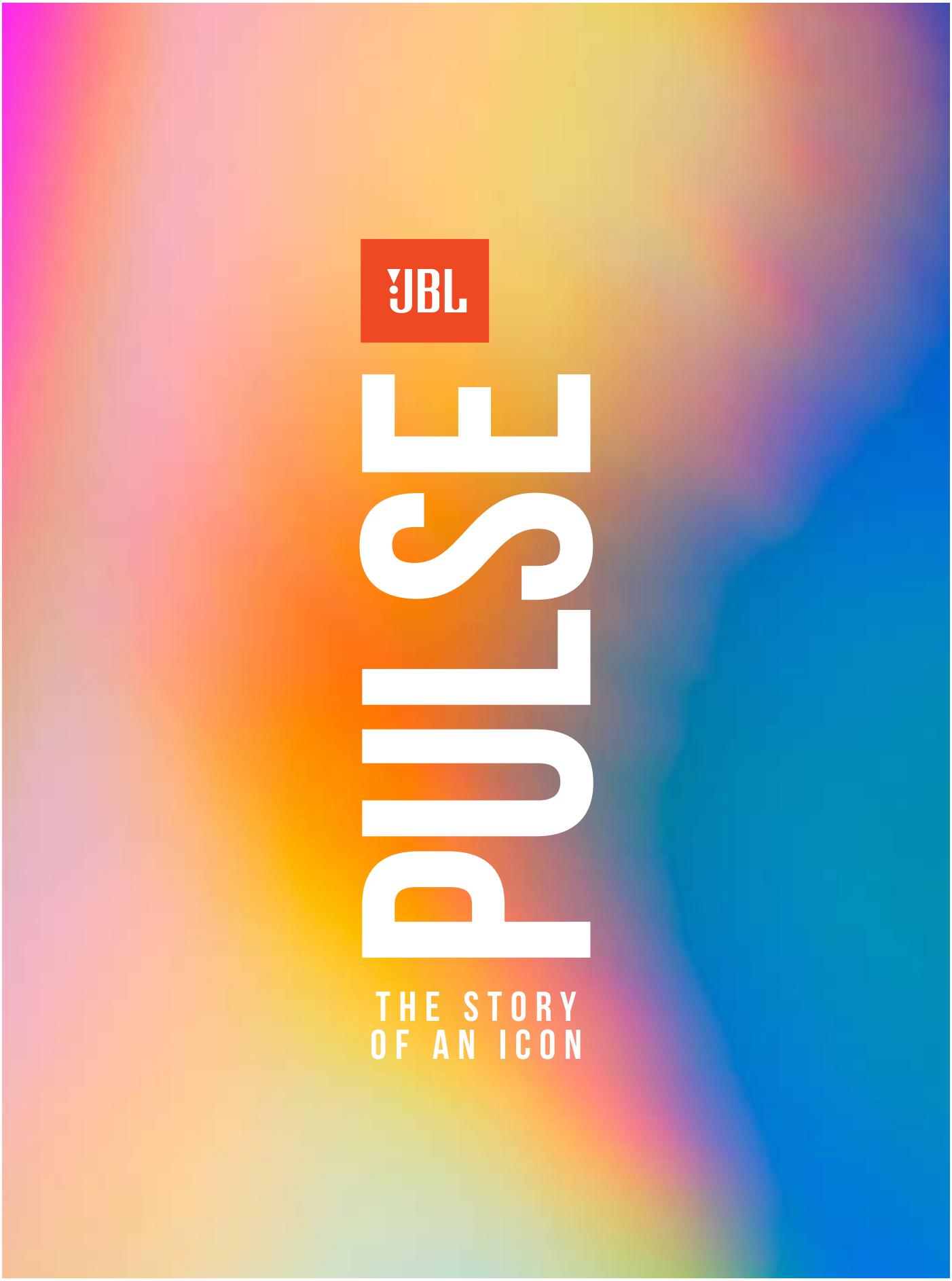
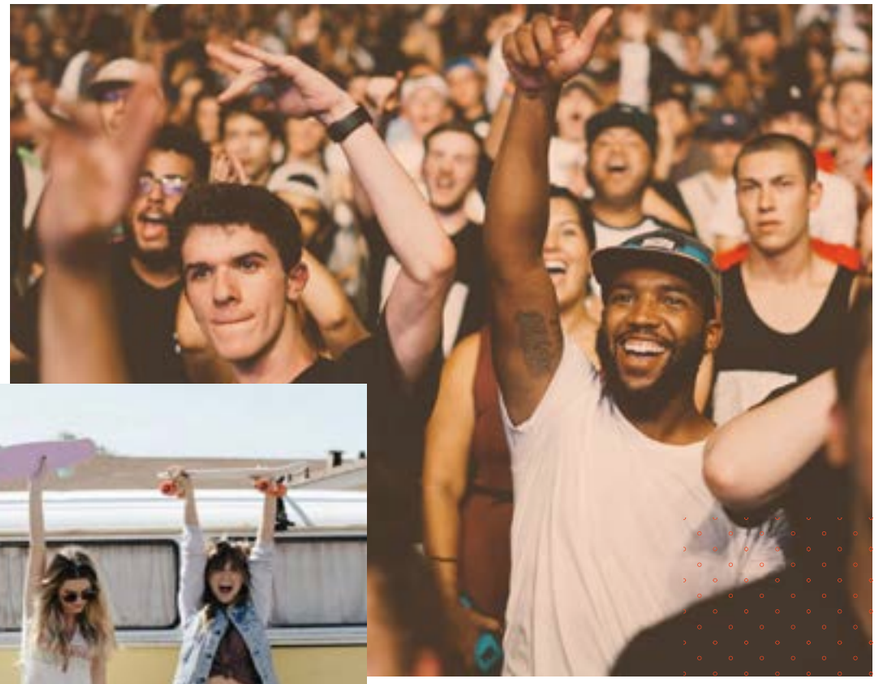


A DOCUMENT, A WITNESS, A VISUAL EXPERIENCE,
DESIGNED TO WALK YOU TRHOUGH THE STORY OF
THE IMPOSSIBLE MADE POSSIBLE,
THE STORY OF JBL PULSE.

