



PRESS KIT

POWER, REIMAGINED.

ARSK Power is the world's first all-in-one 1200W power station, high-performance AI-optimized speaker, and multi-band emergency radio. Built for everyday life and ready for anything.



1200 W
Pure sine wave

3-in-1
Power + audio + radio

1200 Wh
LiFePO4 battery

4 hrs
Full recharge

About **ARSK POWER**

ARSK Power is a premium, all-in-one power station and high-performance speaker designed to deliver power, sound, and safety in a single integrated system.

At its core, ARSK Power combines a 1200W pure sine wave power station with a high-output audio system enhanced by proprietary AI algorithms that optimize both sound performance and energy management in real time.

Unlike traditional power stations that are purely functional, ARSK Power delivers an experience. It transforms any environment into a powered, connected space while ensuring users are always prepared when power is needed most. It's not just backup power, it's power you'll actually use every day.

THE PROBLEM WE SOLVED

Power stations are built for emergencies, not everyday life. Most products in the category sit unused in a closet until they're needed. At the same time, consumers rely on separate devices for entertainment, communication, and safety.

This creates a fragmented setup: a power station for electricity, a speaker for sound, and a radio for information. Managing multiple devices adds friction, cost, and complexity. ARSK Power brings everything together into one cohesive system.

WHO IT'S FOR

ARSK Power is designed for modern consumers who value both performance and experience:

- Outdoor enthusiasts: campers, hikers, adventurers
- Tailgaters and social hosts
- Homeowners seeking reliable backup power
- Professionals needing mobile power solutions
- Emergency preparedness consumers
- Early adopters who value innovation and premium design





60
times

iPhone 17 Pro

24
times

iPad Pro 13"

10
times

MacBook Pro

43
times

DJI mini batteries

100
hours

LED lighting

38
hours

Wi-Fi router

33
hours

Starlink Mini

12
hours

Portable cooler

4.5
hours

55" LED TV

* Actual runtime may vary depending on device power consumption & usage conditions

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Key Features & Benefits

1200W Pure Sine Wave

Safe, stable power for sensitive electronics. Capable of running laptops, appliances, and power tools.

1200Wh LiFePO4 Battery

Long-lasting power with a significantly longer lifespan than standard lithium batteries.

AI-Optimized Power & Audio

Proprietary algorithms analyze audio signals and power consumption in real time for better sound and longer battery life.

Built-in Speaker & Bluetooth

High-output speaker with dual mic inputs, AUX-in, and Bluetooth support. No separate speaker needed.

Multi-Band Radio + NOAA Alerts

FM, AM, shortwave, and weather band radio. Built-in SOS signal and alarm. Stay informed without the internet.

Full Connectivity Hub

AC outlets, USB-C, USB-A, and 12V DC ports. Powers a wide variety of devices simultaneously.

Dual-Sided Ambient LED Panels

White or red LED lighting with 5-6 brightness levels. Red mode is invisible to wildlife.

