Welcome to

roon

The album experience is back!

Company background

The Roon team has been on a mission to improve digital music since 2006,
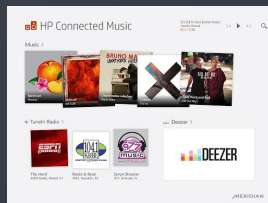and we have no intention of slowing down now.

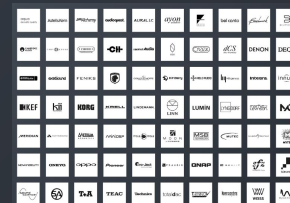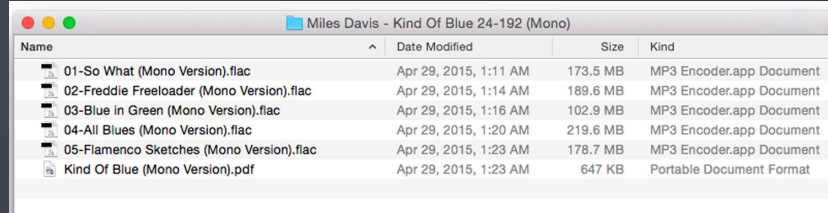| 2006	2009	2012	2015	2020
SOOLOOS	**MERIDIAN AUDIO**	**HP CONNECTED MUSIC**	**ROON**	**100+ Brands**
Audiophile hardware music server with touch screen. First CD-quality multi-room music system.	*High-resolution multi-room music system. Interleaved local files and streaming from Rhapsody.*	*Windows / Android apps installed on 60 million devices. Over 12 million activations and 1.5 million MAUs.*	*A network music system compatible with all audio products. High resolution with a rich user experience.*	*Roon Ready is the absolute industry standard today, with over 500 devices from 100 brands supported.*

Digital music is sterile

The Spreadsheet Library vs the Robust Library

What context does your music have surrounding it?

Managing a music library is either tedious or defined by lots of searching.

What if that wasn't the case?

What if we could do more than bring back the experience of the record era?

What if we could go even further with modern technology?

Roon understands your music

Roon understands your audio gear

roon ready

SONOS

 (Apple) (Windows) (Android)

