage for turntable or line input for tuner or digital S/PDIF (COAXIAL) input for CD, DVD, TV etc.



**D** **DIGITAL IN / LINE OUT**  
Digital S/PDIF (COAXIAL) input for CD, DVD, TV etc. or line output for subwoofer



**E** **DIGITAL IN / LINE OUT / DIGITAL OUT**  
Digital S/PDIF (COAXIAL) input for CD, DVD, TV etc. or line output for subwoofer or digital output for second amplifier



**F** **OPTICAL IN**  
Optical input for CD player, computer, Blu-ray, router etc.



**G** **USB-C**  
Input for computer, streaming device etc.



**H** **ETHERNET**  
RJ45 input for network



**I J** **RIGHT SPEAKER & LEFT SPEAKER**  
Universal speaker connectors (banana or fork) 4 mm



**K** **MAINS 100-240 V AC**  
Mains power supply (grounding required)



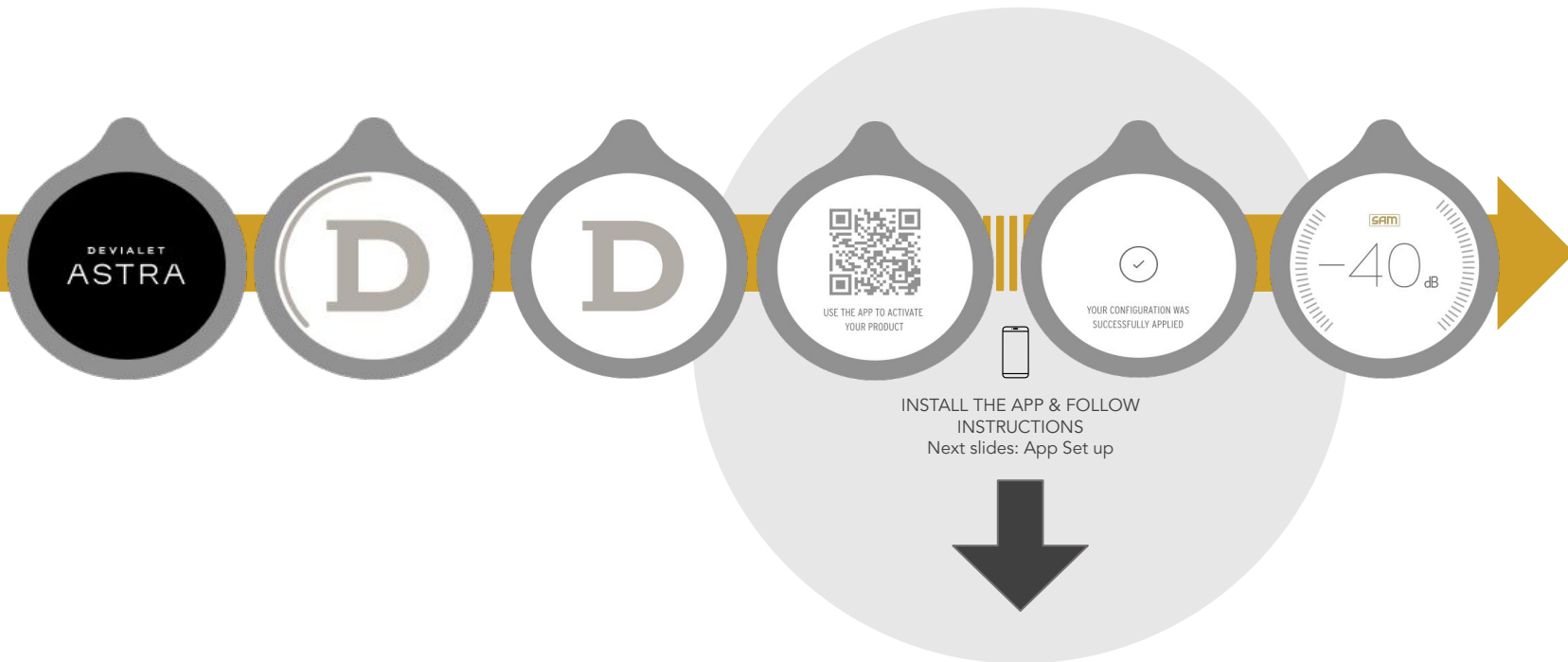
**L** **EARTH FOR TURNTABLE TONEARM**

Devialet Astra stands out by offering multi-mode connectors, effectively merging compactness with versatile functionality. The connectors are configured by default and can be modified through the Advanced Configurator to better suit your preferences and to boost your system's performance.

