Introducing
# Melomania A100 SE

CAMBRIDGE



# Music-first earbuds, for real life.

They buy for the music. A100 SE makes sure real life does not get in the way.

01 Who we are
02 Introducing the A100 SE
03 How to sell it
04 Specification

# MADE BY MUSIC

## Since 1968

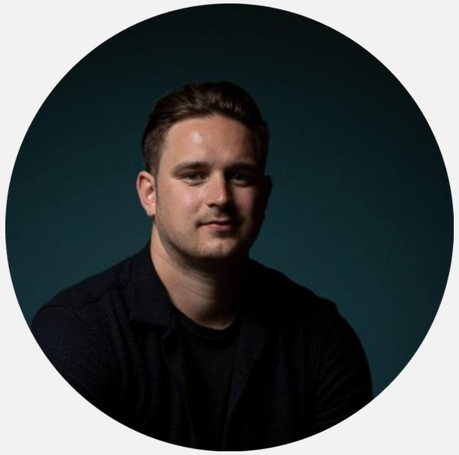
Cambridge Audio has been driven by a love of music since 1968. Our products are designed and engineered by a team of engineers, music lovers and gig-goers across the UK, making sure the music sounds exactly as it was made to be heard.

# Cambridge 2.0
## The rebrand



# Meet the team behind Melomania A100 SE

**Michael Laws**
Product Manager



- >7 years in the British HiFi industry
- Co-launched Melomania M1+, MT, M100, P100 & P100 SE
- Performs in bands at numerous London music venues
- Passionate on delivering Hi-fi quality sound on-the-go for competitive pricing and sensical UI across Melomania products and Melomania Connect app

**Dylan Weiner**
Senior Industrial Designer



- ~7 years in industrial design across consumer electronics, homeware, furniture and hi-fi
- Owns the A100 SE design end-to-end, from defining the product to seeing it into production
- Treats constraints as design parameters, never as obstacles
- Stays involved through production to keep design intent intact

Why we can be trusted to deliver great earbuds

# A100 SE -five generations in the making

*Every generation responded to something the one before it revealed – a comfort problem, a shift in what the market expected, or proof that the formula was finally right.*



GEN 1

## Melomania 1

Bullet shape, top-mounted buttons. Lead the category on battery, sound and price – but uncomfortable for long term use.



GEN 2

## Melomania Touch

Bean shape resting on the ear canal, capacitive touch controls. Comfort fixed for all day wear.




GEN 3

## Melomania M100

aptX Lossless, ANC, Snapdragon Sound. A real technology leap.



GEN 4

## Melomania A100

Stem format, adaptive hybrid ANC, custom driver, LDAC, wireless charging. The formula comes together.



