



Contact:
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About Mitchell Acoustics U.S.

“Headphones for your room.”

That’s an apt description of what Mitchell Acoustics has created with its uStream One wireless speaker system. The system – and the company that developed it – are the brainchild of Paul Mitchell, a professional producer/musician and award-winning British audio specialist, and Alex Leung, an audio engineer and “super genius” in the field of audio electronics.



With his father’s help, Mitchell built his first Hi-Fi system as a boy in the late 70’s. Making a name for himself in the British audio industry, he undertook design work for a number of U.K. audio companies over the past 15 years resulting in widespread recognition from the Hi-Fi industry as well as “Product of the Year” award from a leading U.K. publication.

Now, as his website notes, he has designed a system of “such simplicity and ease of use for the lazy times we live in but made sure it didn’t lack any of the refinement of decent Hi-Fi.”

The success of his uStream One Bluetooth speakers – as well as his other uStream speaker models and Bluetooth turntables - convinced him that these products would be well-received in the United States. In this country, he observed, far too many music lovers – both true audiophiles and casual listeners – are being deprived of true stereo sound from their streaming music. And with an overwhelming majority of people getting their music through a streaming service of some kind, the need for a high-quality stereo speaker system is abundantly clear.

(MORE)

About Mitchell Acoustics (cont.)

This is especially true, given that so many people are relying on the standalone mono speakers that have become so popular out of convenience, but which produce a less-than-acceptable sound. Or, as Mitchell puts it:

“There is a clear need for a simple system that can exploit all streaming options and deliver an experience closer to what the artist intended when mixed.”



His uStream speakers are a quantum leap ahead of other Bluetooth speakers, both in terms of technology and sound quality. The main feature is the elimination of the cable between the left and right speaker, which is present in the vast majority of Bluetooth bookshelf speakers. With the uStream One, Mitchell

has created a system in which the left and right speaker connect to each other wirelessly, allowing for complete freedom in terms of where they are placed. (His uStream Two and his newest product, uStream Go!, both share these capabilities.)

The user simply needs to power up each unit, starting with the left and then the right; they will then connect to each other automatically to create a stereo pair. And they are now ready for a Bluetooth playback source to be paired to them, of which there are many options.

And though a few other companies have also eliminated the cable from their Bluetooth speakers, Mitchell Acoustics has done it a far lower price point, while delivering the highest-quality sound available.

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Mitchell Acoustics Fact Sheet

PARENT COMPANY:	Mitchell Acoustics Limited
CORPORATE HEADQUARTERS:	Hythe, Kent England, U.K.
U.S. HEADQUARTERS:	San Francisco
PHONE:	877.302.8859
COMPANY WEBSITE:	https://mitchellacoustics.us/
FOUNDED:	2018
MISSION:	<i>"To bring back the joys of stereo music to the masses, young and old, and make enjoying music child's play for all ages."</i>
PRODUCTS:	uStream One Bluetooth Speakers uStream Two Bluetooth Speakers uStream Go Bluetooth Speakers uStream TT1 Bluetooth Belt Drive USB/Bluetooth Turntable (U.K. only) uStream TT2 Belt Drive USB/Bluetooth Turntable
PRINCIPAL:	Paul Mitchell, Founder and CEO
OWNERSHIP:	Privately owned



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Mitchell Acoustics U.S. - Growth Opportunity

GROWTH OPPORTUNITY - SPEAKERS



The opportunities to grow the category of wireless speakers are limitless. In fact, speakers are the largest growth segment in audio, while Bluetooth speakers are the biggest growth area within wireless.

From [Digital Journal](#):

The global Bluetooth speaker market was valued at USD 3.37 billion in 2017, and is expected to

reach USD 22.43 billion by 2027, at a CAGR of 37.16% over the forecast period (2021-2027). Bluetooth speakers have witnessed widespread adoption in the past few years, with these devices accounting for a sizeable share in the audio technology category.