2.

Detailed  
Product  
Introduction

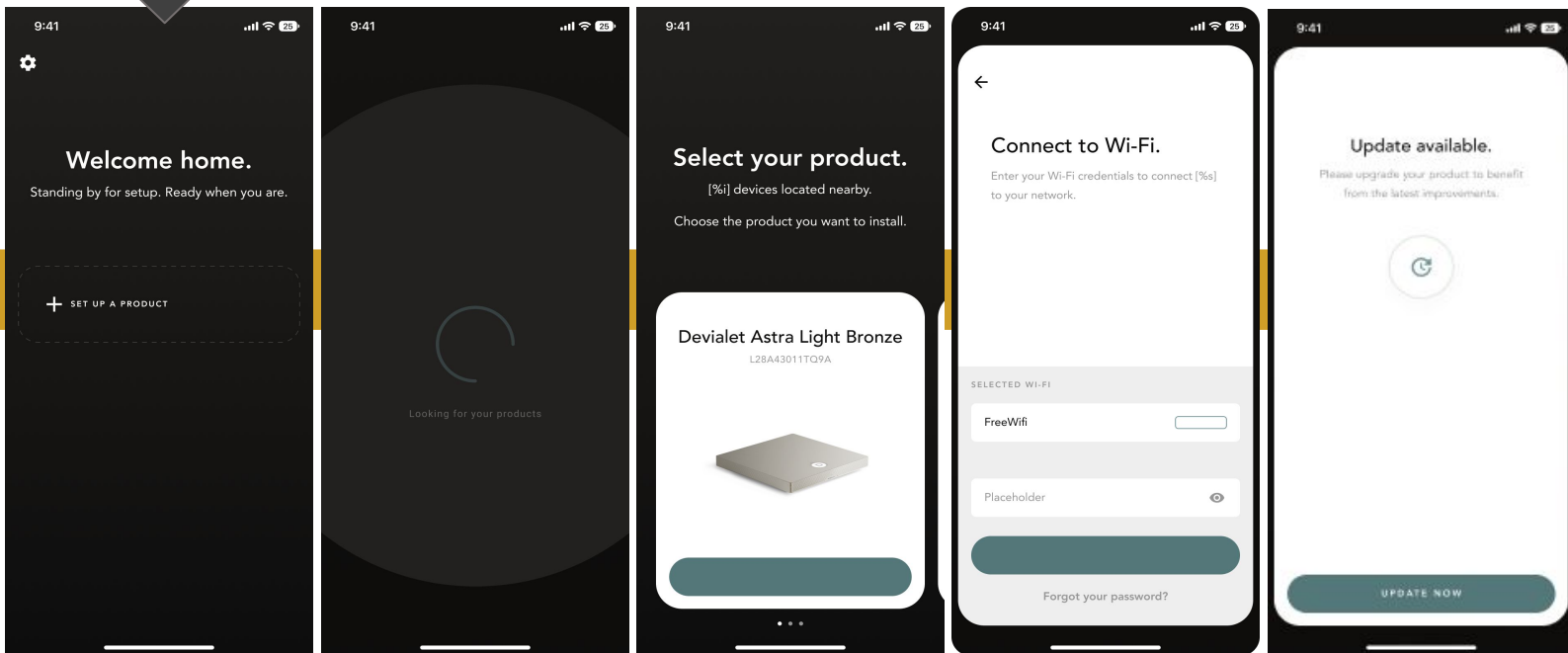
# New Activation Process: Product Screen View



2.