NO. 00
///////
SEPTEMBER **2019**
DESIGNED WITH PASSION


JBL

JBL SOUND THAT AMPLIFIES LIFE





JBL ELEVATES EXPERIENCES WITH IMMERSIVE AUDIO LISTENING AND EXPRESSIVE DESIGN TO CREATE **EPIC AND AUTHENTIC MOMENTS IN YOUR LIFE.**


JBL
PULSE
BRING
YOUR
PARTY
TO
THE NEXT
LEVEL
!

JBL PULSE

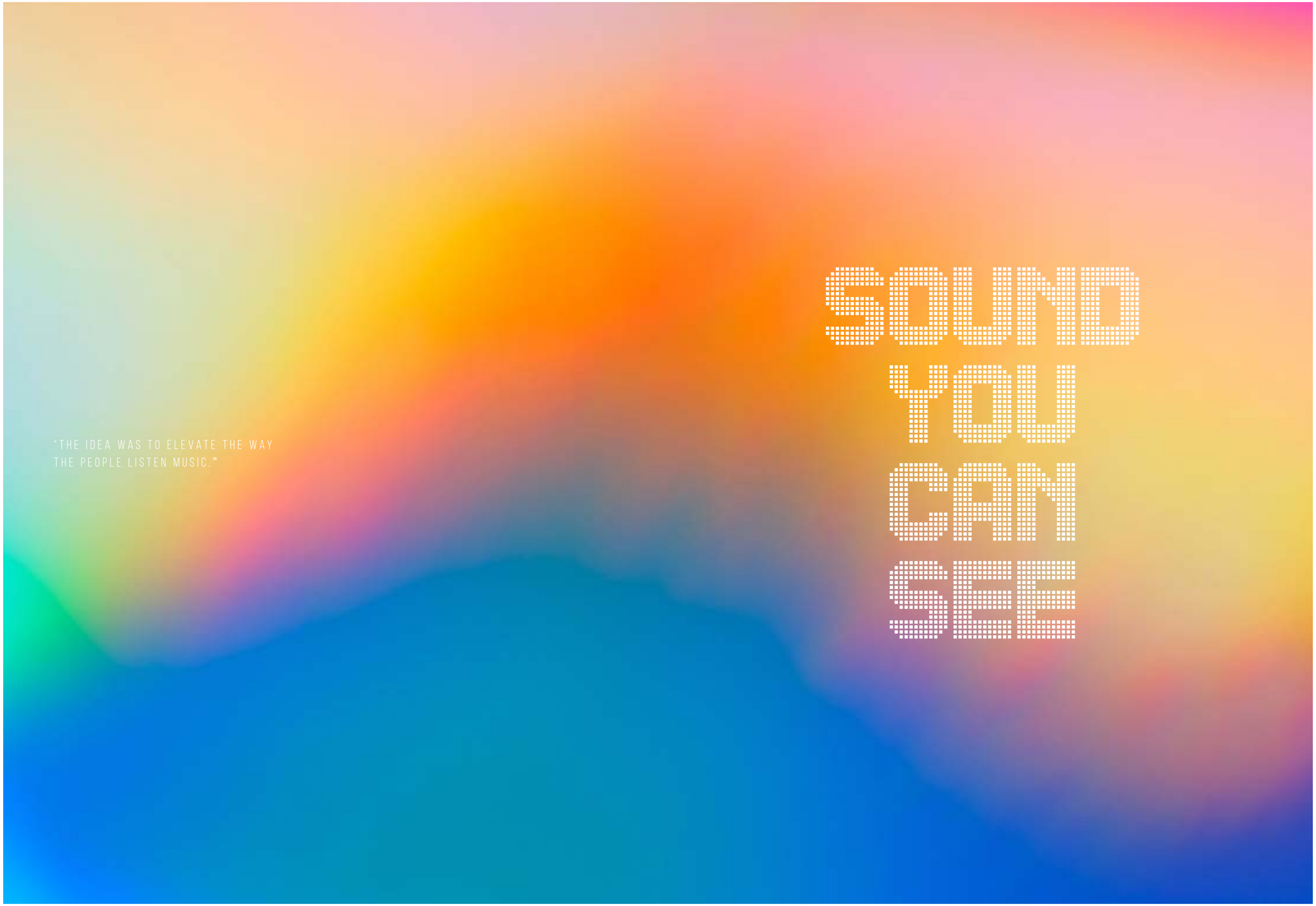
"A SHINING ROCKSTAR"

UNIQUE IN ITS OWN GENRE, A LIGHTING SPEAKER THAT CATCHES YOUR EMOTIONS, ENRICHES YOUR PARTY AND ENABLES YOU TO ENLIGHT AUTHENTIC MOMENTS.

A PRODUCT THAT REVOLVES AROUND SENSES DESIGNED TO BE THE ULTIMATE PARTY SOLUTION.

WHEN LIGHT AND SOUND BECOME SYMBIOSIS

!



"THE IDEA WAS TO ELEVATE THE WAY
THE PEOPLE LISTEN MUSIC."



"DURING THE IDEA DEVELOPMENT OF PULSE, "ALL OF THE LIGHTS" FROM KANYE WEST WAS IN LOOP ALL NIGHT. EVERYTHING STARTED FROM THERE"

FUN FACT

"ALL OF THE LIGHTS" BY KANYE WEST

WANNA GET INSPIRED?

THE SONG OF KANYE WEST REPRESENTED A KEY ROLE FOR THE DESIGNERS DURING THE DEVELOPMENT OF THE JBL PULSE CONCEPT OF BLENDING SOUND WITH LIGHT.


