



Rose One

One Unified Experience. The choice for a more perfect hi-fi life.

4

Platforms

= Android + iOS + PC (Win + macOS)

50+

**UX & Feature
Improvements**

1

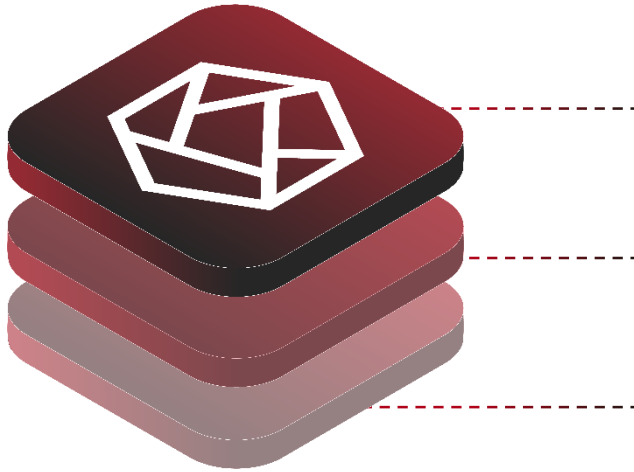
Single Hybrid Source



Global Distributor Press Kit

Why **Rose One** is Needed?

» 3 Structural Limitations of ROSE Connect Premium



- 1 Feature imbalance across platforms**
Prioritizing rollout on Android caused delays in feature availability on iOS and PC.
- 2 Complexity of issue management**
Fix approach and release timing differ per platform for the same issue.
- 3 Version management confusion**
Separate versions for each platform created confusion for both users and operations teams.

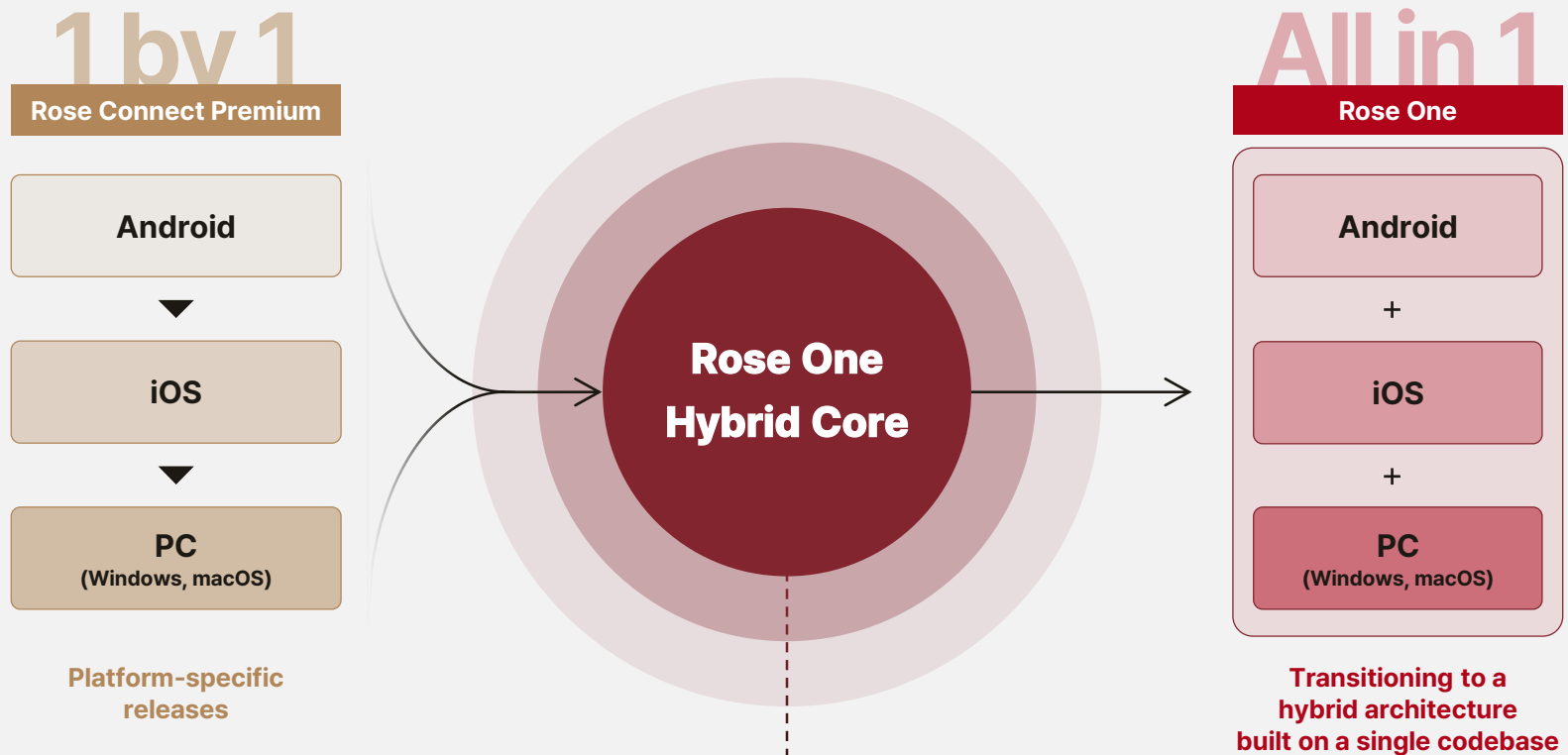
	Rose Connect Premium	Rose One
Development Architecture	Platform specific	Single source
Supported Platforms	Android / iOS / PC (Win + macOS)	Android + iOS + PC (Win + macOS)
Issue Fixes	Distributed individually	Simultaneous rollout
Version Management	Differences between platforms	Single version

What is **Rose One**?

» The Same Experience, Everywhere - Platform Excellence Powered by a Single Hybrid Core

Rose One is the next-generation ROSE app, rebuilt with a single unified architecture to replace the previously separate apps for each OS.