Detailed  
Product  
Introduction

# New Activation Process: App View 1/2

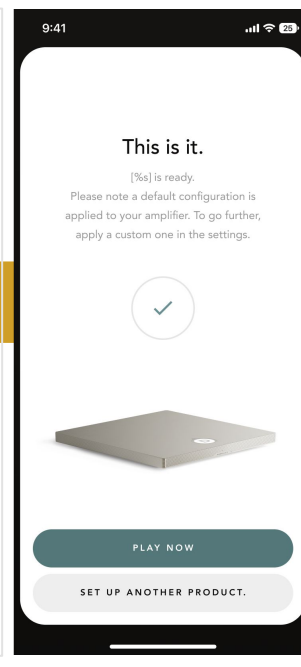
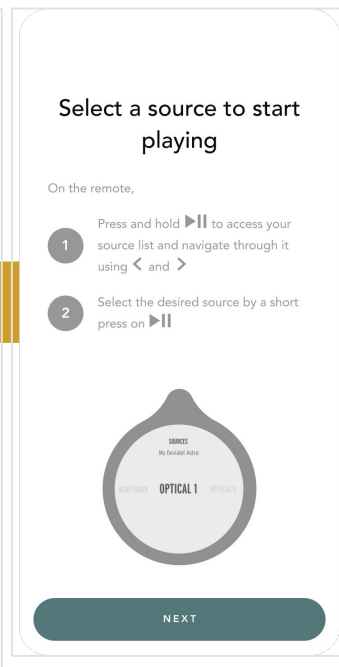
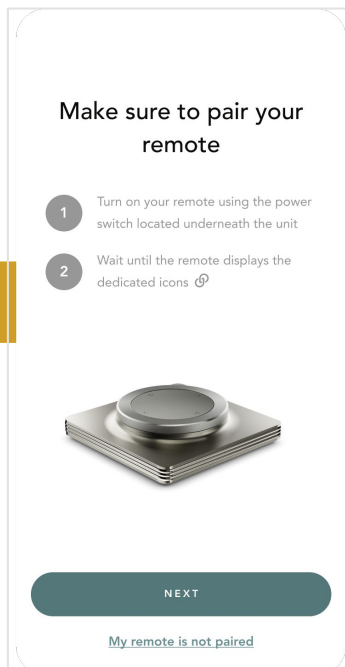
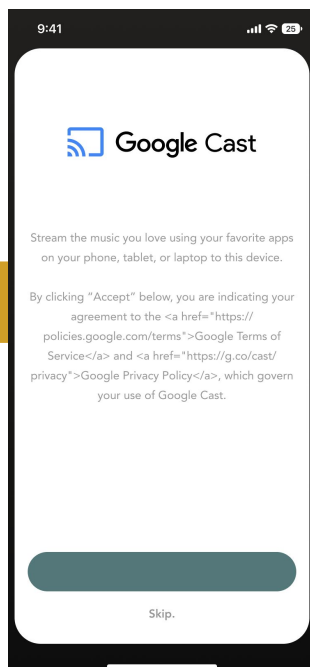
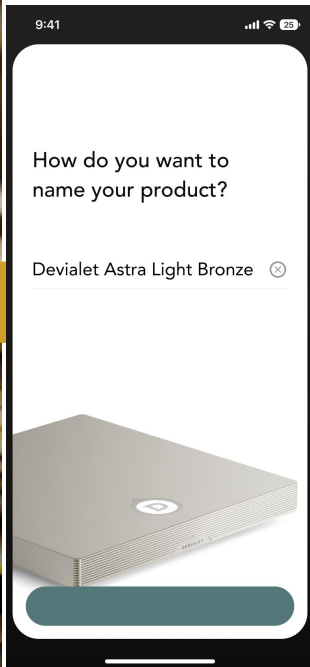


*The screen sequence is not entirely comprehensive.*

## 2.

### Detailed Product Introduction

# New Activation Process: App View 2/2



*The screen sequence is not entirely comprehensive.*



## 2. DETAILED PRODUCT INTRODUCTION DESIGN & FINISHES

## 2.

### Detailed Product Introduction

# Design Intent: Devialet Astra's Compact Form and Materials/Finish

- Design Process: The design stems from a precise acoustic architecture, defined in the initial specifications by our engineers.
- Devialet Astra form factor: The amplifier boasts an exceptionally slim profile with very low height, permitted by multi-mode connectors implementation (in place of multiple dedicated connectors) and our ADH technology.



Comparison of competitors' thickness

The substantial weight of 7,2 kg contributes to the stability and thermal management of the amplifier.

- Material and Treatment Choices: We opted for a more modern and less fragile treatment than polymirror (except on the sides), with a brushed finish on top and anodization of the entire product (a chemical treatment that penetrates the material, allowing color control). In terms of material, we chose aluminum for its excellent thermal conductivity, crucial for dissipating internal heat.
- Interior Design: Special attention was given to internal cable management and color coding of electronic components for aesthetic and quality reasons.

## 2.

### Detailed Product Introduction

# Design Intent: Devialet Astra's Compact Form and Materials/Finish

- Design Philosophy: We aimed to maintain the minimalism of the Expert line while streamlining production by further simplifying the design with a perfectly smooth top surface. Besides, we removed the amovable cover while retaining a cap to conceal the connectivity area (monolithic, seamless, visually simple).
- Luxury Aesthetic: We added a luxurious touch with guilloché-inspired details around the product, a technique commonly used in high-end watch dials. Simple yet linear, it adds significant character to the product.