IPX4 & All-Weather Build

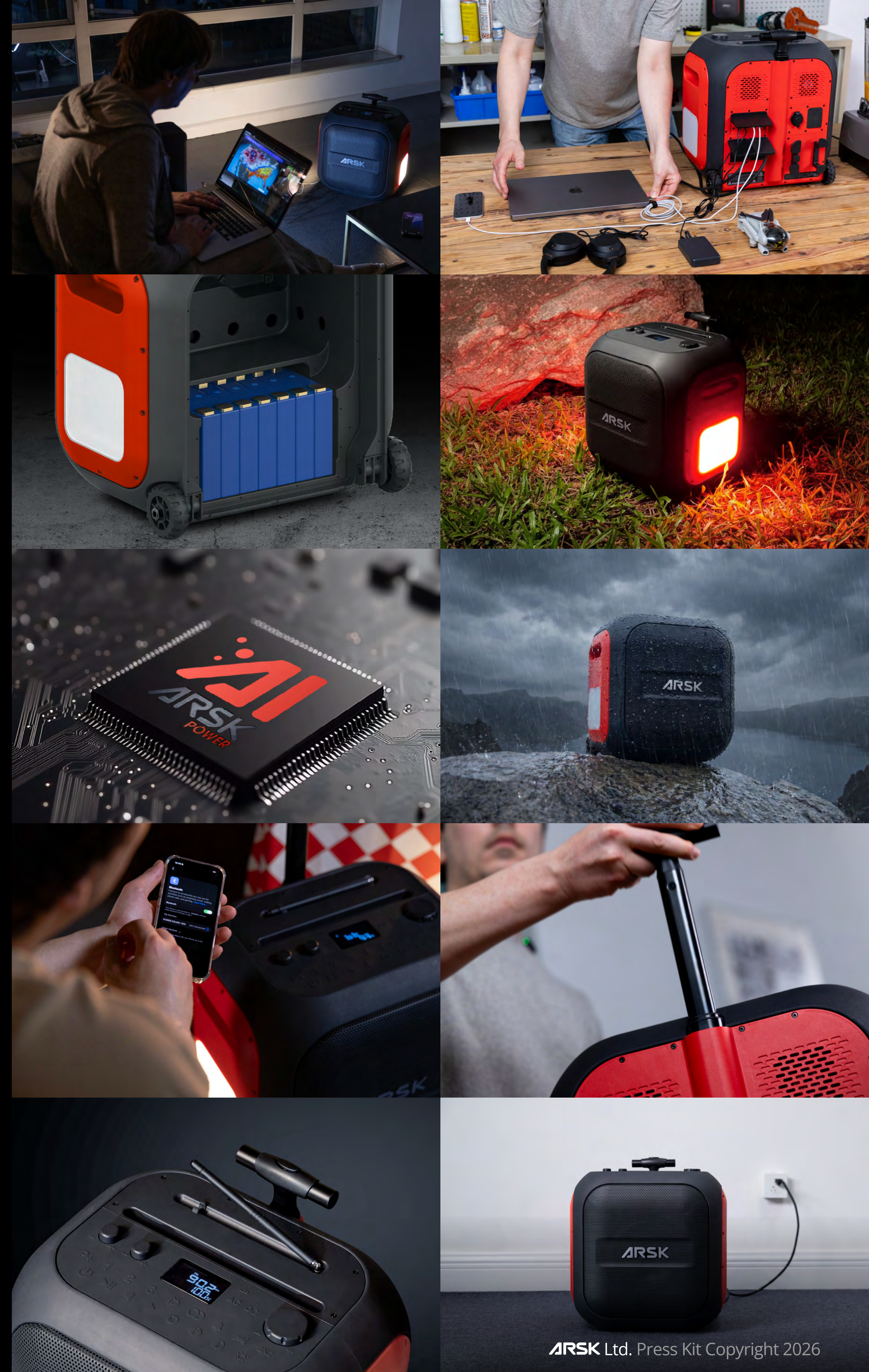
Splash-resistant. Operates from -10°C to 50°C. Built for real outdoor conditions.

Wheels & Telescopic Handle

Rear-mounted wheels and a telescopic handle (extends 550mm) for easy transport.

Fast Charging

Fully recharged in under 4 hours using the 400W SMPS charger.



Technical Specifications



Power Output	1200W (pure sine wave)
Battery Capacity	1200Wh LiFePO4
Recharge Time	Under 4 hours (0-100%) via 400W SMPS charger
Output Ports	AC outlet, USB-C, USB-A, 12V DC
Audio	High-performance speaker with AI optimization, dual mic inputs, AUX-in, Bluetooth
Radio	FM, AM, Shortwave (SW), Weather Band (WB), NOAA weather alerts
Safety Features	SOS signal, alarm, NOAA alerts
LED Lighting	Dual-sided panels: white or red, 5-6 brightness levels

Weather Resistance	IPX4 splash-resistant
Operating Temperature	-10°C to 50°C (14°F to 122°F)
Dimensions	40.4 x 33.6 x 44.5 cm /15.9 x 13.2 x 17.5 in
Weight	21 kg/46.3 lbs
Carton Size	53 x 53 x 64 cm/20.9 x 20.9 x 25.2 in
Product + Carton Weight	25 kg/55.1 lbs
Optional Accessories	Wired microphone, solar panel, full-unit cover pouch
Awards	European Product Design Award Winner Red Dot Design Award 2026

Red Dot Design Award 2026



reddot winner 2026

One of the world's most prestigious design awards, given to products that push the boundaries of innovation, function, and form.



European Product Design Award Winner

**EUROPEAN
PRODUCT
DESIGN
AWARD™**

EUROPEAN PRODUCT DESIGN AWARD

A recognition reserved for products that genuinely move the category forward in design, usability, and innovation.

Market Positioning

ARSK Power operates at the intersection of three established categories: portable power, premium audio, and emergency preparedness. None of which has been successfully unified into a single premium product experience. Until now.

Feature	ARSK Power	Jackery / EcoFlow	Premium Speaker
1200W power output	✓	✓	-
Premium speaker	✓	-	✓
Multi-band radio & NOAA	✓	-	-
AI audio optimization	✓	-	-
SOS signal + alarm	✓	-	-
Ambient LED lighting	✓	-	-
Wheels + handle	✓	-	-



Media Contact & Assets



Media Contact

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Media Assets

High-resolution product images, lifestyle photography, brand logos, and award badges are available for media use. All assets can be accessed via the below :

[google drive link](#)

Please credit: ARSK Power