But there are other factors driving this market opportunity. YouTube is a growing source of music streaming; in fact, using TV sets for streaming has increased by 90% between 2020 and 2021 with over 100 million viewers in the US and 20 million in the UK using a TV for YouTube. Thus, many customers have turned to buying a set of uStream speakers in place of a soundbar. So there is not only the chance to sell uStream speakers to customers who now use traditional hi-fi systems, but also a market for those who get their music primarily from their TVs.

The bottom line? With up to 94% of people getting their music from a phone or similar device, streaming to a Bluetooth speaker is at an all-time high – and that is a very strong path to success in the U.S. market for Mitchell Acoustics products.

(MORE)

GROWTH OPPORTUNITY – TURNTABLES

Vinyl has rekindled interest in “retro” sound. The ritual of listening to records is being discovered by a new generation of vinyl users, who not only love the sound but can revel in the album cover’s artistry and overall presentation. Here are a couple of statistics to bear out this point:

- In the first half of 2021 alone, 17 million vinyl albums were sold – an 86% jump from 2020.
- In 2020, for the first time since 1986, vinyl records outranked CDs in annual sales. And in 2021, they actually doubled CD revenue.



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Mitchell Acoustics U.S. - Competitive Analysis

“There is a clear need for a simple system that can exploit all streaming options and deliver an experience closer to what the artist intended when mixed.”

With this goal as a backdrop, Mitchell Acoustics has created products with a number of competitive advantages which include but are not limited to:



- Their speakers are truly wireless, with no annoying cable needed to pair them.
- They are one of the few companies to eliminate the cable; others have done it at a much higher price point.
- They require no other equipment, i.e., subwoofers).
- Set up is exceptionally easy.
- Complete replacement of closed hi-fi systems, along with their myriad components (and no obsolescence as newer versions of components are introduced)
- Far better quality sound than the standalone mono speakers popular on the market today.
- The ability to place speakers almost anywhere (to improve interior aesthetics)
- Much wider stereo sound field
- Turntables that capitalize on the resurgence of vinyl



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Mitchell Acoustics U.S. - Product Line

uStream One Bluetooth Speakers ***True Bluetooth Stereo Hi-Fi System***

The uStream One is a 100-watt Hi-Fi stereo wireless music system featuring two identical bookshelf (or stand mount) active speakers deploying the latest in True Wireless Bluetooth technology to connect to each other. Simply plug into the mains power - no connecting cables, no wires, and no hassle.



uStream Two Bluetooth Speakers ***True Bluetooth Stereo Speaker System***

uStream Two is a 160-watt Hi-Fi stereo wireless music system featuring two identical active speakers deploying the latest in True Wireless Bluetooth technology to connect to each other with no connecting cable between left and right speaker. Perfect as a small stereo system or as an alternative to a TV soundbar. No extra electronics or cables to clutter your living space. Perfect as a small stereo system or as an alternative to a TV soundbar.



NEW! uStream Go Portable Wireless Bluetooth Stereo Speakers

uStream Go! is a portable, rechargeable stereo wireless music system featuring two identical hand-sized speakers deploying the latest in True Wireless Bluetooth technology to connect to each other. Simply charge via USB-C, power on each speaker and within a few seconds they will pair ready for a Bluetooth playback source to be connected.



(MORE)

Mitchell Acoustics Product Line (cont.)

uStream TT2 Belt Drive USB/Bluetooth Turntable (NEW)

The uStream TT2 Belt Drive USB/Bluetooth Turntable features:

- 33 1/3 and 45 rpm with Auto-Stop
- Aluminum tone arm & platter
- Mitchell Acoustics high-end moving magnet cartridge
- USB recording & PHONO pre-amp
- Anti-interference coupling circuit



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Mitchell Acoustics Executive Biographies

Paul Mitchell, Founder and Chief Executive Officer



Paul Mitchell is an award-winning British audio specialist and professional producer/musician. With the help of his father, he built his first hi-fi system as a boy in the early 70's. Paul undertook design work for a number of UK audio companies over the past 15 years resulting in widespread recognition from the hi-fi industry as well as 'Product of the Year' award from a leading UK publication.

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