MUSIC + LIGHT
=
EMOTIONS BOOST

FOUR GENERATIONS OF PULSE



PULSE

5H BATTERY LIFE
NFC TECHNOLOGY

PULSE 2

IPX5 RATED
10H BATTERY LIFE
JBL CONNECT TECHNOLOGY
INTEGRATED CAMERA

PULSE 3

IPX7 RATED
10H BATTERY LIFE
JBL CONNECT+ TECHNOLOGY
360° SOUND

PULSE 4

IPX7 RATED
12H BATTERY LIFE
PARTYBOOST TECHNOLOGY
360° SOUND
360° LIGHTSHOW

EVOLUTION OF THE LIGHT

PULSE



80% SURFACE COVERAGE
200NIT BRIGHTNESS
320° LIGHTSHOW

8X8

PULSE 2



80% SURFACE COVERAGE
300NIT BRIGHTNESS
320° LIGHTSHOW

9X11

PULSE 3



60% SURFACE COVERAGE
350NIT BRIGHTNESS
360° LIGHTSHOW

8X12

PULSE 4



HIGH DEFINITION
COLOR REPRODUCTION (95%)
95% SURFACE COVERAGE
450NIT BRIGHTNESS
360° FULL BODY LIGHTSHOW

10X13

HARDWARE AND TECHNOLOGY CONSTANTLY IMPROVING



PULSE

PULSE 2

PULSE 3

PULSE 4

FOUR GENERATIONS OF DIGITAL EXPERIENCE



PULSE APP V.2
TAP/AMBIENT SOUND/
DRAW

PULSE APP V.3
COLOR WHEEL/
CAMERA COLOR PICKER
/ CUSTOMIZATION
MODE

PULSE APP V.4
IMPROVED USER
EXPERIENCE

PULSE APP V.1
COLOR/BRIGHTNESS/
SPEED ADJUSTMENT


JBL
PULSE
4TH GENERATION
THE BEST
PULSE
EVER
JBL



PULSE
4TH GENERATION
ULTIMATE
IMPROVEMENTS

360° JBL SIGNATURE SOUND

360° FULL BODY LIGHT SHOW

12H BATTERY LIFE

IPX7 RATED

USB-C CHARGING

PARTYBOOST

MOODBOARD





ARBOR ART INSPO



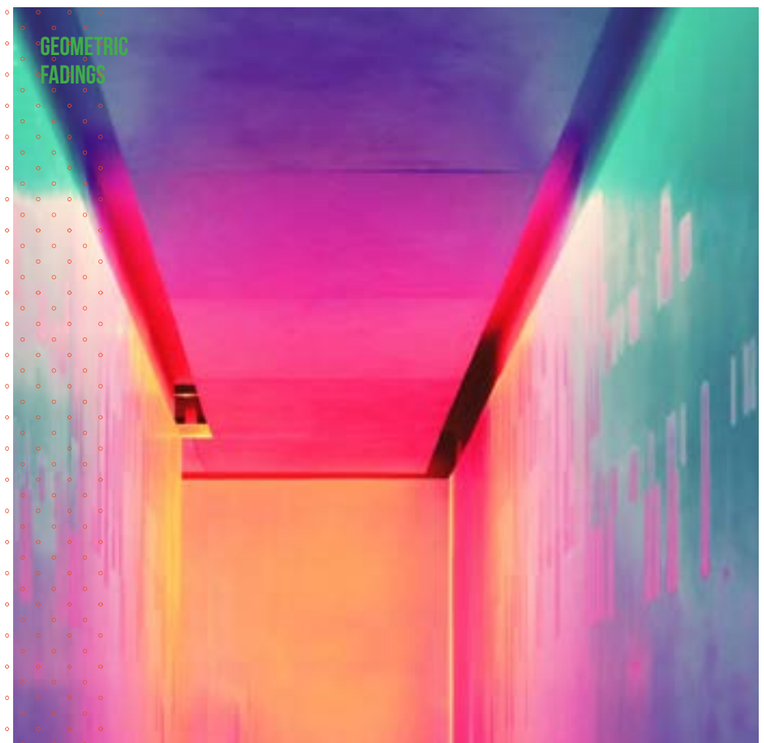




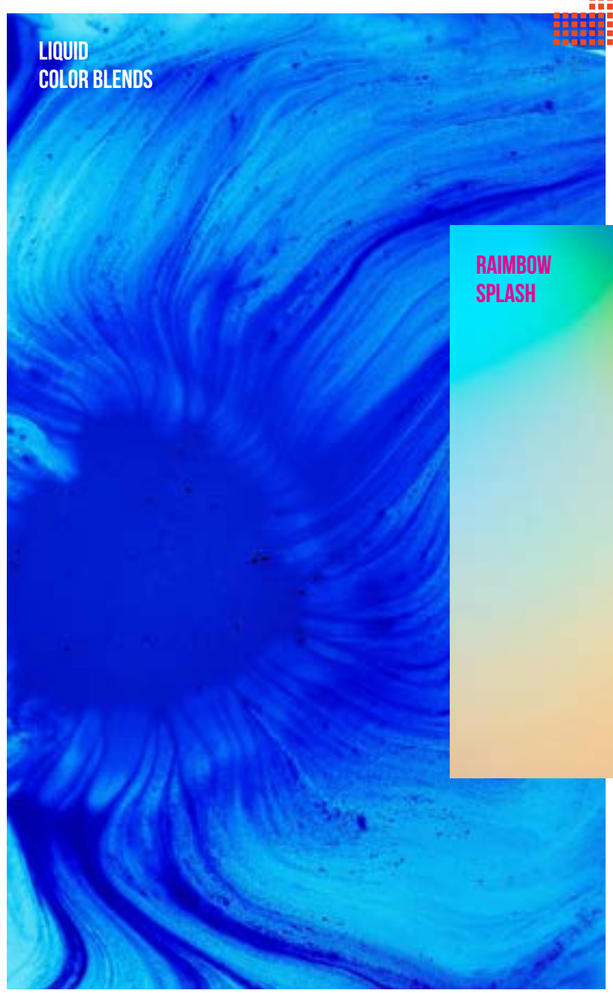
MOODBOARD

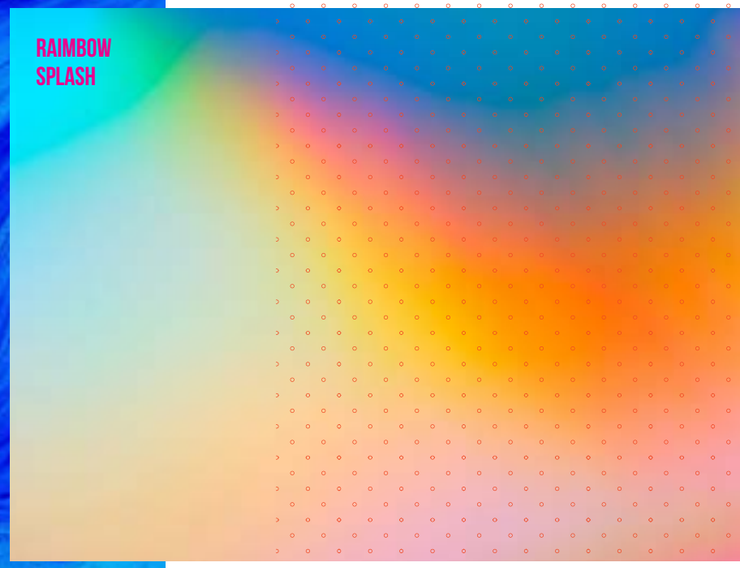