GEN 5

## Melomania A100 SE

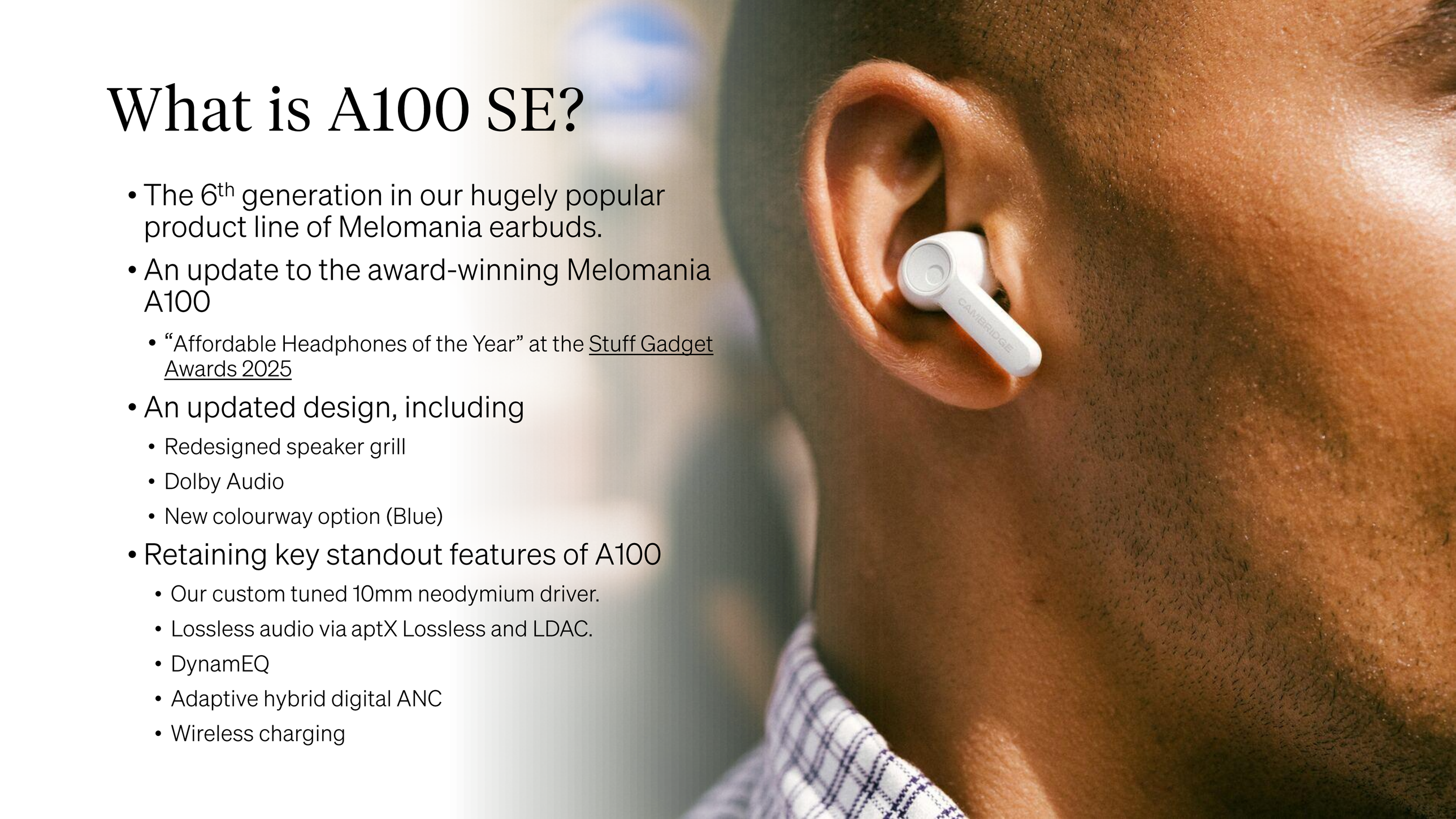
More colourways, Dolby Audio. The winning formula, refined.

Five generations. One winning formula, refined.

01 Who we are
02 Introducing the A100 SE
03 How to sell it
04 Specification

# What is A100 SE?

- The 6th generation in our hugely popular product line of Melomania earbuds.
- An update to the award-winning Melomania A100
  - “Affordable Headphones of the Year” at the Stuff Gadget Awards 2025
- An updated design, including
  - Redesigned speaker grill
  - Dolby Audio
  - New colourway option (Blue)
- Retaining key standout features of A100
  - Our custom tuned 10mm neodymium driver.
  - Lossless audio via aptX Lossless and LDAC.
  - DynamEQ
  - Adaptive hybrid digital ANC
  - Wireless charging





# Who is A100 SE for?

- 100 SE is built for people who choose earbuds for music first.
- The promise is not simply convenience – it is detail, emotion and energy in a truly wireless form, wherever the day takes them.
- Dolby Audio now adds a wider sense of space to that listening, so the detail carries through however they listen.