The **Rose One Hybrid Core** connects **Android, iOS, Windows, and macOS** to deliver a consistently polished ROSE experience, anytime and anywhere.



1. Single source code
2. Fixes the same issue across platforms at once
3. Single, unified version
4. Simultaneous rollout across all platforms

3 Defining Standards of Rose One

» "By delivering one app, Consistent quality, and a Limitless media ecosystem, we complete the Visual richness of the hi-fi audio system."

1 Easy, Intuitive Navigation

**“ We redesigned the ”
navigation structure so
users can find the music
they want more quickly.**

- Consolidated duplicate menus in ROSE Home.
- Enhanced thumbnail size and type to improve readability.
- Introduced unified Library. (Favorites / Playlists / Feed)
- Redesigned Playlists and Feed UI.
- Added Dedicated Classical menu to enhance genre browsing.
- Made stats/metrics visible for Friends, Playlists, and Feed.

2 Uninterrupted Enjoyment

**“ We improved ”
the user experience so
you can stay focused on
the flow of the music.**

- Support for lock screen and background playback controls.
- IP-based automatic device reconnection.
- Real-time pop-up feedback for volume and playback position.
- Enlarged touch/control area for the playback bar, progress bar and volume.
- Improved Queue screen readability.
- Current track animation.
- Immersive player UI with album art.

3 A broader, richer world of music

**“ Delivers ”
a new content
discovery experience.**

- Integrated TIDAL video content.
- Expanded Qobuz curation and label browsing.
- Taste-based dynamic Home curation.
- Automatic recommendations for related albums and artists.
- Greater integration of RoseTube content.
- Folder-based personal library management.

Key Features Summary

» "An expansion that never interrupts your listening flow — everything connected, from your library to streaming."

ROSE Home & Simplified Navigation

Reorganized menu structure and improved Navigation flow.

IP-Based Auto-Connect & Background Control

IP search bar Shown by default for immediate device discovery. Start immediately. Automatic reconnection to Previously connected device on Wi-Fi change, playback control directly from the Lock screen without opening the app.

Unified Library Management

Folder by type · Favorites tracks, My Playlists, and Feed — all managed in one place, with Thumbnails Customization.

Immersive Player & Queue

Album art-based immersive playback screen + volume level popup display, enlarged control bar. Streamlined Queue management, with Auto-Play settings to choose whether recommended tracks play automatically.

Taste-Based Auto Recommendations

In-App Taste-Based Automatic Recommendations.

Classic-Dedicated Experience

TIDAL, Qobuz, Apple Music and RoseTube classical music browsing support.

Streaming Content Expansion

TIDAL · Qobuz Video, Playlists, and Label Support.

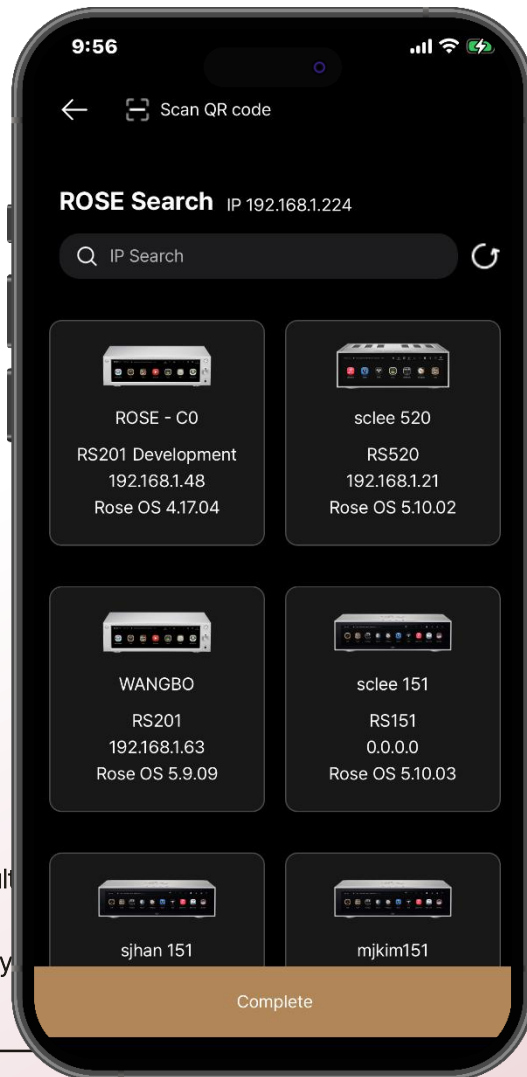
Smart Library Editing

Move or delete multiple tracks at once. Instantly check network and DLNA track playback availability directly from the list.

Social & Profile

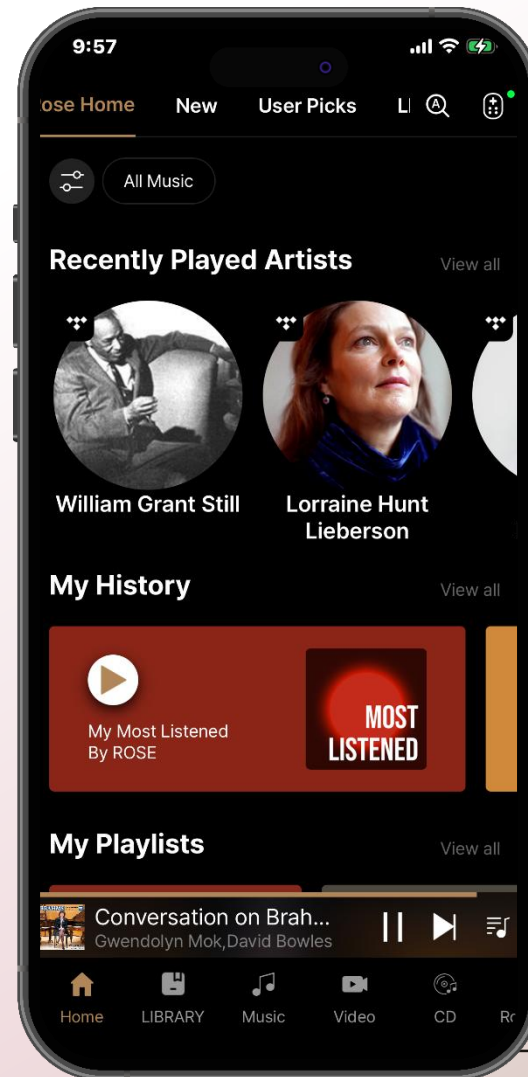
Improved social information visibility and UI intuitiveness. Enhanced My Page accessibility.