Google Chromecast

AirPlay
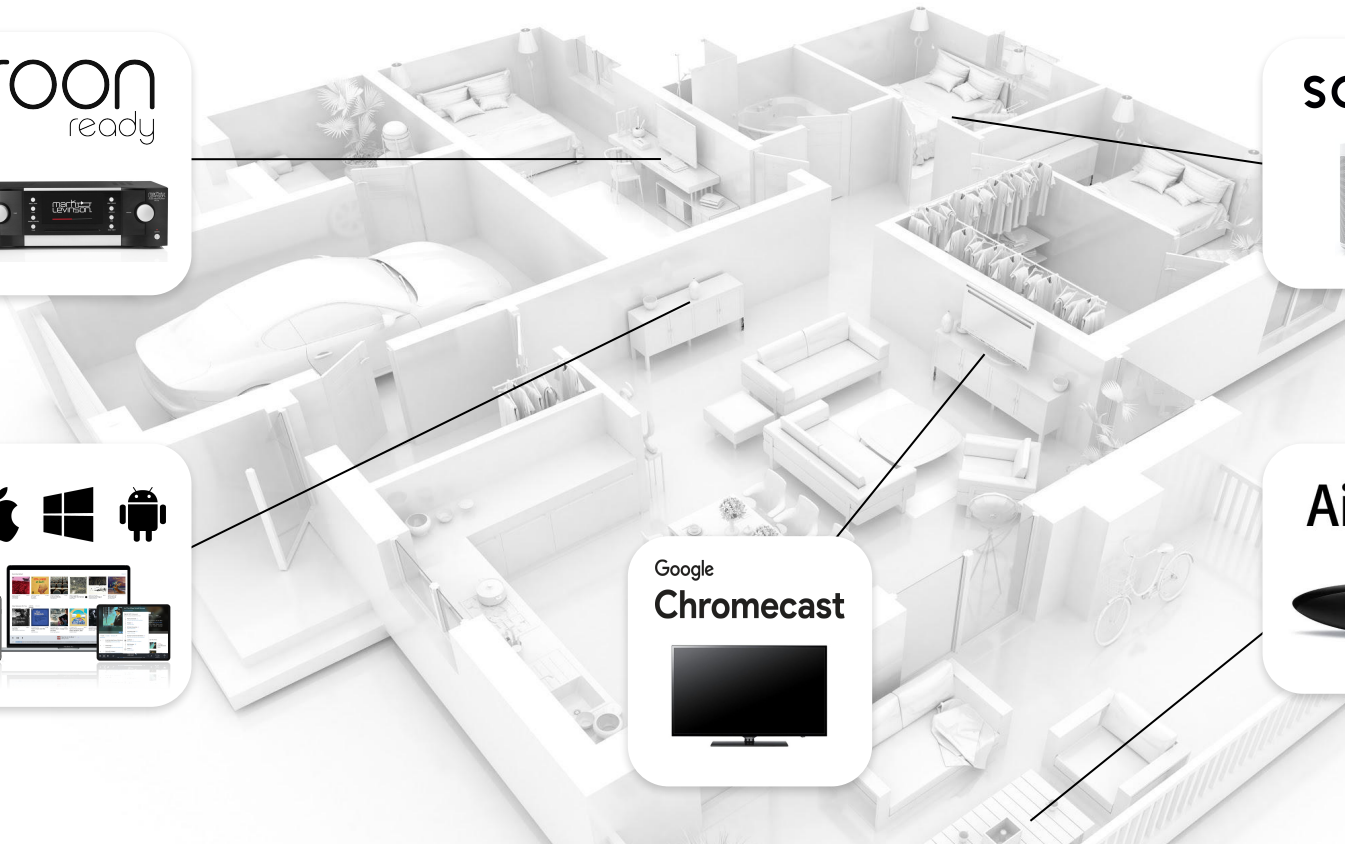
Roon works with your best lines
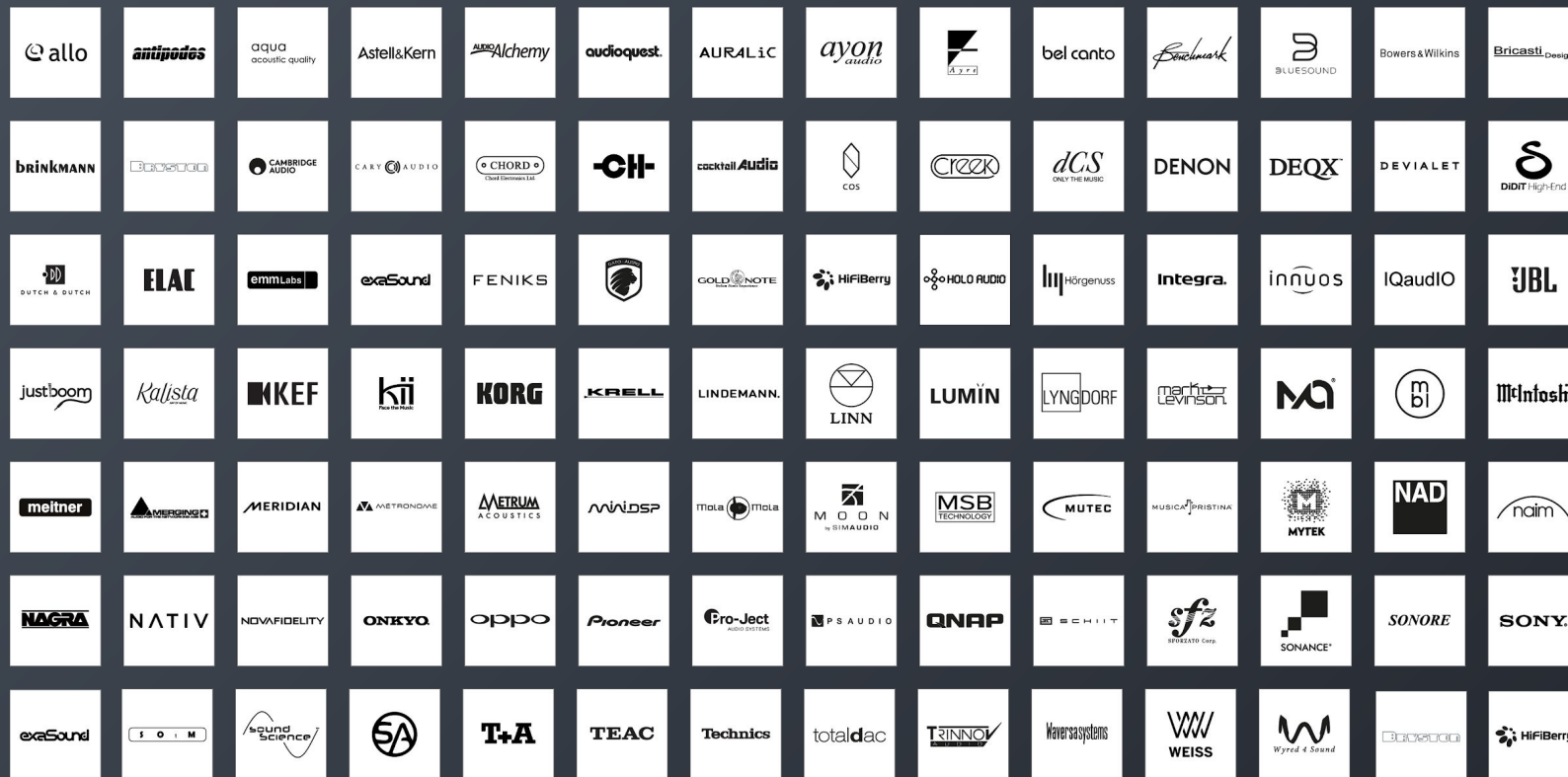
Roon works with the devices in your life