*Note: Actual machining involves milling rather than "guilloché".*



- Brand Approach: We ensured clear branding with a prominent logo (a subtle "D" is visible on the backlit screen) and the Devialet logo embedded in a polymirror plaque on the front of the product.

- Art Deco Influence: Inspired by the Art Deco movement of the 1930s and the Streamline movement, we aimed for simplicity, warmth, and timelessness.



2.

Detailed  
Product  
Introduction

## Design Intent: Devialet Astra's Compact Form and Materials/Finish



- Remote Control: The remote maintains our design DNA, offering tactile precision (very fine 1 dB increments, allowing for very fast and very slow adjustments) and informative feedback for an enhanced user experience. It allows for a very physical and sensual interaction with the object.

## 2.

### Detailed Product Introduction

A new Opéra de Paris edition, adorned with a **unique number** on each product.

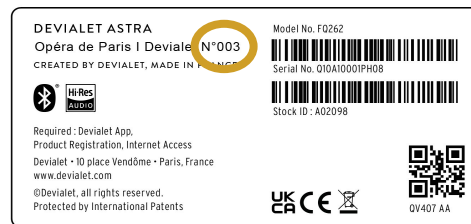
Gold leaf finish  
*Covered with 23-carat gold leaf  
(by Les Ateliers Gohard)*



Printing on the product



Packaging label



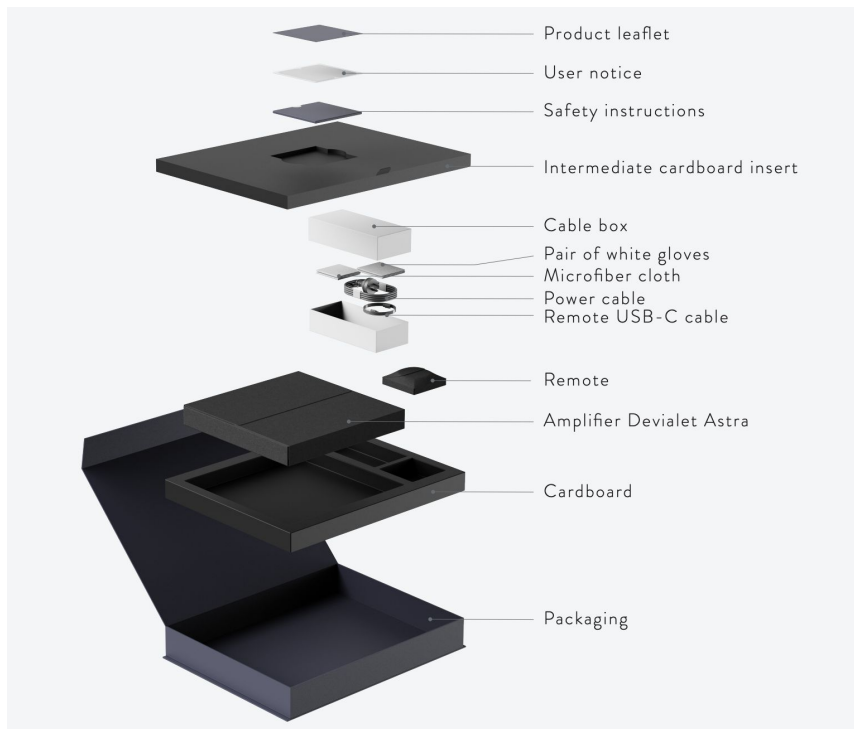


## 2. DETAILED PRODUCT INTRODUCTION WHAT'S IN THE BOX?

## 2.

### Detailed Product Introduction

# Unboxing Devialet Astra



The packaging is fully recyclable.