A Faster, Sharper Home Screen



Device Search

IP search bar shown by default with reduced top margin for faster, easier device discovery



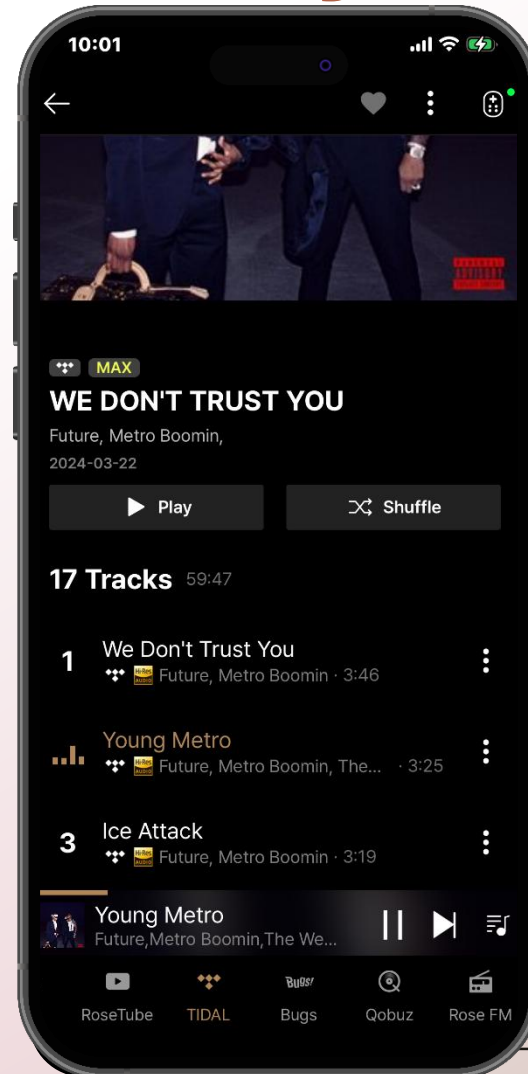
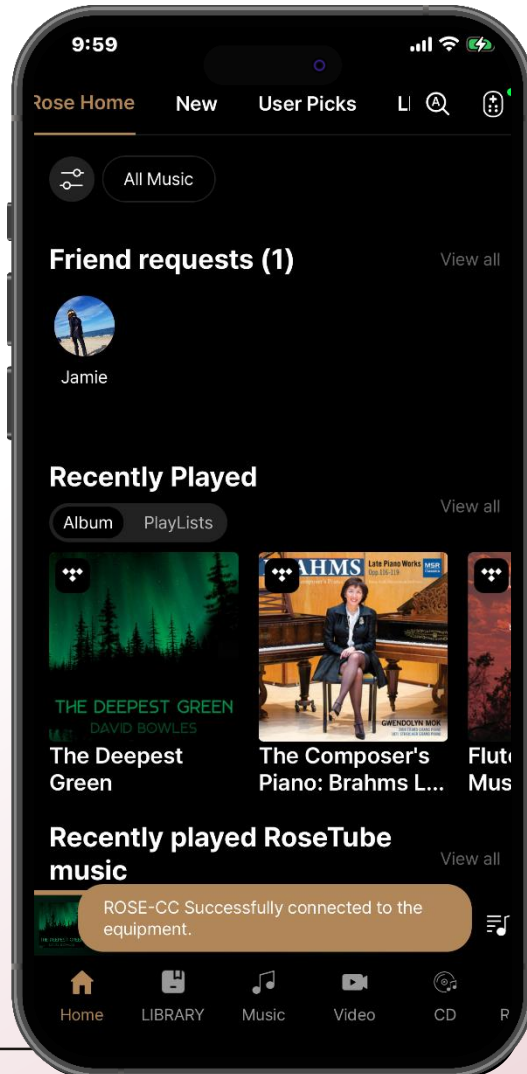
ROSE Home

View content at a glance with larger and more diverse thumbnails.

Faster, More Stable Connectivity

IP-Based Auto-Connect

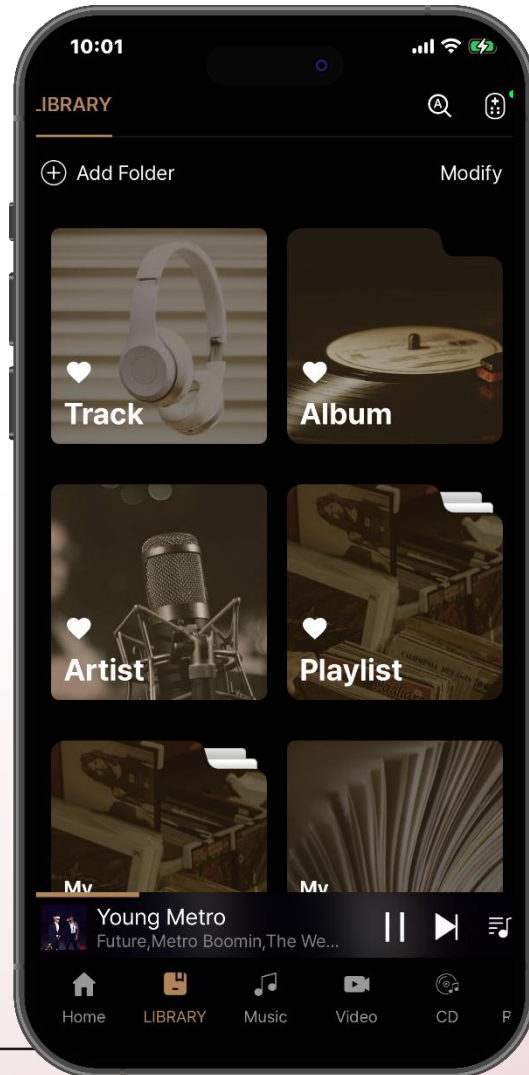
Automatically rediscovers and reconnects to previously connected devices, even on different Wi-Fi.