The music platform for your home

roon

3 points of value for customers

1. Whole home, multi-platform music access in a single app.

2. The **lean forward** experience provides active browsing for enthusiasts, collectors, and audiophiles.

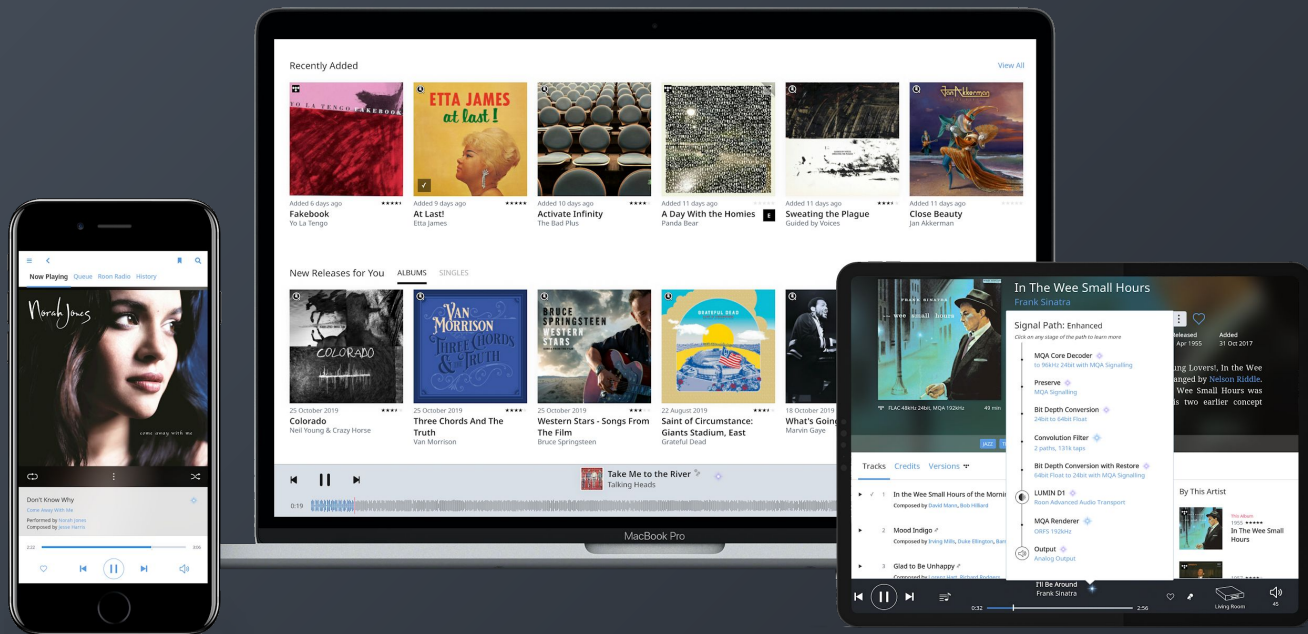3. *Lean back* modes like Focus, Roon Radio, Válence, Live Radio, and genre shuffle are great for casual fans and background listeners.

> *Can I show you something really cool?*
>
> This is a music app that shows you music in a completely different way from anything else.

Roon aggregates music sources

Integrations with music services give Roon users a unified music library spanning local files and cloud-based content.