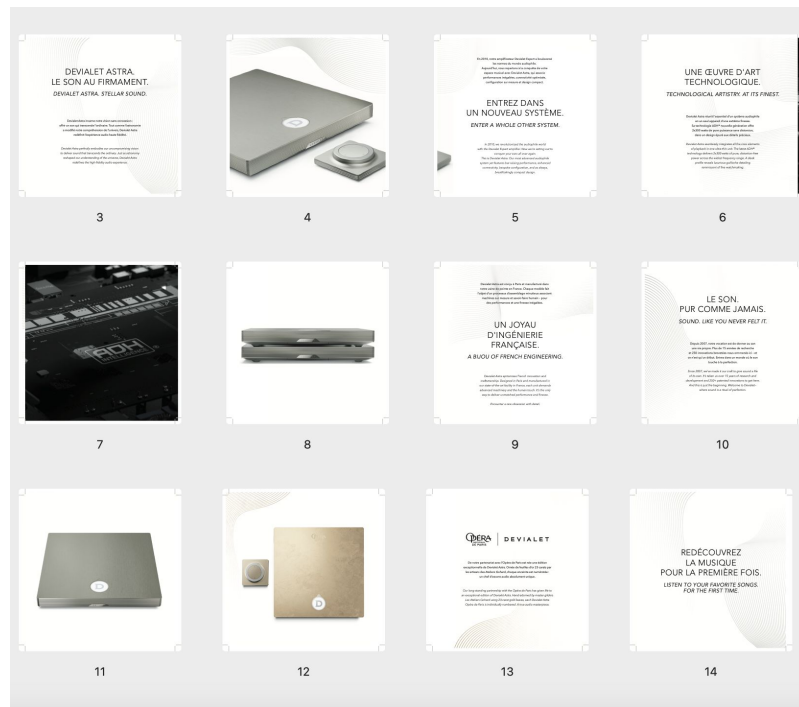
Nota Bene: for the dual configuration, two packaging are furnished (2 remotes, and 2 RCA cables are added to connect the two amps)

*This is a preview of the packaging and its contents. The elements are not final (colors, shape).*

2.

Detailed  
Product  
Introduction

# What's in the box: Product Leaflet

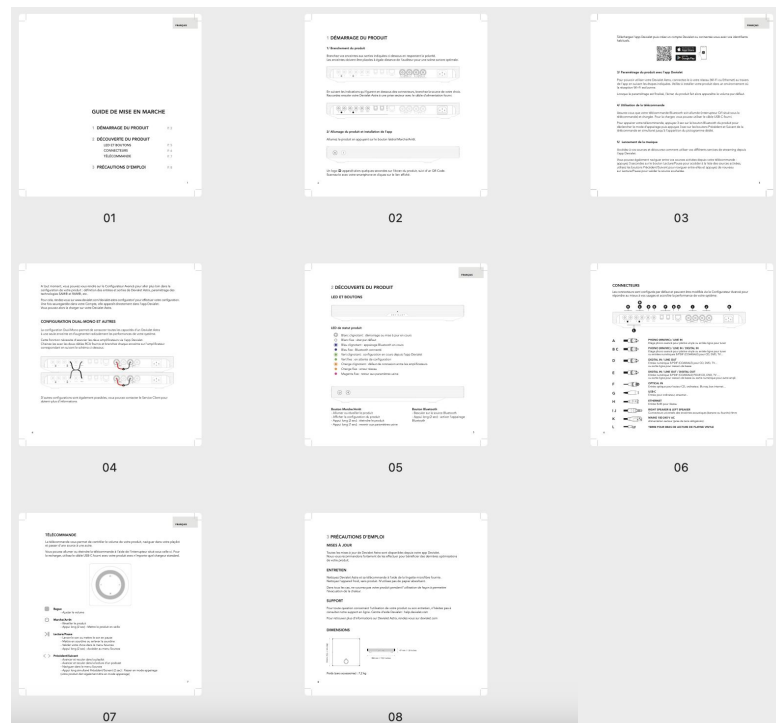
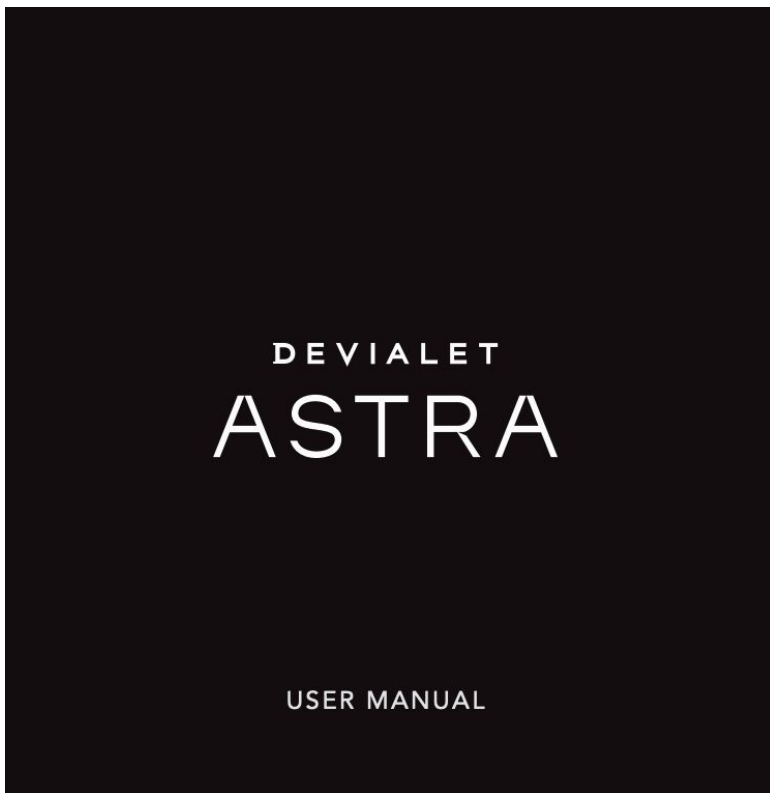