Playback Status Display

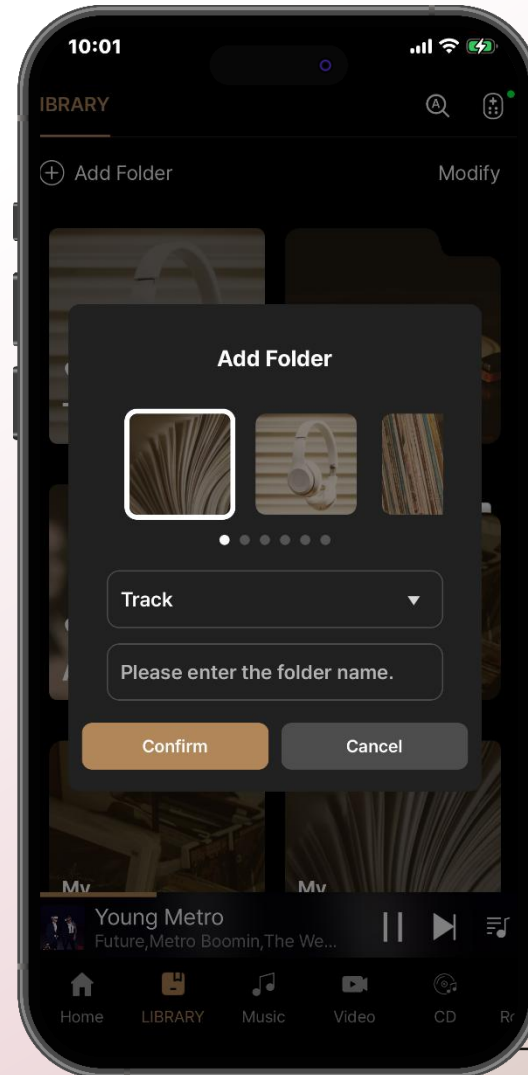
Identify the current track intuitively with animated visual effects.

Easy and Systematic Library Management.1



New Unified Library

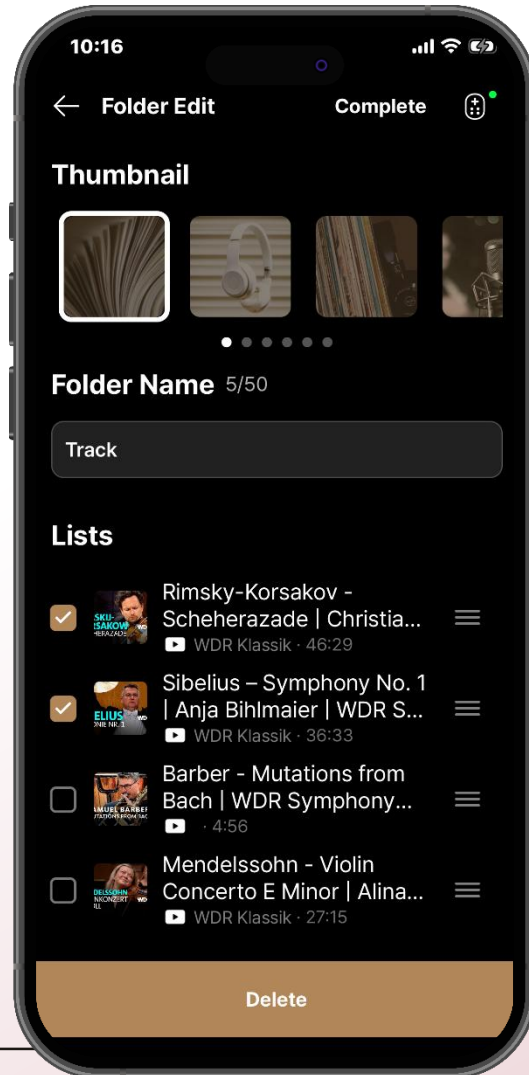
Favorites, My Playlists, and Feed all in one place for effortless management.



Customization Support

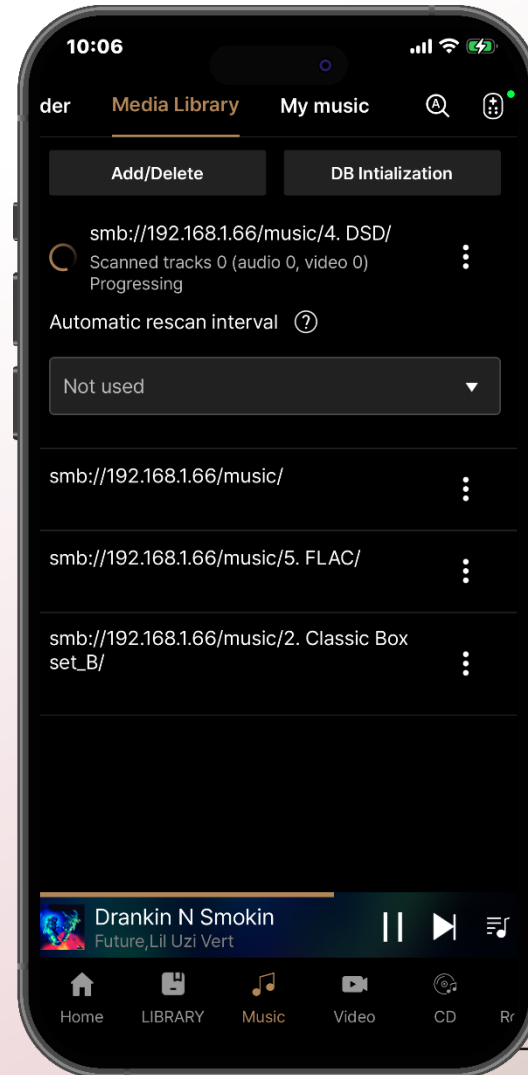
Folder thumbnails changed.
Intuitive add and delete.