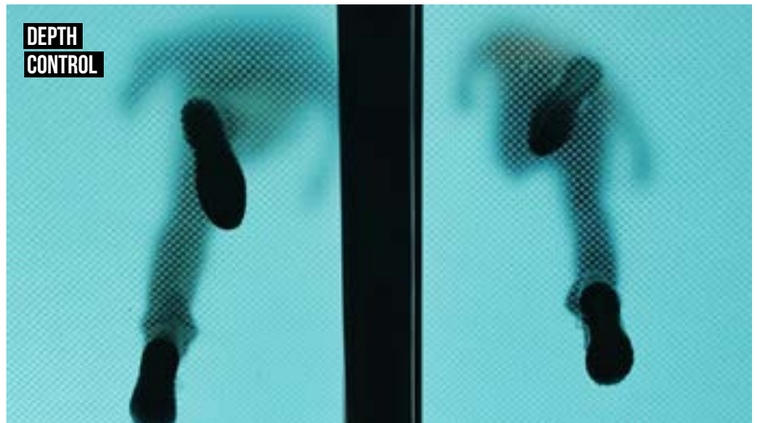




ALTERNATIVE







EMOTIONS TAKES SHAPE

LIGHT TRANSLATED INTO FORM AND MATERIAL.
JBL PULSE 4 REPRESENTS THE ULTIMATE VERSION OF THE ICONIC PULSE FAMILY.

A FULL BODY LIGHT SHOW, ENGINEERED WITH PREMIUM MATERIALS AND FOWARD THINKING DESIGN.



IMPROVED USER EXPERI-ENCE

USER INTERFACE DESIGNED DESIGNED TO DELIVER A CONVENIENT AND SIMPLE USER EXPERIENCE.
SOUND, CONNECTION AND INTERACTION CONTROLS ARE DIVIDED INTO SEPARATED ISLANDS IN ORDER TO CREATE A HIERARCHY OF USAGE FOR THE END USER.



ENGI-NEERED TO WOW

THE HEART OF JBL PULSE 4 PULSES OF HIGH TECHNOLOGY.

SOUND AND LIGHT ARE INTEGRATED WITHIN AN



SIMPLE YET AUTHENTIC

EVERY DETAIL IS THE DESIGNED WITH AUTHENTICITY.
A NEW CHARGING INTERFACE IS DESIGNED TO BE SIMPLE AND RECOGNIZABLE.

BRANDED DETAILS ARE PLACED ON UNEXPECTED LOCATIONS, TO CREATE AN EPIC MOMENT FOR THE USER WHILE DISCOVERING THE PRODUCT.



LIGHT WITH DEPTH

THE UNIQUE BODY ARCHITECTURE DIFFERENTIATE JBL PULSE 4 FROM HIS PREDECESSORS.

INCREASING DEPTH DEFINED BY THE OUTER TRANSPARENT BODY GIVES AN UNIQUE LOOK TO THE LIGHTSHOWS.



MORE THAN A SPEAKER





THE SOUND COMES FROM TOP, TROUGH A CUSTOMIZED JBL ACOUSTIC METAL GRILLE

UPFIRING 360' SOUND WITH DOPE JBL BASS BOOSTED SOUND.

ON THE LEFT, THE MAGIC MOMENT OF THE FLOATING JBL LOGO PLATE.

A MAGIC MOMENT FEATURED BY THE THICK UL-TRATRANSPARENT OUTERBODY THAT CREATES A VISUAL ILLUSION.