The product leaflet will be included in the packaging of all Devialet Astra Opéra de Paris.

2.

Detailed  
Product  
Introduction

# What's in the box: User Manual



The user manual will be included in the packaging of all Devialet Astra. It includes 9 languages.

2.

Detailed  
Product  
Introduction

# What's in the box: Certificate of Authenticity

OPÉRA  
DE  
PARIS

DEVIALET  
ASTRA

CERTIFICAT D'AUTHENTICITÉ

OPÉRA | DEVIALET  
NATIONAL  
DE PARIS

**Limitée. Numérotée. Unique. Cette édition exclusive Devialet Astra Opéra de Paris est ornée de feuilles d'or 23 carats, posées à la main par les artisans des Ateliers Gohard selon des techniques traditionnelles. Il n'existe pas deux modèles identiques. Découvrez votre chef-d'œuvre audio.**

*Limited. Numbered. Unique. This exclusive edition Devialet Astra Opéra de Paris has been hand-adorned with 23-carat gold leaf by the master gilders at Les Ateliers Gohard using traditional techniques. No two pieces are the same. Discover a true audio masterpiece.*

MAÎTRES DOREURS / MASTER GILDERS

*Ateliers Gohard*

PIÈCE UNIQUE / UNIQUE PIECE

The certificate will be included in the packaging of all Devialet Astra Opéra de Paris (gold leaf version). The displayed number will match the number that appears under the product.

2.

Detailed  
Product  
Introduction

## What's in the box: Disclaimer for gold leaf edition

OPÉRA  
DE  
PARIS

### WARNING

DO NOT COVER OR PLACE  
ANYTHING ON YOUR  
DEVIALET ASTRA OPÉRA DE PARIS

AVIS IMPORTANT : NE PLACEZ AUCUN OBJET  
SUR VOTRE DEVIALET ASTRA OPÉRA DE PARIS

ACHTUNG: DECKEN SIE IHREN DEVIALET ASTRA OPÉRA  
DE PARIS NICHT AB UND LEGEN SIE NICHTS DARAUF

ADVERTENCIA: NO CUBRA NI COLOQUE NADA  
SOBRE SU DEVIALET ASTRA OPÉRA DE PARIS

警告：请勿遮盖DEVIALET ASTRA巴黎歌剧院版，  
或在上方放置任何物品

警告：請勿覆蓋 DEVIALET ASTRA 巴黎歌劇院版，  
或在上方放置任何物品

警告：DEVIALET ASTRA OPÉRA DE PARISを覆ったり、  
上に物を置かないでください

주의: DEVIALET ASTRA OPÉRA DE PARIS를 커버로  
가리거나 장치 위에 물건을 올려 두어서는 안 됩니다.