Easy and Systematic Library Management.2



Multi-Select Editing

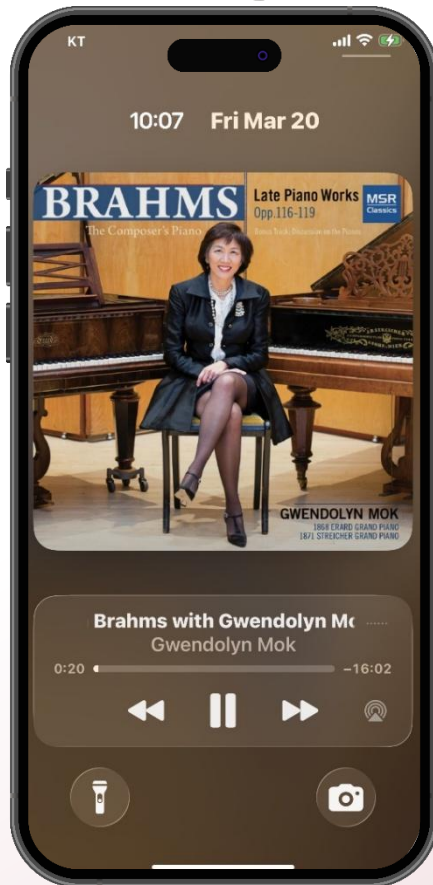
Move and delete multiple tracks at once.



Playback Availability Check

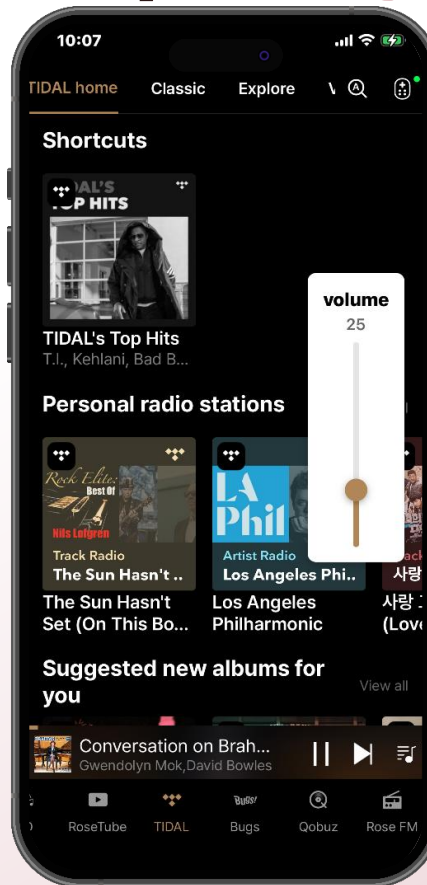
Instantly check the playback status of network/DLNA tracks directly from the list.

Perfect Control, Anytime, Anywhere



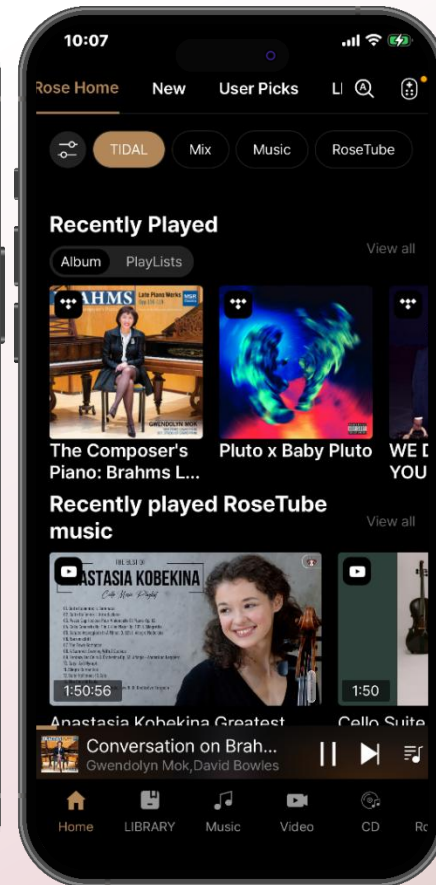
Lock Screen Controls

Playback control without launching the app.



Enhanced Volume Feedback

See the current volume as a pop-up during adjustment.



Quick Filter Switching

Instantly switch to single view when reselecting the service.