# Enhanced stereo with Dolby Audio

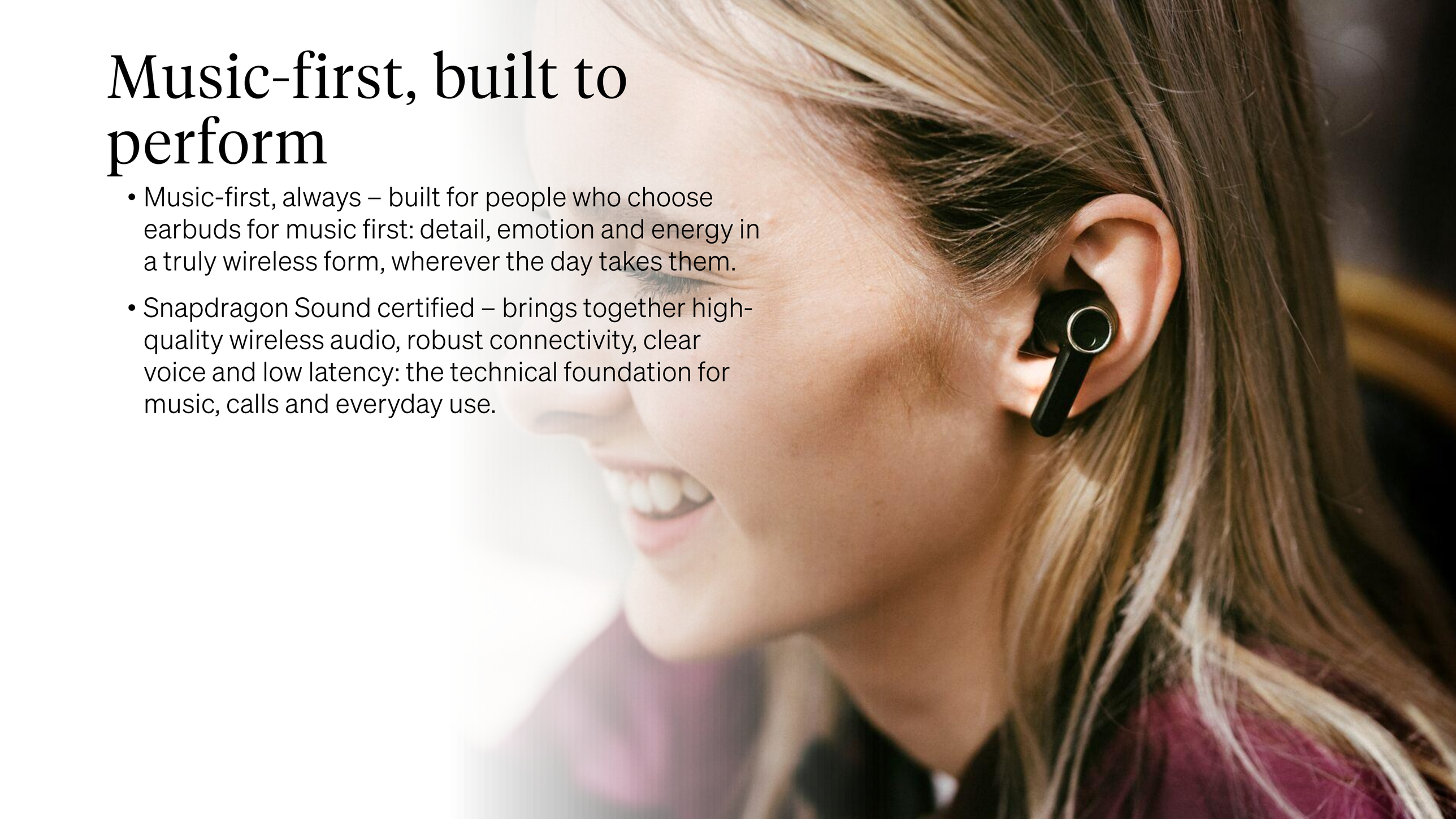
Dolby Audio gives sound better distinction between left, centre and right, creating a wider sense of space and depth – whatever you're listening to.

Tuned for and living in the earbuds, not your phone – built specifically for A100 SE, so it works with any device you pair.