توصّل ا تار بكم طعّت ال: ري ذحت  
اهق وف ءيش ي أعضت وأ  
OPÉRA DE PARIS

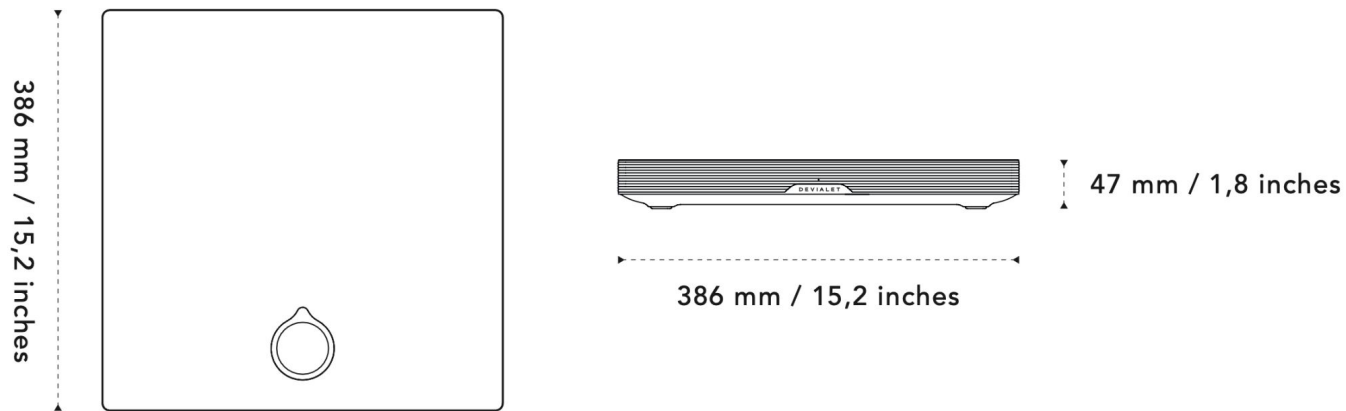


The disclaimer will be included in the packaging of all Devialet Astra Opéra de Paris (gold leaf version).

2.

Detailed  
Product  
Introduction

## Product dimensions



Weight (without accessories): 7.2 kg



## 4. TARGET MARKET

# Capturing Diverse Audiences: Meet Klaus and Guillaume, Our Buyer Personas

## Klaus, the passionate audiophile



## Guillaume, the music-lover HNWI

Name: Klaus Müller  
Age: 45  
Profession: High School Principal  
Annual Income: €70,000 - €100,000

Lifestyle: Klaus is a German audiophile and the director of a prestigious high school. Despite his demanding career, he prioritizes his passion for high-fidelity audio and allocates a significant portion of his income to building and enhancing his home audio system.

Interests: Klaus is a seasoned audiophile with a discerning ear for quality audio equipment. Over the years, he has meticulously assembled his audio setup, incorporating a mix of high-end and custom components.

Tech Savviness: With his background in education and a deep passion for audio, Klaus possesses a wealth of knowledge about sound systems and audio equipment. He stays updated on the latest developments in hi-fi technology through industry publications, professional networks, and hands-on experimentation with audio gear.

Motivation: Klaus's love for music is integral to his life, and he's dedicated to creating an immersive listening experience at home. As a high-earning professional, he's willing to invest in premium audio equipment that delivers uncompromising performance and fidelity. He's seeking an integrated amplifier that not only meets his high standards but also complements the sophistication of his meticulously crafted audio setup.

Name: Guillaume Beaumont  
Age: 35  
Profession: Tech Entrepreneur  
Annual Income: Over 500k€

Lifestyle: Guillaume enjoys showcasing his financial success through high-end possessions. He regularly hosts trendy gatherings at his home for friends and colleagues from the tech industry.

Interests: While not a strict audiophile, Guillaume appreciates high-quality music and seeks to invest in products that offer exceptional sound and remarkable design. He's drawn to innovative, user-friendly tech solutions.

Tech Savviness: Guillaume is well-versed in the latest technologies and looks for products that combine performance with ease of use. He wants to impress his guests with cutting-edge equipment without sacrificing his own convenience.

Motivation: Guillaume is in search of an integrated amplifier that represents the epitome of elegance and sound quality. He wants this device to be a centerpiece of his living space, reflecting his modern and sophisticated lifestyle.



## 5. PRICING & RANGE

# Product Range

Product Range

Light Bronze

Opéra de Paris

Solo



1 x 300W under 4Ω  
16.000€ inc.VAT



1 x 300W under 4Ω  
20.000€ inc.VAT

Dual



2 x 600W amps under 4Ω  
32.000€ inc.VAT



2 x 600W amps under 4Ω  
38.000€ inc.VAT



2 x 600W amps under 4Ω  
40.000€ inc.VAT

## Variety in Product Range and Pricing Tiers: Offering Luxury Amplifiers in Different Colors and Power Levels

Product ID	Designation	SKU	HS Code	EAN Code	FR RRP	Note
QV407	Devialet Astra Light Bronze	QV407E U	85185000 90	36634240 20022	16,000€	Mono Grey
PC678	Devialet Astra Opéra de Paris	PC678E U	85185000 90	36634240 20114	20,000€	Mono Opéra De Paris <b>with</b> gold Leaf
EV692	Devialet Astra Dual Light Bronze	EV692E U	85185000 90	36634240 20206	32,000€	Dual-Mono Grey
HY496	Devialet Astra Dual Opéra de Paris	HY496E U	85185000 90	36634240 20299	40,000€	Two Dual-Mono Opéra De Paris, both with gold leaf (To place next to each other, <b>no stack</b> )
YG044	Devialet Astra Dual OdP Stack	YG044E U	85185000 90	36634240 21166	38,000€	Two Mono Opéra De Paris (One with Gold leaf and one with Gold finish, <b>to stack</b> )
EU397	Devialet Astra OdP NoLeaf	EU397E U	-	36634240 21241	18,000€	One Opéra De paris with gold finish ( <b>Without</b> gold leaf)