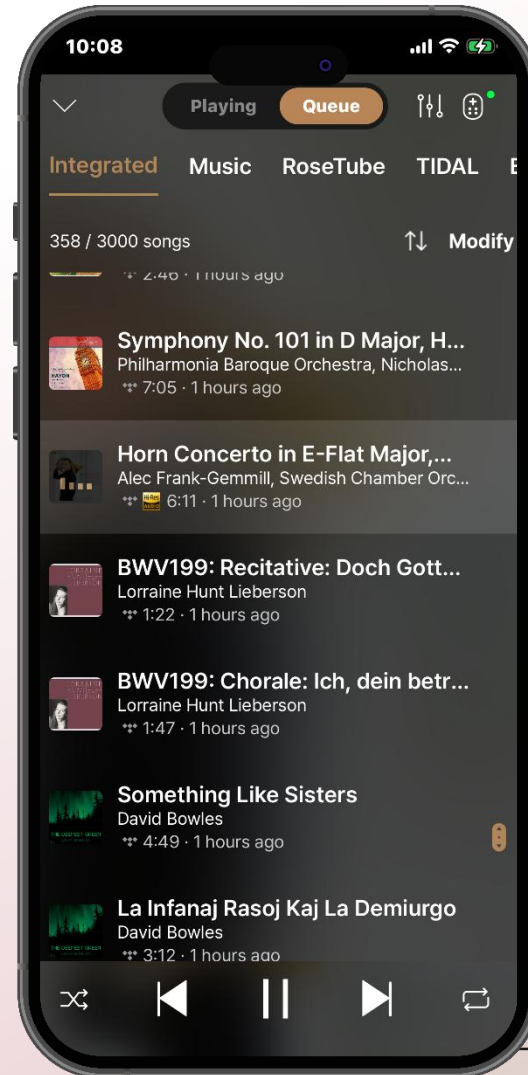
More Intuitive Player & Queue



Playback Screen

Thumbnails projected onto the background, for a vibrant visual experience with every track change.

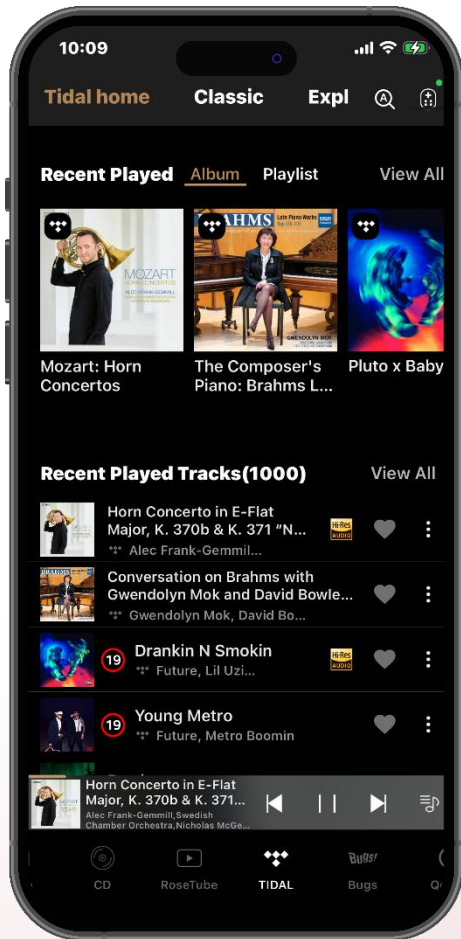
Enlarged control bar for improved operability.



Queue List

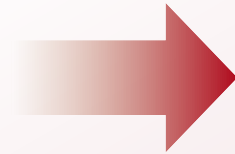
Unnecessary edit icons hidden for more intuitive playlists.

Smarter Related Content Recommendations - InAPP



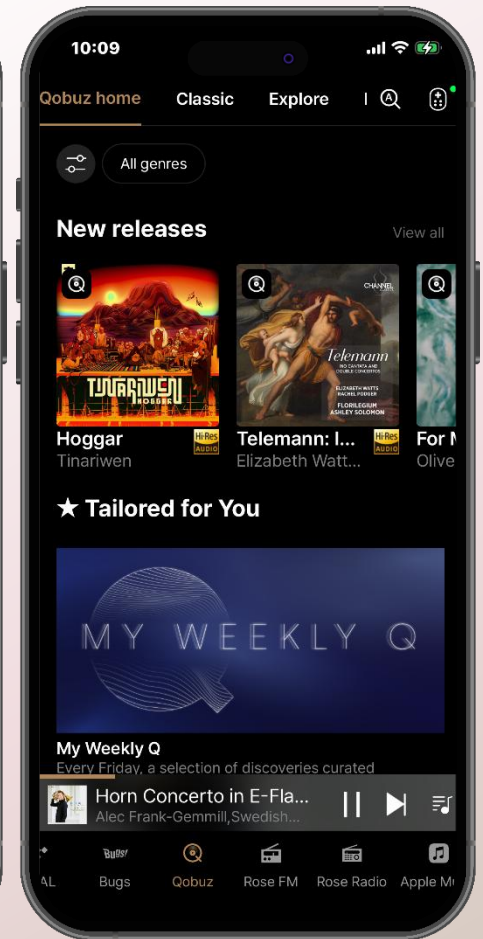
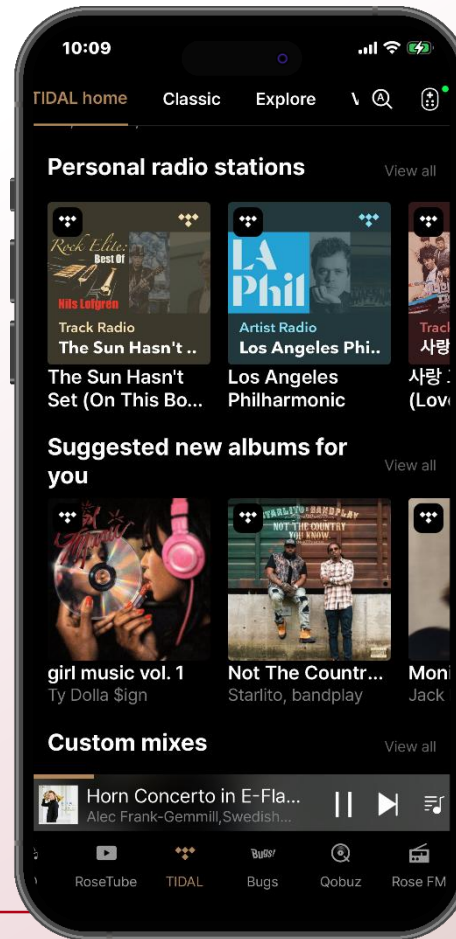
Before

Repeatedly recommends the same content when there is no playback history.