*Sales note: always say "Dolby Audio," never "Spatial Audio." Keep this factual and music-first – no TV, gaming or film references. It supports the story; it is not the headline.*

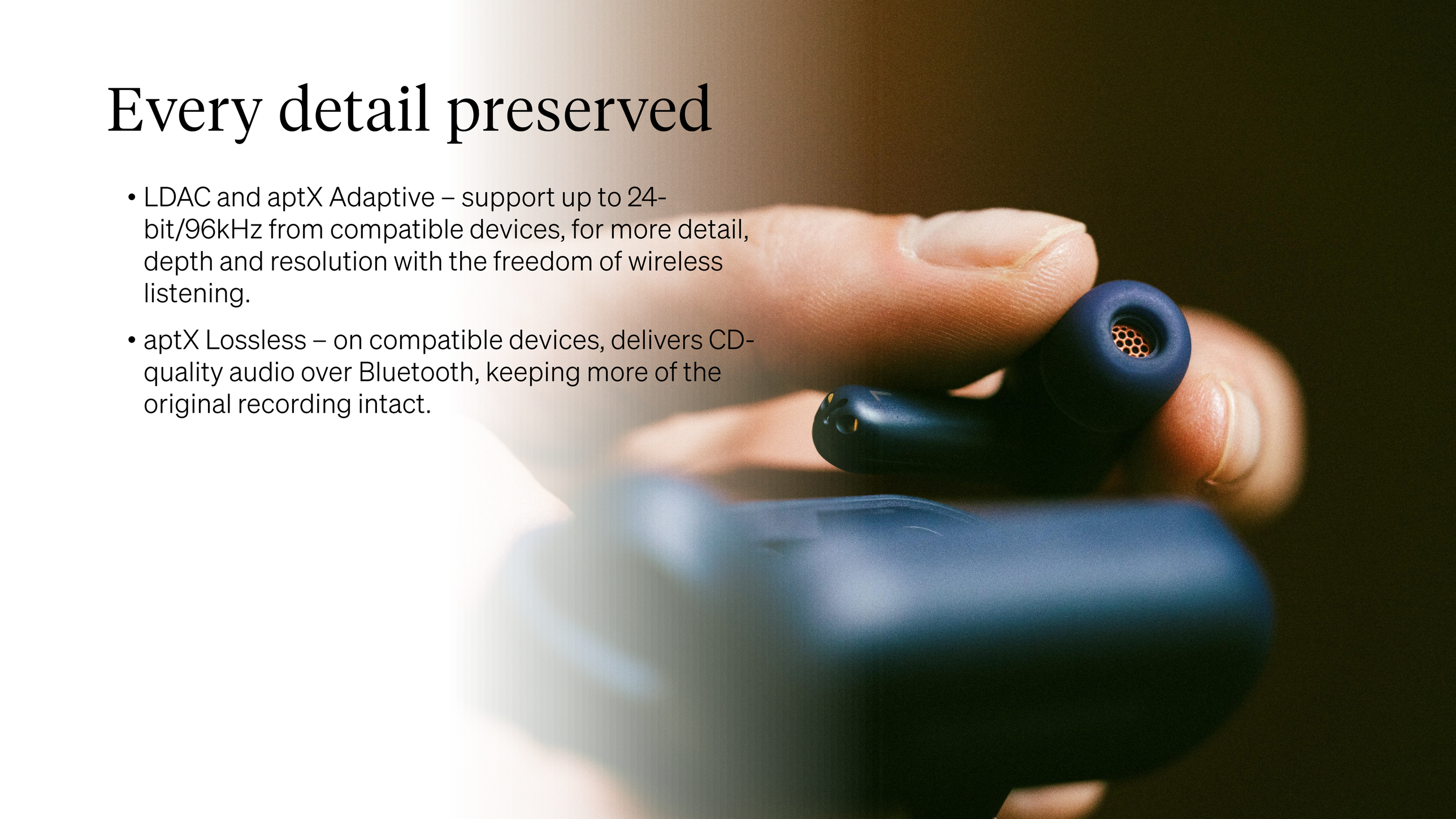
# Music-first, built to perform

- Music-first, always – built for people who choose earbuds for music first: detail, emotion and energy in a truly wireless form, wherever the day takes them.
- Snapdragon Sound certified – brings together high-quality wireless audio, robust connectivity, clear voice and low latency: the technical foundation for music, calls and everyday use.