DETAILS MAKE THE DIFFERENCE



FLOATING
POWER PANEL



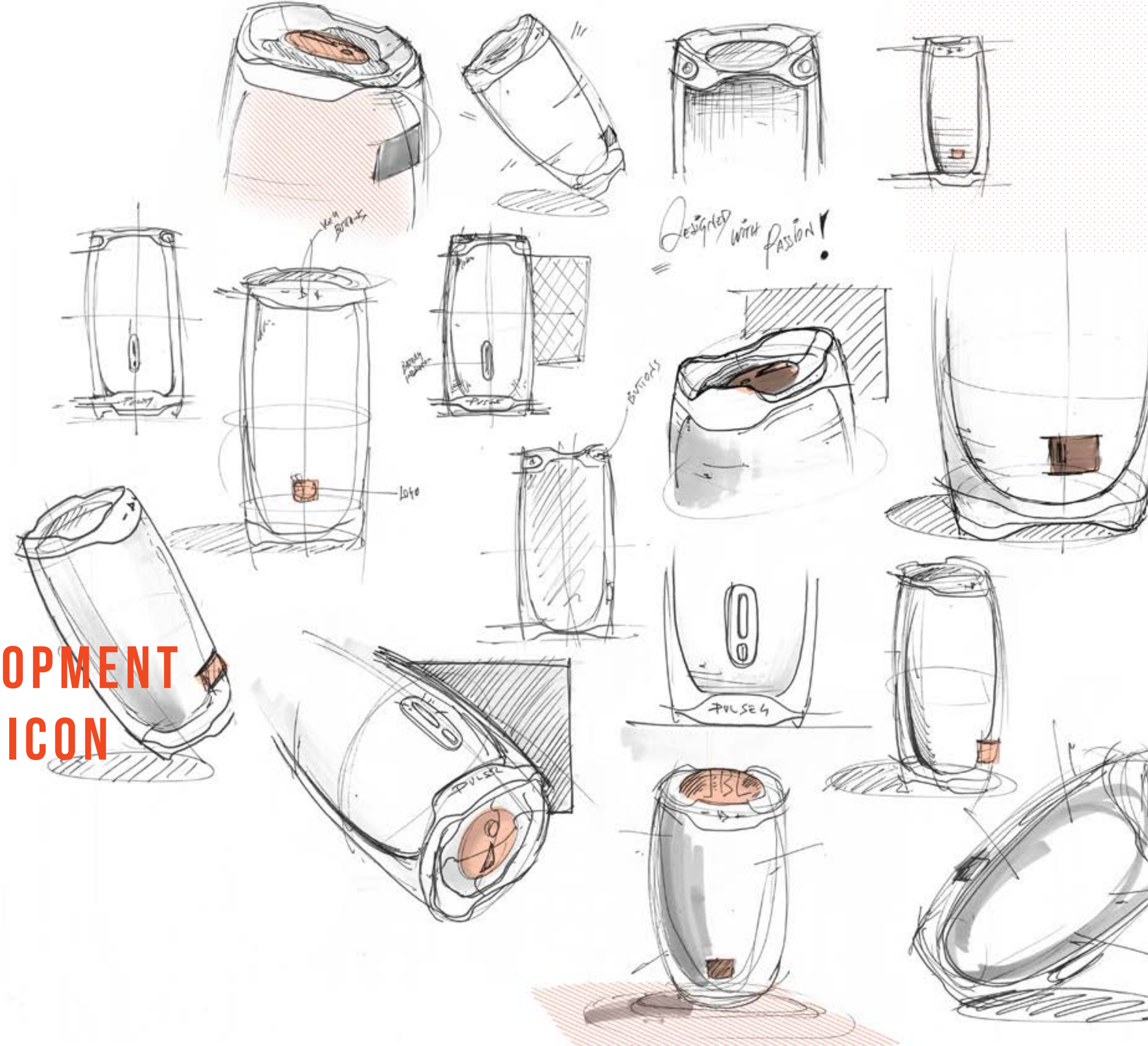
FLOATING
LOGO PLATE



HIDDEN
MESSAGES



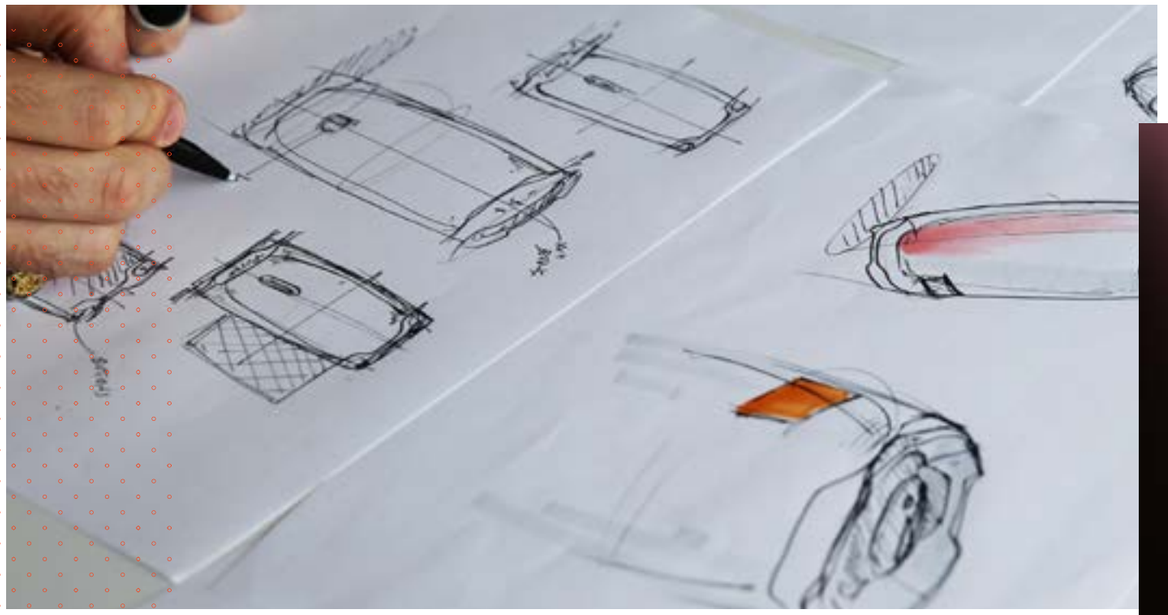
DEVELOPMENT OF AN ICON

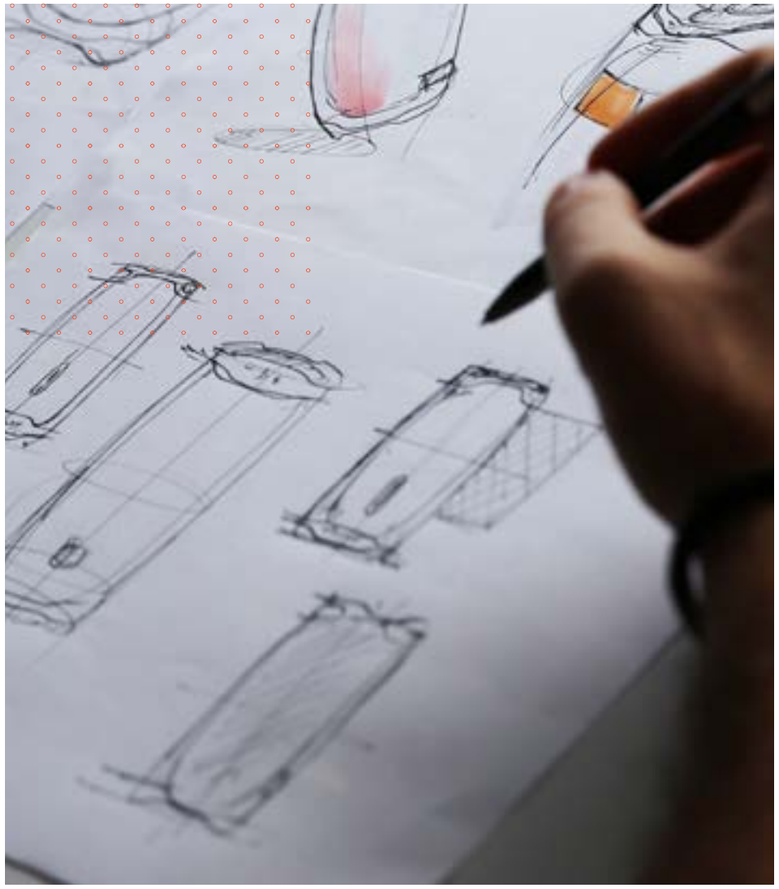


LEARNING PROCESS



JBL PULSE 4 IS BORN FROM THE UNDERSTANDING PROCESS OF HIS PREDECESSORS.
EVERY DESIGN DECISION IS TAKEN LEARNING AND IMPROVING FROM USER BEHAVIOURS.





EVERY DETAIL IS DESIGNED WITH THE MISSION TO CREATE AN AUTHENTIC PRODUCT EXPERIENCE.



