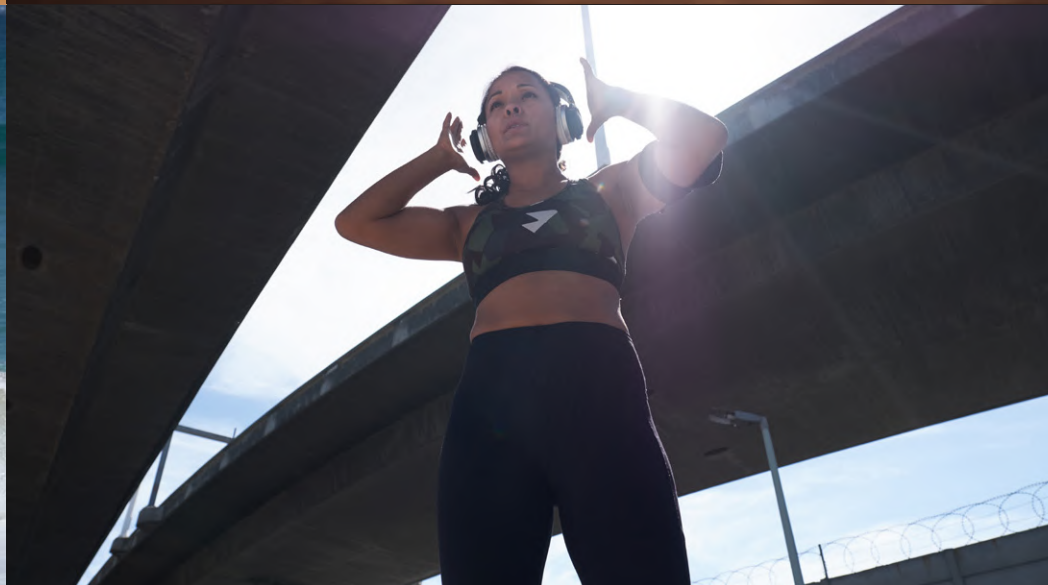
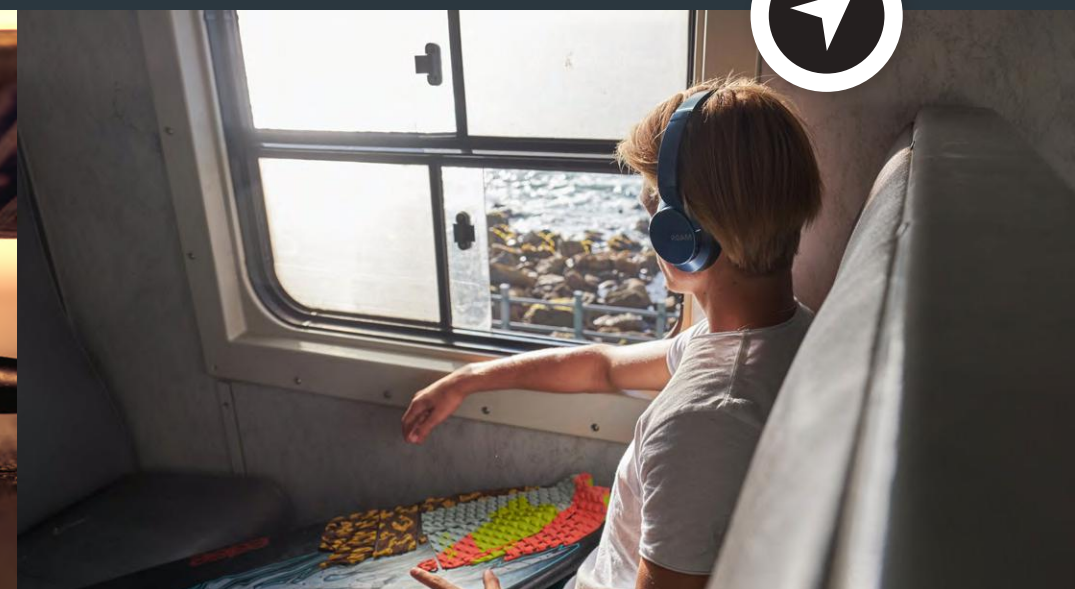


#LIVETHEJOURNEY

ROAM[®]

2022 BRAND BIO



ROAM - LIVE THE JOURNEY

We travel - be it for purpose, necessity, or for pure pleasure.