This way, a handful of favorites can form a jumping-off point to explore millions of streamed tracks.

Roon adds its metadata to *all* content, providing the same rich experience regardless of the music source.

Music Files	TIDAL	qobuz	Internet Radio

Roon plays to your whole home

- Roon plays to any *Mac*, *PC*, *iOS*, or *Android* device running the Roon app
- Roon plays to any *AirPlay*, *Chromecast*, or *Sonos* device
- Roon plays to more than 500 *Roon Ready* and *Roon Tested* devices from over 70 brands
- Roon will cast a *now-playing screen* with lyrics to any Chromecast device or web browser

Like AirPlay or Sonos, Roon enables customers to play music on devices around the home at the same time. But Roon plays to all devices, so customers aren't limited in their product choices.

roon ready

Google Chromecast

AirPlay

SONOS

You're in control of your sound

Signal path shows every detail of your audio, from source to speaker
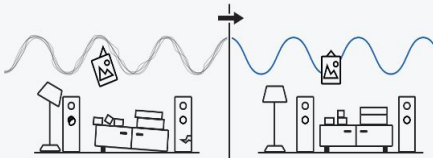
DSP opens up new possibilities for tweaking your sound... always the best possible quality to every device

A rich, *lean-forward* experience

From classical to pop, Roon makes it easy to explore a composer's catalog, browsing tracks and performances regardless of source

Bring things into *Focus*

Roon's Focus technology changes the way you look for music.

Roon automatically organizes and indexes your music with our metadata

Focus puts rich data and a detailed graphical dashboard at your fingertips for rediscovering your music

Lean-back experience

Roon brings the family together

- Dad's big toy nobody could touch now can be used and shared by the whole family

- Everyone has their own profile to preserve individual music taste

- Intuitive UI UX, easy to use even for young kids.

Elements of a Roon system

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1. Start with a Roon Core

Roon Core, the system's "Brain"
Nucleus / Nucleus+
(or a Mac, Windows, Linux computer)

2. Add control Apps

Control apps
iOS, Android, Mac, Windows
Crestron, Control4

Roon Core
Nucleus / Nucleus+
(or Mac, Windows, Linux)

The remote control that lets you
see what your core is doing,
and where it's streaming to

3. Add music

Control apps
iOS, Android, Mac, Windows
Crestron, Control4

The remote control that lets you
see what your core is doing,
and where it's streaming to

Roon Core
Nucleus / Nucleus+
(or Mac, Windows, Linux)

Storage locations
Hard drive, iTunes, NAS, TIDAL, Qobuz

Music can be streamed from Roon Core
from the internet, NAS devices,
or hard drives connected to Nucleus

4. Add outputs

Control apps
iOS, Android, Mac, Windows
Crestron, Control4

Roon Core
Nucleus / Nucleus+
(or Mac, Windows, Linux)

Storage locations
Hard drive, iTunes, NAS, TIDAL, Qobuz

Outputs
USB, Roon Ready, AirPlay, Sonos,
BluOS, KEF, Devialet, Linn, Meridian,
Squeezebox, Mac, Windows, Linux,
iOS, Android

Benefits to 'a sale'

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Why do I need Roon?