DEVELOPMENT PROCESS



MATERIAL COMBINATIONS AND COLOR MATCHING





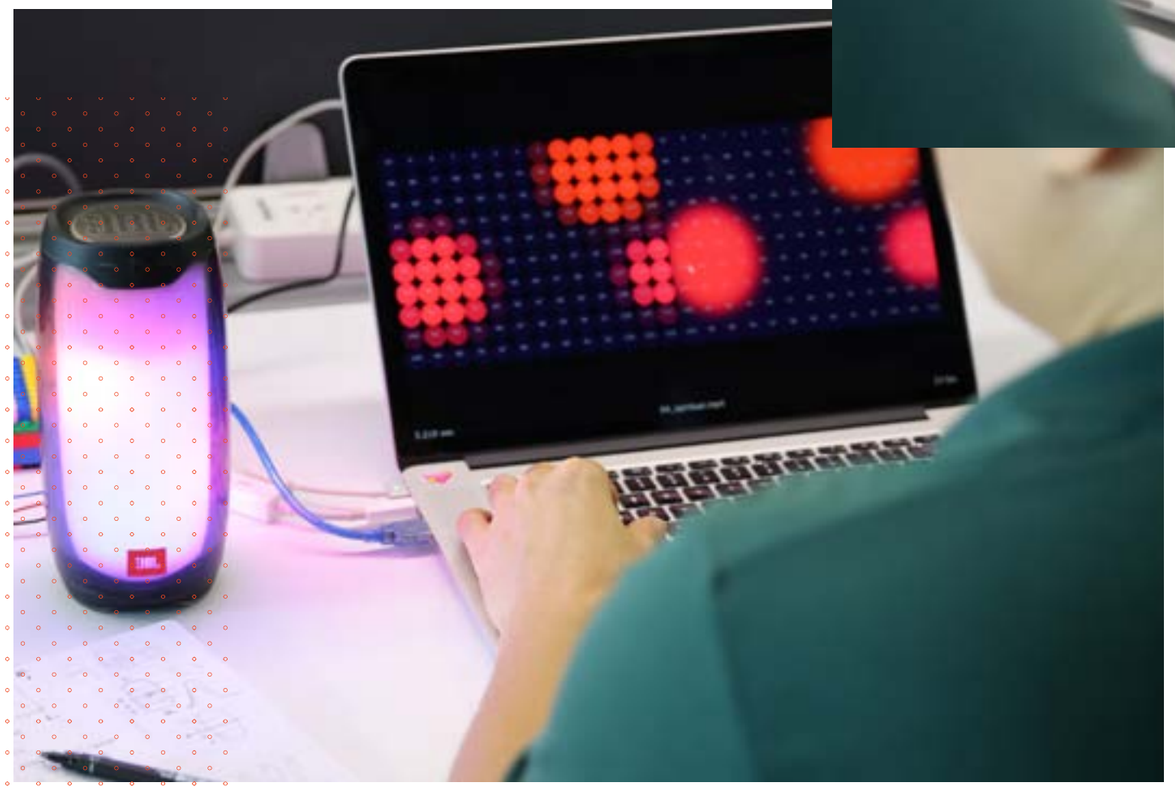




TAILORED EXPERIENCES





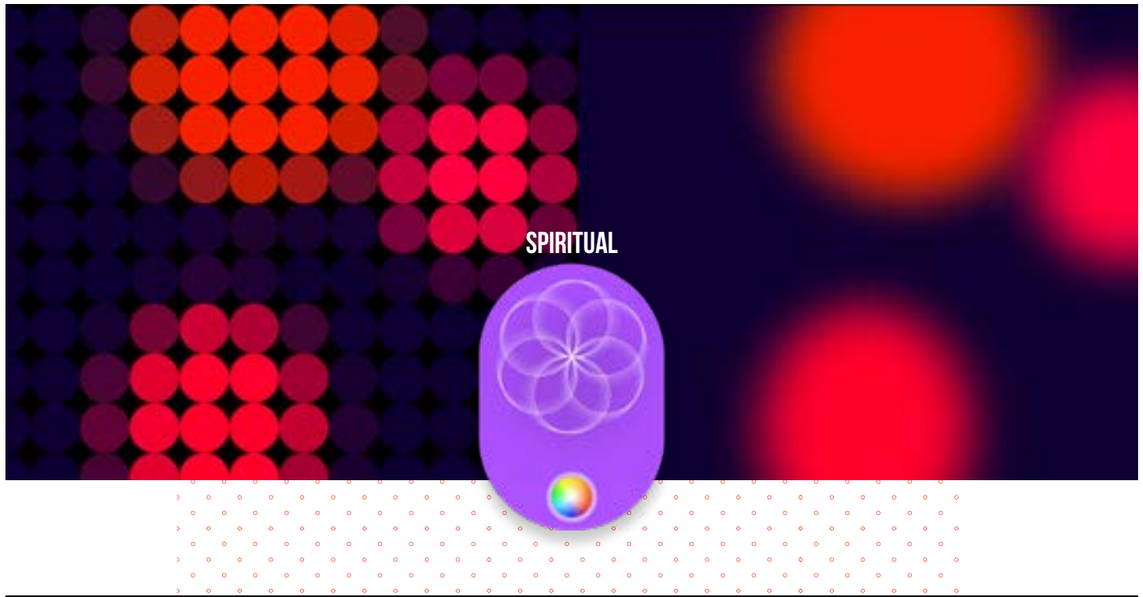


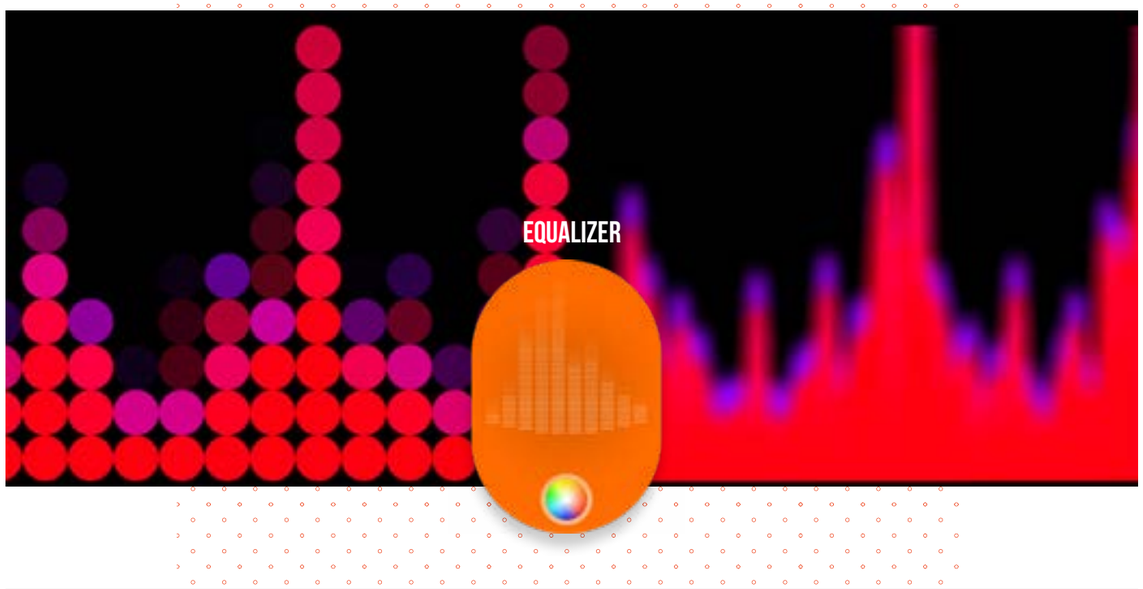