# Every detail preserved

- LDAC and aptX Adaptive – support up to 24-bit/96kHz from compatible devices, for more detail, depth and resolution with the freedom of wireless listening.
- aptX Lossless – on compatible devices, delivers CD-quality audio over Bluetooth, keeping more of the original recording intact.



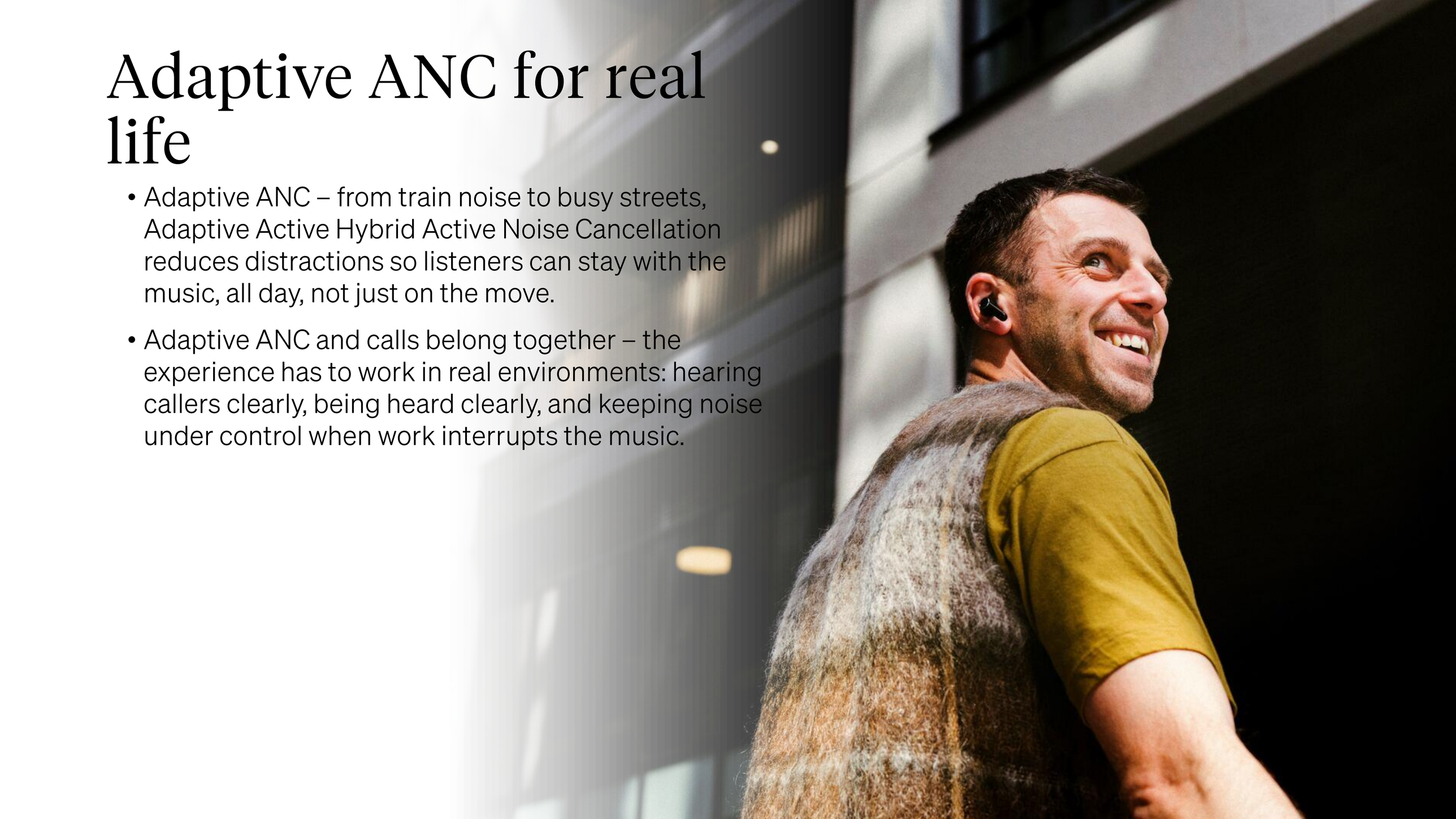
# All-day comfort and power

- **All-day comfort** – lightweight design, secure fit and long-wear comfort make it easy to move from music to work and back again.
- **Up to 39 hours battery** – long listening, travel, work calls and commutes are covered without constantly thinking about charging.
- **Wireless charging** – drop the case on a compatible charger at home, in the car or at work, and A100 SE is ready for the next listening moment. USB-C charging is there too.
- Several rivals still don't offer wireless charging, and most customers don't know to look for it – worth pointing out rather than assuming they'll notice