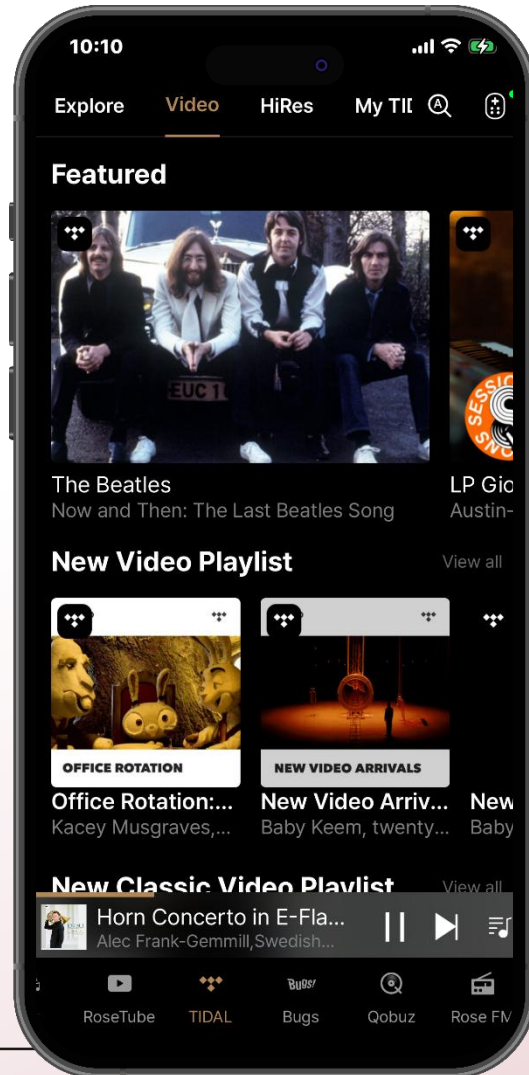


After

Automatically recommends diverse albums and content based on user preferences. Enables continuous discovery of new music.

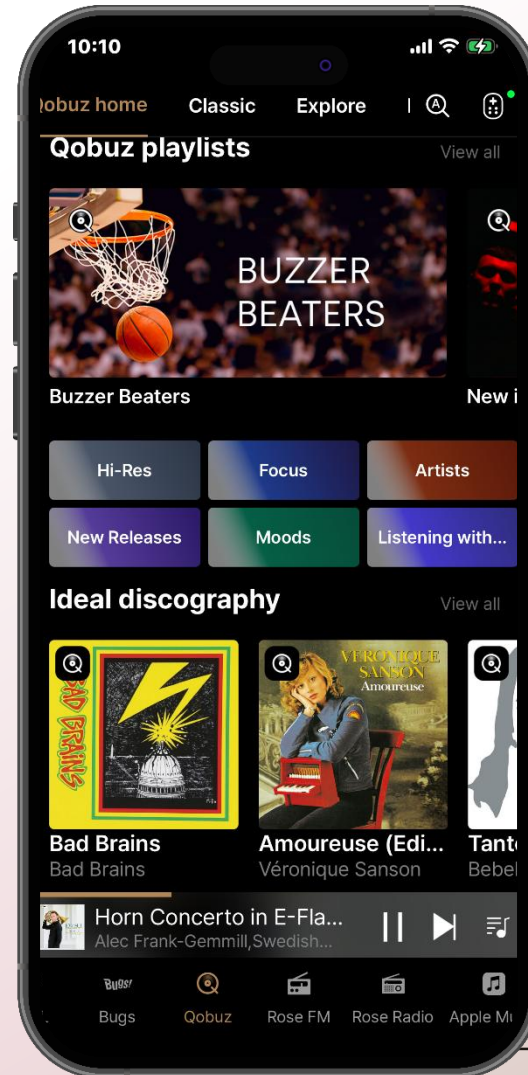


More Powerful Streaming & Content Integration



Enhanced TIDAL Integration

Video content support.
Personalized video playlists.



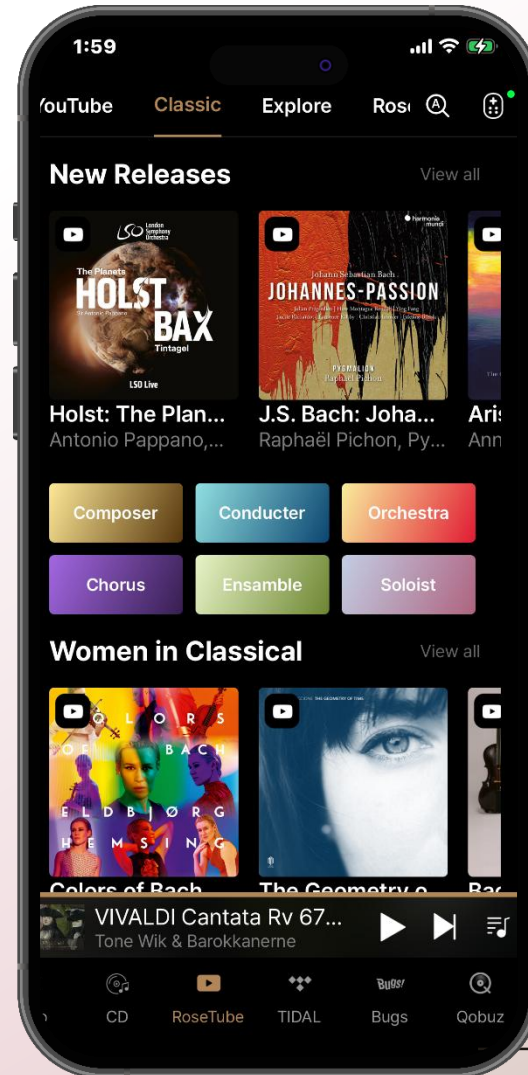
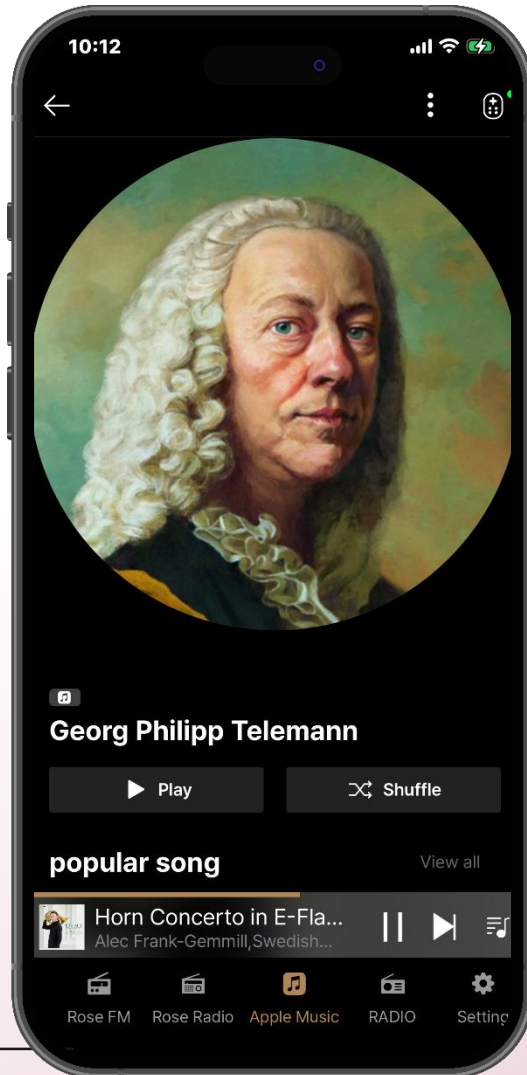
Expanded Qobuz Curation