TAILORED EXPERIENCES

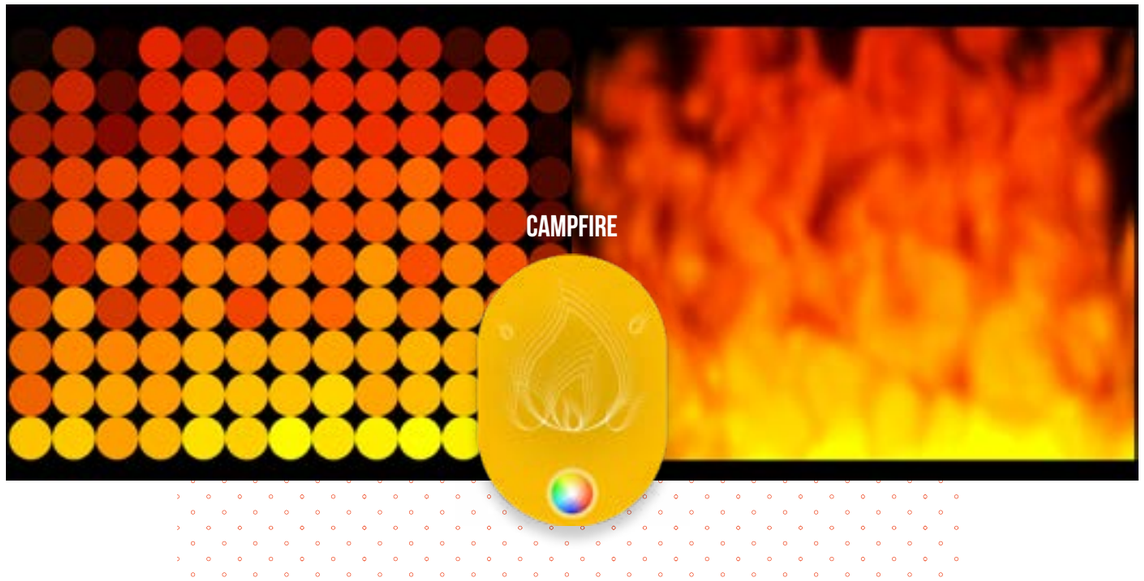
THE WIDE AND COMPLEX ARRAY OF LEDS ARE METICULOUSLY TUNNED TO DELIVER A STUNNING LIGHT EXPERIENCE, WITH SMART USE OF THE BATTERY AND ADAPTABLE TO ANY SITUATION.