# Adaptive ANC for real life

- Adaptive ANC – from train noise to busy streets, Adaptive Active Hybrid Active Noise Cancellation reduces distractions so listeners can stay with the music, all day, not just on the move.
- Adaptive ANC and calls belong together – the experience has to work in real environments: hearing callers clearly, being heard clearly, and keeping noise under control when work interrupts the music.



# Clear calls, easy connections

- Clear calls when needed – six microphones support clear voice pickup, helping listeners move from music to meetings without changing earbuds.
- Multipoint connection – keeps A100 SE connected to two devices, so switching between music and work feels effortless.
- Google Fast Pair – makes setup simple for Android users: open the case, connect quickly and get straight to listening.



# Personalised and built to last

- Personalised sound – the Melomania app's 7-band EQ lets listeners shape the sound to their hearing, taste and music.
- Personalised experience – custom each earbud individually how you like to use your buds.  Set once and use daily
- Built for everyday movement – IPX5 water resistance helps A100 SE handle rain, sweat and daily life without turning the product into a sports-led proposition.
- Premium materials – the material quality, finish and charging case experience all support the sense of a product made for real routines.



01 Who we are
02 Introducing the A100 SE
03 How to sell it
04 Specification

# How do we sell A100 SE?

A100 SE is unlikely to be demonstrated in store,

But a dealer may be asked for advice in choosing earbuds, here are the talking points to help close a sale

- Focus on the music, not the spec sheet
  - Ask what's missing from how they listen now, then lead with how the A100 Ses convey detail, emotion and energy in a truly wireless form.
  - A100 SE is built for people who choose earbuds for music first.
- Lead with the engineering story
  - Cambridge Audio has been building audio gear since 1968, and Class A/B amplification.
  - Tuned in London by Ollie Marshall, the same team behind our award-winning L/R active speakers.
  - Gives a credible answer to why it sounds different.
- Great noise cancelling wherever your day takes you
  - Trains, streets, open-plan offices – the Adaptive ANC reduces distractions so you stay in the music all the time and adjusts to transparency when you need it.
  - The A100 SE's ANC is not chasing a headline dB number – it's built to hold up consistently in real-world use, and that is what you will notice actually notice.
- Use Dolby Audio as reassurance, not the headline
  - Tuned for and living in the earbuds themselves, not the phone – built specifically for A100 SE's own acoustic design.
  - That's an advantage over generic phone-based processing, which is tuned the same way for whatever earbud or headphone happens to be connected – ours works with any device you pair.
  - Always say Dolby Audio, keep it factual, and let music quality
- Ask how they actually use their earbuds
  - Multipoint and easy switching matter most to people moving between a laptop and a phone – asking about their setup naturally opens the door to that feature.