# SPECIFICATIONS

# Spec Sheet Devialet Astra

Performances	Stereo	Mono (Bridged Output)
Output power	2x300 W under 4 $\Omega$ 2x150 W under 8 $\Omega$	1x600 W under 4 $\Omega$ 1x300 W under 8 $\Omega$
Peak power	1 000 W peak (1 ms)	2 000 W peak (1 ms)
THD+N	0.001 % (10 W, 4 $\Omega$ , 1 kHz) 0.0006 % (100 W, 4 $\Omega$ , 1 kHz)	0.001 % (10 W, 4 $\Omega$ , 1 kHz) 0.0004 % (100 W, 4 $\Omega$ , 1 kHz) 0.0005 % (600 W, 4 $\Omega$ , 1 kHz)
Bandwidth	+/-0.1 dB (DC to 20 kHz) +/-2.3 dB (DC to 80 kHz) DC to 56 kHz (+/-1 dB) DC to 88 kHz (+/-3 dB)	
SNR	-117 dB	
Damping factor	2 000 (1 kHz)	1 400 (1 kHz)
Output impedance	0.004 $\Omega$ (1 kHz)	0.006 $\Omega$ (1 kHz)
Crosstalk	-100 dB (300 W, 4 $\Omega$ , 1 kHz)	-
Inputs	Digital: Up to 192 kHz / 24 bits & DSD64 Network: Up to 192 kHz / 24 bits USB: Up to 384 kHz / 24 bits & DSD128	
DSP	Audio processing: 192 kHz / 32 bits	
Power consumption	OFF: < 0.5 W STAND-BY: < 2 W ON: Up to 750 W	

# Spec Sheet Devialet Astra

Connectivity	Stereo	Mono (Bridge Output)
WiFi	WiFi 6 (b/g/n/ac/ax) 2x2 WPA3	
Ethernet	RJ45 Ethernet 100/1 000 Mbps	
USB	USB-C 2.0 (data port)	
Digital coaxial inputs	Up to 4x RCA 75 $\Omega$	Up to 2x RCA 75 $\Omega$
Digital optical inputs	2x TOSLINK®	
Analog inputs	Up to 2x RCA stereo MM/MC phono stage with 13 equalization curves and extensive cartridge loading possibilities	Up to 1x RCA stereo MM/MC phono stage with 13 equalization curves and extensive cartridge loading possibilities
Speaker output	Connectors compatible with 4mm banana plugs, spade connectors or stripped cables Compatible with all speakers from 8 $\Omega$ to 2 $\Omega$ Short-circuit protection Active filtering available	

# Spec Sheet Devialet Astra

Specifications	Stereo	Mono (Bridged Output)
Finishes	Light Bronze Opéra de Paris: 23-carat gold leaf	
Exclusive technologies	ADH® next-gen, SAM®, RAM®, DAC Magic Wire®	
Streaming services	AirPlay Google Cast Spotify Connect Tidal Connect UPnP Roon Ready (RAAT)	
Bluetooth	Yes (Bluetooth 5.3, AAC and SBC codecs)	
Daisy-Chaining	Configuration on demand for setups with more than 2 Devialet Astra	
Phono stage	Advanced (MM / MC)	
Pre-amplified output	Yes (stereo)	Yes (mono)
Casing	Machined from a single aluminum block Anodized, laser-engraved, brushed, and shot-peened Opéra de Paris: Covered with 23-carat gold leaf	
Power supply	100-240 Vac – 50/60 Hz Power cable supplied, adapted to the country Power: max 750 W continuous	

# Spec Sheet Devialet Astra

Dimensions & Weight	
Dimensions	Width: 386 mm   Depth: 386 mm   Height: 47 mm
Weight	7,2 kg

What's in the box	
	<ul style="list-style-type: none"><li>1 Devialet Astra</li><li>1 Battery-powered remote (USB-C)</li><li>1 User manual</li><li>1 Power cable</li><li>1 USB-C cable for the remote</li><li>1 Pair of gloves</li><li>1 Microfiber cloth</li><li>Opéra de Paris: 1 Certificate of authenticity</li></ul>