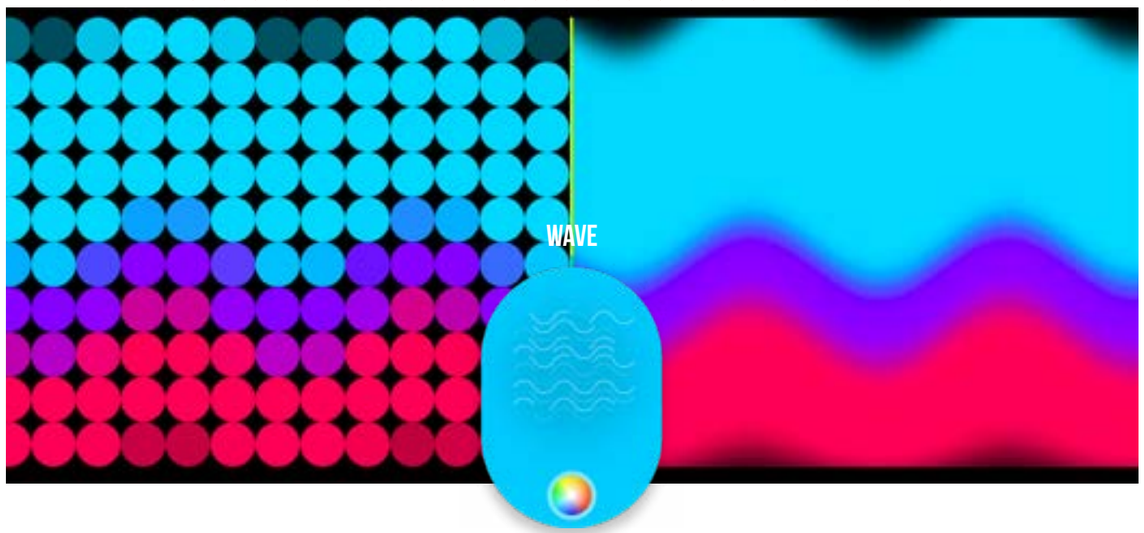
5 STANDARD LIGHTSHOWS
UNLIMITED OPTIONS

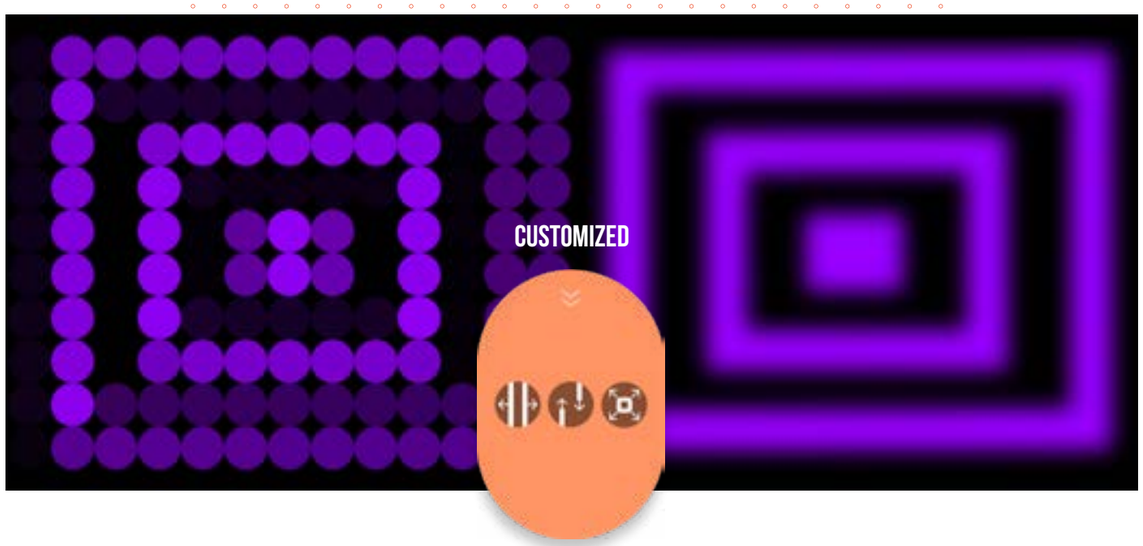
COLORS, BRIGHTNESS AND SHAPES ARE THE
CUSTOMIZABLE FACTORS THAT TRHOUGH THE APP
THE USER CAN CREATE UNLIMITED THEMES.

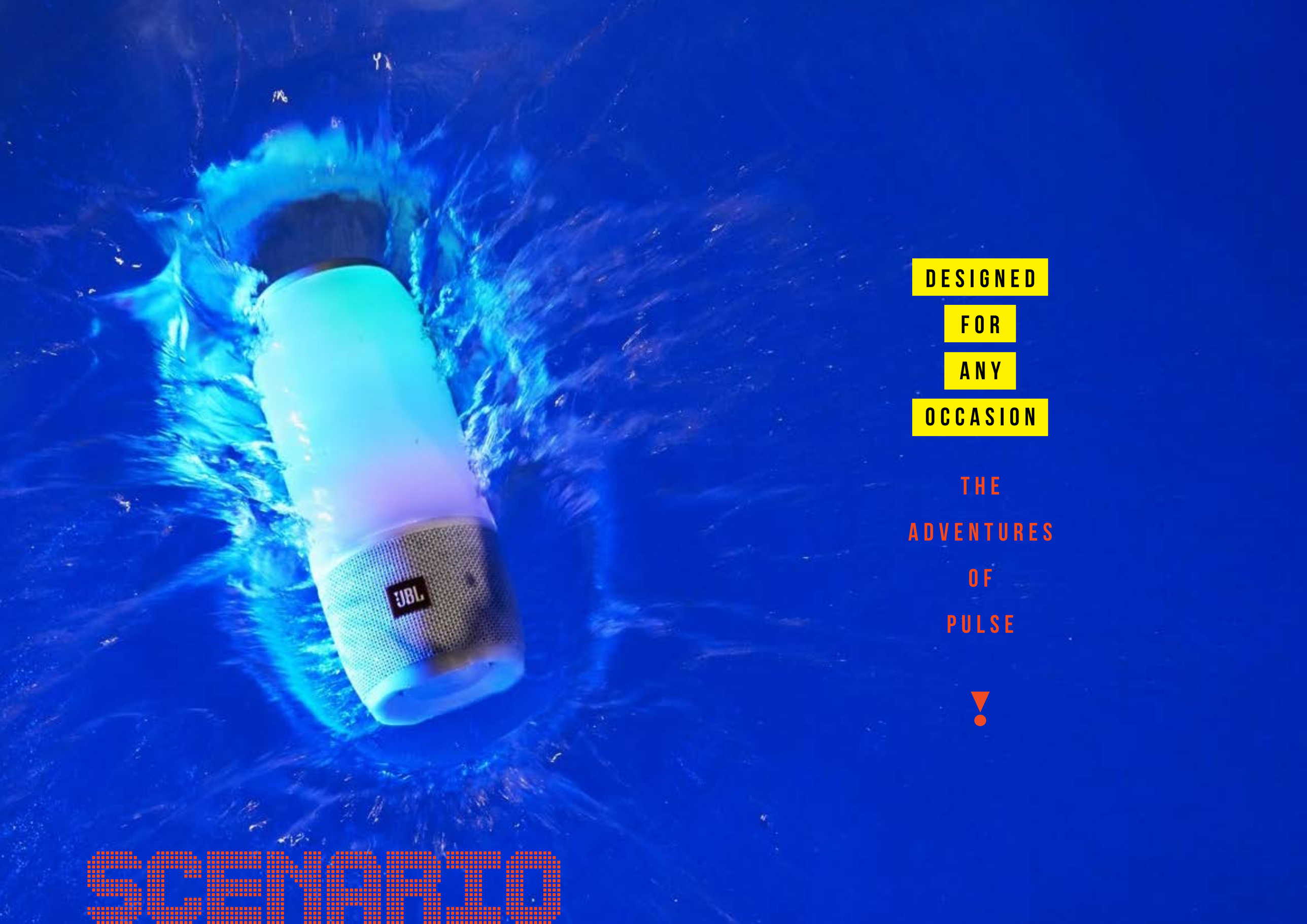












DESIGNED FOR ANY OCCASION

THE ADVENTURES OF PULSE

!

SCENARIO


ADVENTURE

POOL

Rome

CAMPING



PASSION IS AT THE BASE OF OUR USER LIFESTYLE.

AT JBL, OUR USER LIFESTYLE IS THE INSPIRATION THAT DEFINES THE EXPERIENCE AROUND OUR PRODUCTS. BECAUSE, FOR OUR USERS,
EXPERIENCE IS THE CURRENCY OF LIFE.

PASSION!


JBL


DESIGNED WITH PASSION!

A SPECIAL THANKS TO ALL THE TALENTS
INVOLVED ON THIS AWESOME PROJECT.
TO WHO BELIEVED ON THE DREAM.
TO WHO MADE THE DREAM HAPPEN.