Roon eliminates barriers to sale
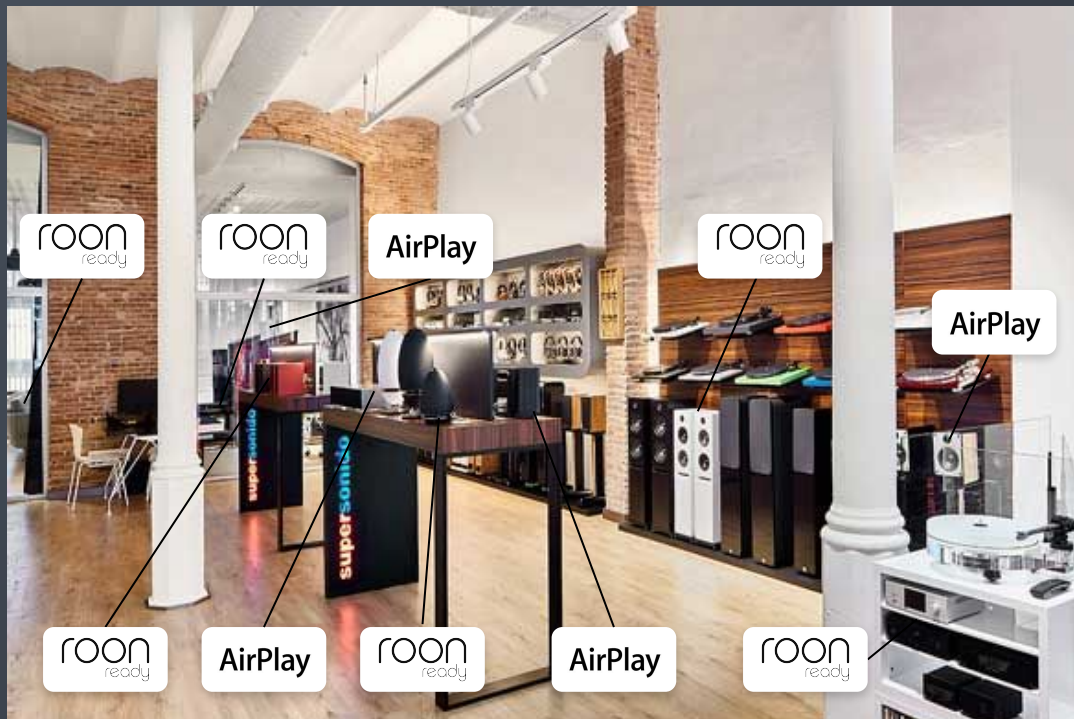
- Mix and match a customer's system as you go

- A clean and easy to use app for everything

- No need to say "No, those products don't work together"

- An investment made in one platform isn't a life contract

Roon is the future of your next biggest sale

- Roon customers often start with one streaming zone Over time, one zone becomes three, four, five, or even more

- As a Roon dealer, you become a customer's one stop shop for spreading music around their home

Roon users become high value buyers

Average Zones

Trial: 1
1st year: 1
2nd year: 2
2 years +: 4

Let's plant that seed today...

The average hardware value of audio equipment in Roon home is $1,396
Over time, Roon users will start with something as inexpensive
as a $30 Chromecast, and they will continue to use it as their system
expands with more expensive gear

Why do I need Nucleus?
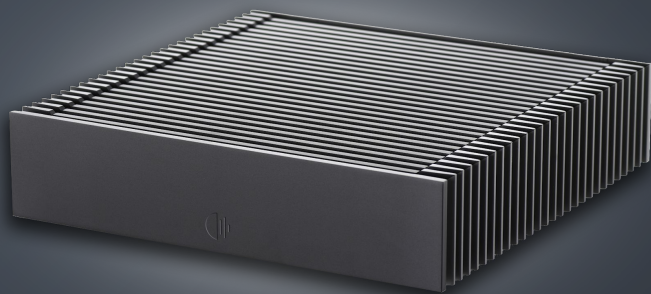
Nucleus & Nucleus+

Developed in collaboration with Intel, Nucleus is a fanless, high-performance computer designed for the audiophile listening room as a Roon Core.

Nucleus is special because it's powered by Roon OS, a custom Linux-based operating system tailed for Roon.

Nucleus is the simplest way to offer Roon

- Network Strength and Speed of response, search

- Security, and graphic responsiveness, comparing to the computer

- Reliable whole house solution

- Low maintenance

- Simple installation

- Consistent and silent performance

- Full technical support from Roon Labs

Nucleus accelerates the growth

On average, Nucleus users have 4 zones
For Nucleus+ users, that number grows to 5 zones

Roon users who buy Nucleus invest in spreading music through their entire home.

Nucleus retail pricing

Nucleus **$1,400.00**

The complete Roon experience for most people

Nucleus+ **$2,500.00**

The hypercar Roon Core,
for the customer who wants to invest in the best
or for those who have particularly large homes

Recap

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Roon enriches your digital music experience

Roon and Nucleus Work in Tandem:

Plug and play setup

Richness of the context with interlinks

Universal platform for all music devices of 100+ brands

High performance low maintenance

Expertise in music suggestion and management

Easy to use and robust

Dedicated whole home audio solution

A system that's Independent of a customers IT skill

Through Roon, digital music
becomes something new and special

Roon Válence,
new to version 1.7

The ultimate music expert, which presents the world of music through a lens personalized just for you.

The secret ingredient is the Roon community; Valence learns from the musical tastes of over 100,000 expert listeners who use Roon.

You'll see Valence transforms the way you interpret "new releases for you" and "suggested for you" in Roon 1.7

Thank you

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