

NEODIO MAKES PREMIUM QUALITY HIGH FIDELITY MORE ACCESSIBLE

NEODIO TO REDUCE INTERMEDIARIES BETWEEN MUSIC LOVERS AND THE MANUFACTURER

From 15 November 2017, Neodio is reorganizing its distribution. Products will either be sold directly by the manufacturer or by authorized resellers working with reduced margins. This commercial policy is consistent with the values of Neodio's founder, Stéphane Even, i.e. **the fairest prices for the customer**, and the manufacturer, based on a cost price, rather than one resulting from the addition of various margins (exporters, distributors, stores etc.). This direct relationship between the manufacturer and the consumer will also allow music lovers to benefit from sound professional advice.

THE EVOLUTION OF THE HI-FI MARKET

This change in the way Neodio's products are distributed results from an in-depth review of how the market is evolving, and what it is that consumers really want. In France, and other countries, premium-quality high fidelity products have traditionally been sold through specialist stores. This system introduces one to three intermediaries between the manufacturer and the consumer. The latter pays a price that is not related to the manufacturing cost and the manufacturer's margin. Furthermore, the globalization of markets has pushed up the price of premium products, especially in Asia. Many high-fidelity enthusiasts feel excluded because prices have become prohibitive. Neodio intends to remedy this situation.

THE BENEFITS OF A SHORT SUPPLY CHAIN FOR THE MUSIC LOVER

- A significant reduction in prices
- The opening of two showrooms, one in Bordeaux at Neodio's premises, and the other at Kélinac, a French loudspeaker manufacturer in Saint Germain en Laye. The entire Neodio range will be set up for demonstration.
- Direct access to manufacturer's advice
- An e-shop for cables and accessories from 15 December 2017
- Money-back guarantee if not satisfied with purchases of cables and accessories (within 21 days).
- Possibility of home demonstrations for the Origine electronic range
- Online videos explaining technical problems and how to resolve them (from February 2018)

FOR 15 YEARS, NEODIO'S AMBITION HAS BEEN THREE-FOLD

- To provide technical solutions that significantly increase sound quality
- To combat obsolescence with very reliable products that can subsequently be updated
- To manufacture products in France in order to maintain a national industrial capacity

ABOUT NEODIO

NEODIO has been designing and manufacturing **exceptional high-fidelity products** since 2002, based on ongoing research into what makes sound reproduction faithful. Today, NEODIO offers **a complete solution** that includes all the necessary electronic components, cables and supports. All its products are made using exclusive technologies. From the beginning, the company made the choice of working with French subcontractors. These family-run industrial companies guarantee very high-quality manufacturing. In 15 years, NEODIO has received **28 awards from the French and international press**. The most recent was for the Origine S2, which won Best CD player in the 2017 Rocky Mountain International HiFi Press Awards, voted by a panel of 15 of the world's leading HiFi publications.

NEODIO SHOWROOM

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