Whether traversing the globe chasing waves; simply commuting to a place of work, or free roaming gaming environments - today we inevitably find ourselves spending more and more of our time in the journey than ever before.

ROAM exists to fulfil the needs of journeyers. Our functional and innovative product range is engineered around the traveller of today. We believe that the journey is just as important as the destination.



2022 ROAM PRODUCT





S
R
U
O
L
O
C

ROAM

COLOURWAYS



ON-EAR WIRED WITH MIC



IN-EAR WIRED WITH MIC



SPORT

COLOURWAYS



ON-EAR BLUETOOTH®

- 18 HOURS
BATTERY PLAY TIME
- 2 HOURS
RAPID USB RECHARGE
- WIRELESS
10 METER RANGE
- FOLDING
3D DESIGN
- MICROPHONE
BUILT IN + CALL ANSWER



IN-EAR BLUETOOTH®

- 9 HOURS
BATTERY PLAY TIME
- 2-3 HOURS
RAPID USB RECHARGE
- WIRELESS
10 METER RANGE
- MAGNETIC
EARBUD COUPLING
- MICROPHONE
BUILT IN + CALL ANSWER



SPORT

COLOURWAYS



IN-EAR WIRED



MAGNETIC
EARBUD COUPLING



MICROPHONE
BUILT IN + CALL ANSWER



EAR HOOK BLUETOOTH®



2-3 HOURS
RAPID USB RECHARGE

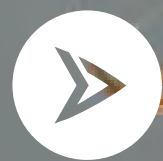


WIRELESS
10 METER RANGE



MICROPHONE
BUILT IN + CALL ANSWER





VOYAGER

COLOURWAYS



ON-EAR BLUETOOTH®



WIRELESS
10 METER RANGE



18 HOURS
BATTERY PLAY TIME



2-3 HOURS
RAPID USB RECHARGE



FOLDING
3D DESIGN



MICROPHONE
BUILT IN + CALL ANSWER



IN-EAR BLUETOOTH®



18 HOURS
BATTERY PLAY TIME



2 HOURS
RAPID USB RECHARGE



WIRELESS
10 METER RANGE



MAGNETIC
EARBUD COUPLING



MICROPHONE
+ VOICE ASSIST FUNCTION



VOYAGER



COLOURWAYS



BLUETOOTH® TRAVEL SPEAKERS



WIRELESS
10 METER RANGE



18 HOURS
BATTERY PLAY TIME



2-3 HOURS
RAPID USB RECHARGE



MICROPHONE
BUILT IN + CALL ANSWER





R-LAB



COLOURWAYS



ON-EAR ANC BLUETOOTH®



ACTIVE NOISE
CANCELLING



WIRELESS
10 METER RANGE



8 HOURS
BATTERY PLAY TIME



2-3 HOURS
RAPID USB RECHARGE



FOLDING
3D DESIGN



MICROPHONE
BUILT IN - CALL ANSWER



Bluetooth version:	V4.1
Driver unit:	40mm
Sensitivity:	105dB±3dB
Impedance:	32Ω
Frequency:	20Hz-20KHz
Active cancellation:	up to 20-25dB
Operation distance:	10 meters
Power:	3.7V 250 mAh
Continuous working time:	8 hours
Charging time:	2-3 hours
Standby:	200 hours +
Work current:	32mA
Standby current:	5uA
Transmit power:	4dBm
Receiver sensitivity:	-89dBm
Frequency range mic.	20Hz-16 kHz
Sensitivity mic :	42±3dB