# Overcoming objections

- It’s pricier than some of the budget options
  - A100 SE sits mid-pack on price, not the cheapest or the most expensive – the difference is what’s behind the sound.
  - Tuned by Cambridge Audio's Head of Acoustics, Ollie Marshall – the same team behind our award-winning L/R active speakers – not just assembled to a spec sheet
- The battery life looks lower than rival earbuds
  - In reality you will be dropping them back in their charging case at various times in the day,  #
  - You’ve got a total time with the case o up to 39 hours (TBC),
  - An you can re charge via USB-C or even wireless charging as you need
- Does it have proper spatial audio, like some competitors?
  - It has Dolby Audio for enhanced stereo – that gives you a wider sense of space, greater clarity, better left, centre and right distinction
  - It’s tuned for and living in the earbuds themselves, built specifically for A100 SE rather than a generic phone-based implementation, so it works with any device you pair.
- The noise cancelling number seems lower than some rivals
  - The headline dB figure isn’t the whole story – A100 SE ANC is tuned for all day use, and adapts consistently to fit as well as being adjustable
  - That’s what day to day more than a number on a spec sheet.
- Does it support every codec other brands mention?
  - You will get the best audio result you can for any source device you connect to.
  - It does that automatically, sensing what’s in the phone and picking the best available codec
  - It supports AAC for iPhones, LDAC which is close to universal for high resolution audio in Android
  - Plus aptX Adaptive is there and even lossless audio with phones in the Snapdragon Sound program (e.g. Sony Xperia or Motorola)
  - That’s a much broader codec support than Apple, Sony or JBL

# A100 SE one-page sales guide

*For sales counter recommendations and online enquiries – no demo required*



## What it is

- 6th generation Melomania earbud – an update to the multi-award-winning A100
- New Blue colourway, redesigned speaker grille and Dolby Audio added
- Keeps what worked: custom driver, adaptive ANC, wireless charging, LDAC and aptX Lossless

## How it sounds

- Custom 10mm neodymium driver, Class A/B amplification tuned in London by Ollie Marshall
- LDAC, aptX Adaptive and aptX Lossless for detail, depth and high resolution on compatible devices
- Dolby Audio adds a wider sense of space, greater clarity and better left, centre and right distinction – tuned for and living in the earbuds themselves, so it works with any device you pair

## Built for real life

- Adaptive ANC – from full strength through to complete transparency – that holds up in everyday use
- Up to 39 hours battery with the case, topped up by USB-C or wireless charging
- Multipoint connectivity, six microphones for clear calls, and a 7-band EQ in the Melomania app

## How to recommend it – no demo needed

- Ask what's missing from how they listen now, then lead with the music, not the spec sheet.
- Ask how they actually use earbuds – one device or several, commuting, calls, working from home – to find the feature that lands (multi point, wireless charging, adaptive ANC, pick one)
- Let the engineering story do the work a demo can't: British hi-fi heritage since 1968, tuned in London, same team as have delivered the L/R speakers.

## Handling the tough questions

- “It's pricier than the budget options” – mid-pack price, backed by real hi-fi engineering, not just a spec sheet
- “The battery looks lower than rivals” – it’s up to 39 hours with the case and wireless charging makes topping up effortless when on the move.
- “Does it have spatial audio?” – it has Dolby Audio for enhanced stereo, tuned for and living in the earbuds themselves, so it works with any device
- “The ANC number looks lower” – The ANC adapts consistently to fit, which matters more day to day than a number on a spec sheet.

## Closing lines

- “If music comes first for you, A100 SE buds are built the way you'd want them to be.”
- “It's the same acoustic team behind our award-winning L/R speakers, built into an earbud.”
- “You won't find British-tuned audio in an earbud like this anywhere near this price.”

# What the press say (A100, update with A100 SE)

What Hi-Fi (Community Expert reviews)

“Amazing frequency response … terrific cohesion across the entire range, from the sub bass… to gorgeous vocal albums”

“You can't spend a better £120 on sound right now.”

Techradar:

“An incredibly engaging sound, high-end wireless audio support, and a highly customizable app experience”

“Detail, neutrality, and energy in a comfortable design that won't break the bank”

Expert Reviews:

“A staggeringly spacious and high-resolution sound in a budget-friendly package”

“Value for money and then some for listeners who prioritize pure audio performance”

Trusted Reviews:

“A lively sound signature and big, punchy bass“

“these earbuds provide an affordable gateway to high-quality audio”

Louder

“An articulate, highly musical pair of everyday earbuds that deliver impressive audio separation and a truly dynamic performance.”

Cambridge Audio proves you don't need to spend flagship prices for premium music fidelity.

Toms Guide

“The sound is the very best bit.”