by **ROAM**

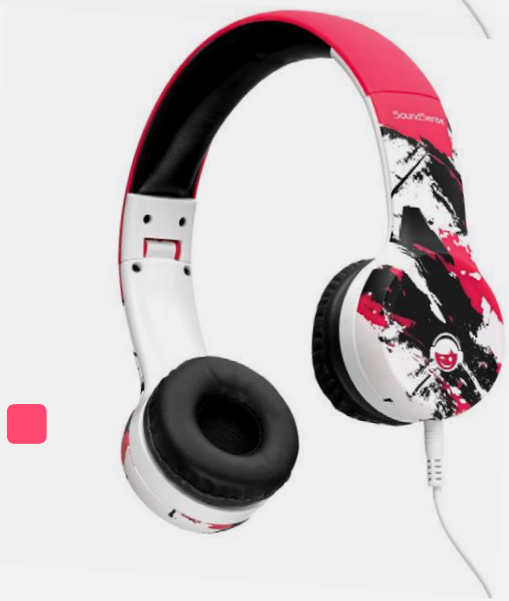


SoundSense

 **SAFESOUND**
VOLUME LIMITING

child-friendly, volume limiting headphones by roam

KIDS VOLUME LIMITING HEADPHONES





STYLISH



POWERBANKS



HEADPHONE SPLITTERS



SYNC / CHARGING CABLES



Qi® WIRELESS CHARGERS



COLOURWAYS





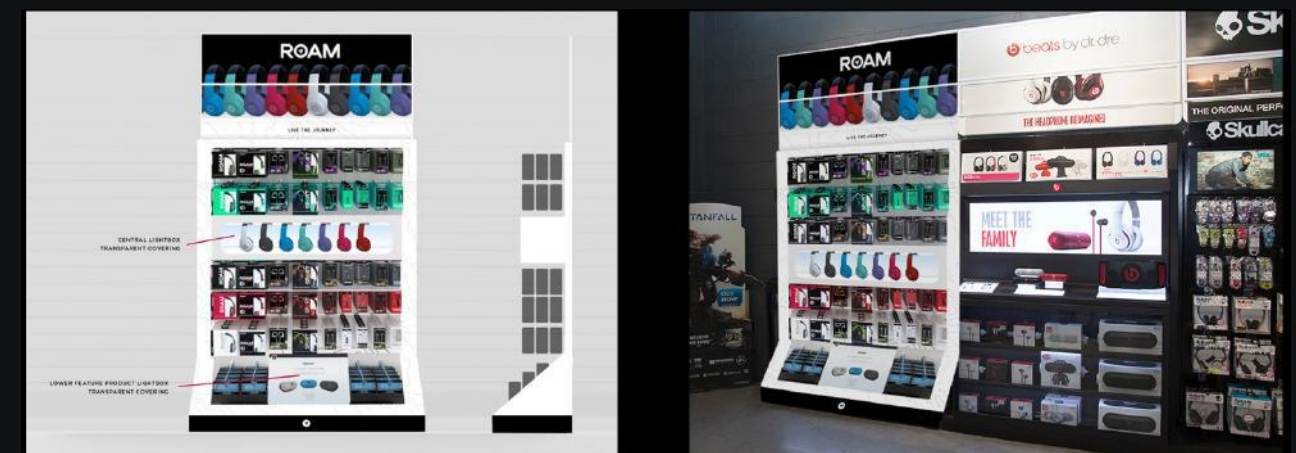
RETAIL CASE STUDIES

The first national UK retailer chosen to test the brand ROAM was HMV.

HMV are both a premium lifestyle and culture retailer with enormous UK heritage as well as one of the countries largest headphone re-sellers. Hence the perfect test bed to assess the ROAM brand and its consumer facing connection along with its aggressive pricing strategy and product offering.

In November 2016 a small trial of a limited range was launched in 40 HMV doors. The success of this was so rapid and significant that in June 2017 HMV expanded the offer, placing ROAM in 100 doors. By April 2018 ROAM had officially become one of the largest brands in HMV after Beats®. This lead to an introduction of 20 ROAM branded demo bays in HMV key stores.

In 2019, after the re-birth strengthening of HMV, ROAM is growing from strength to strength and now has ROAM branded bays and demo facilities in over 40 of the largest HMV stores. The brand is ranged in every door.





In July of 2018 ROAM developed an exclusive travel range for 100 WHSmith global travel stores.

The offer included basic price point headphones along with a new development in ROAM's offer of travel technology accessories (marketed under the 'Elements' sub brand). This focussed on the opportune purchase needs of travel adaptors, power banks, cables and splitters within public transport, train and airport locations. The offer was merchandised on ROAM branded spinners and small scale POS bays.

Merchandise was further supplemented by custom light-box window displays in several key UK stores locations (including Paddington & Kings Cross train stations and Manchester & Gatwick airports).

RETAIL CASE STUDIES

WHSmith





COMING SOON...