01 Who we are
02 Introducing the A100 SE
03 How to sell it
04 Specification

# Melomania A100 SE

## Specification

| | |
|---|---|
| **HIGH-PERFORMANCE AUDIO MODE** | Class A/B amplification |
| **DRIVER** | 10mm Driver Recycled Neodymium Magnets |
| **BATTERY PLAY TIME (EARBUDS - ANC Off)** | Up to 11 hours (TBC) |
| **BATTERY PLAY TIME (EARBUDS - ANC On)** | Up to 6.5 hours (TBC) |
| **BATTERY PLAY TIME (TOTAL - ANC Off)** | Up to 39 hours (TBC) |
| **BATTERY PLAY TIME (TOTAL - ANC On)** | Up to 21 hours (TBC) |
| **CHARGING TIME (EARBUDS)** | 1.1 hours |
| **FAST CHARGE** | 10 minutes gives 2 hours playback ANC On. \| 3.2 hours playback ANC Off. (TBC) |
| **CHARGING** | USB-C, Wireless charging (Qi-compatible but not certified) |
| **NOISE ISOLATION** | Qualcomm™ Adaptive Hybrid Active Noise Cancelling |
| **TRANSPARENCY MODE** | Yes |
| **WIND NOISE REDUCTION** | Yes |
| **MICROPHONES** | 6 microphones, 3 per earbud |
| **VOICE PROCESSING** | 3-microphone Qualcomm® cVc™ Echo Cancelling and Noise Suppression (ECNS) |
| **MELOMANIA CONNECT APP** | Compatible |
| **IPX RATING** | IPX5 |
| **FIRMWARE OTA UPDATEABLE** | Yes |
| **BLUETOOTH VERSION** | 5.4 |
| **MULTIPOINT CONNECTION** | Yes – 2 devices |

| | |
|---|---|
| **PROCESSOR ARCHITECTURE** | Qualcomm QCC3091, Powerful quad-core processor architecture – supporting complex use cases |
| | Dual core 32-bit processor application subsystem (up to 80MHz) |
| | Dual core (2 x 240 Mhz) configurable Qualcomm® Kalimba™ DSP audio subsystem |
| **SUPPORTED PROFILES** | A2DP, AVRCP, HFP |
| **SNAPDRAGON SOUND** | Yes |
| **HIGH-RESOLUTION CODEC SUPPORT** | LDAC, aptX Adaptive (not submitted for Hi-Res Wireless certification) |
| **SUPPORTED CODECS (Supports magic dust)** | LDAC, aptX™ Lossless, aptX™ Adaptive, AAC, SBC |
| **DOLBY AUDIO** | Yes |
| **DYNAMEQ** | Optimal sound quality at all volumes |
| **WEAR DETECT** | Yes, capacitive detect |
| **LOW LATENCY** | <80ms - Gaming Mode accessible via Melomania Connect |
| **GOOGLE FAST PAIR** | Yes |
| **ADJUSTABLE EQ (MAGIC DUST)** | Yes - 7-band adjustable EQ accessible via Melomania Connect |
| **OPERATING TEMPERATURE** | 0°C to +40°C / 32°F - 104°F |
| **OPERATING RELATIVE HUMIDITY** | 10 to 80%, Non-condensing |
| **DIMENSIONS (CHARGING CASE)** | 60.99 x 24.60 x 44.89mm |
| **DIMENSIONS (EARBUDS)** | 33.59 x 23.72 x 21.98mm |
| **WEIGHT** | Earbuds: 4.7g each / 0.1661 Ounce \| Charging case: 38.7g / 1.365 Ounce \| Total: 66.6g / 2.35 Ounce |
| **COLOUR/FINISH (EARBUDS)** | Black, Blue, White |
| **COLOUR/FINISH (CASE)** | Black, Blue, White |
| **WHAT'S IN THE BOX?** | Quick Start Guide, USB-C to USB-C charging cable, 3 x silicone eartips (S, M & L), Brand booklet, Function controls card, Safety instructions |

# One pair for the whole day

A100 SE is the music-first earbud that also handles the rest of your day: commuting, focus, calls, device switching, charging and comfort.

CAMBRIDGE

# THANK YOU

Contact: Sales@cambridgeaudio.com