Enhanced genre-based playlists.
Browse albums of artists on the same label.

Expanded Classical Music Experience

Classic Menu Added

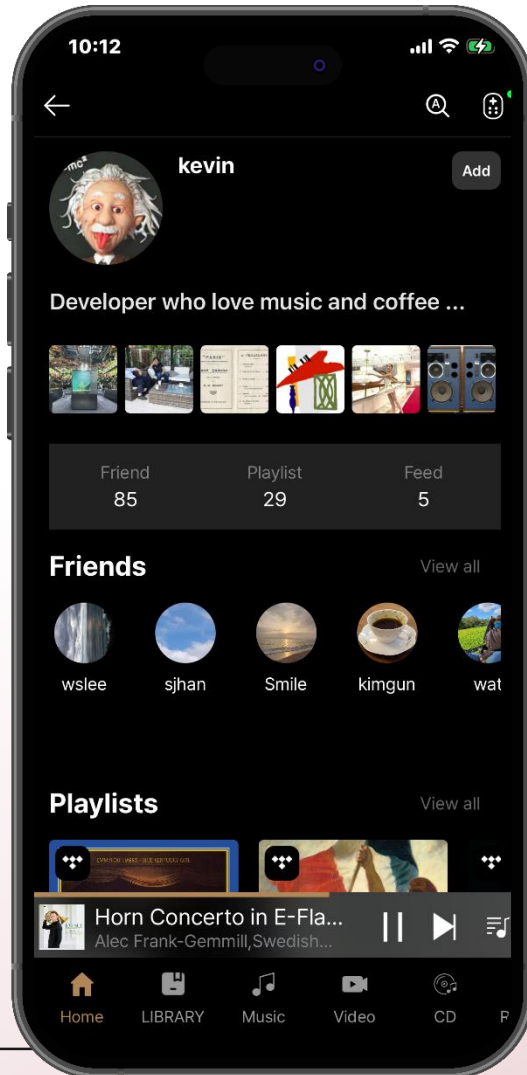
Classical music browsing support in TIDAL, Qobuz, and Apple Music.



ROSE Curation

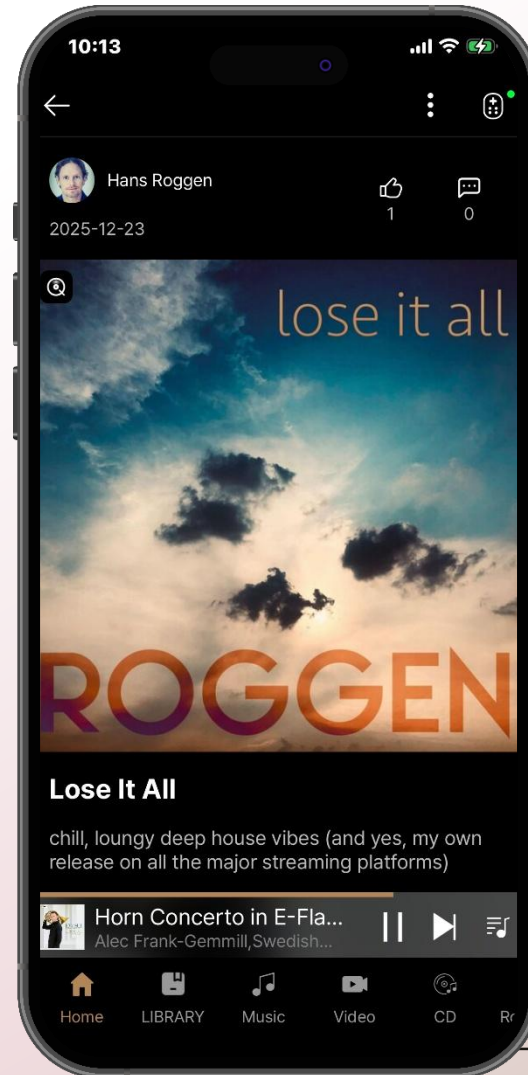
Recommend classical collections across various categories, including artist selections.

Connected Through Music – Social & Profile Enhancements



My Page Improvements

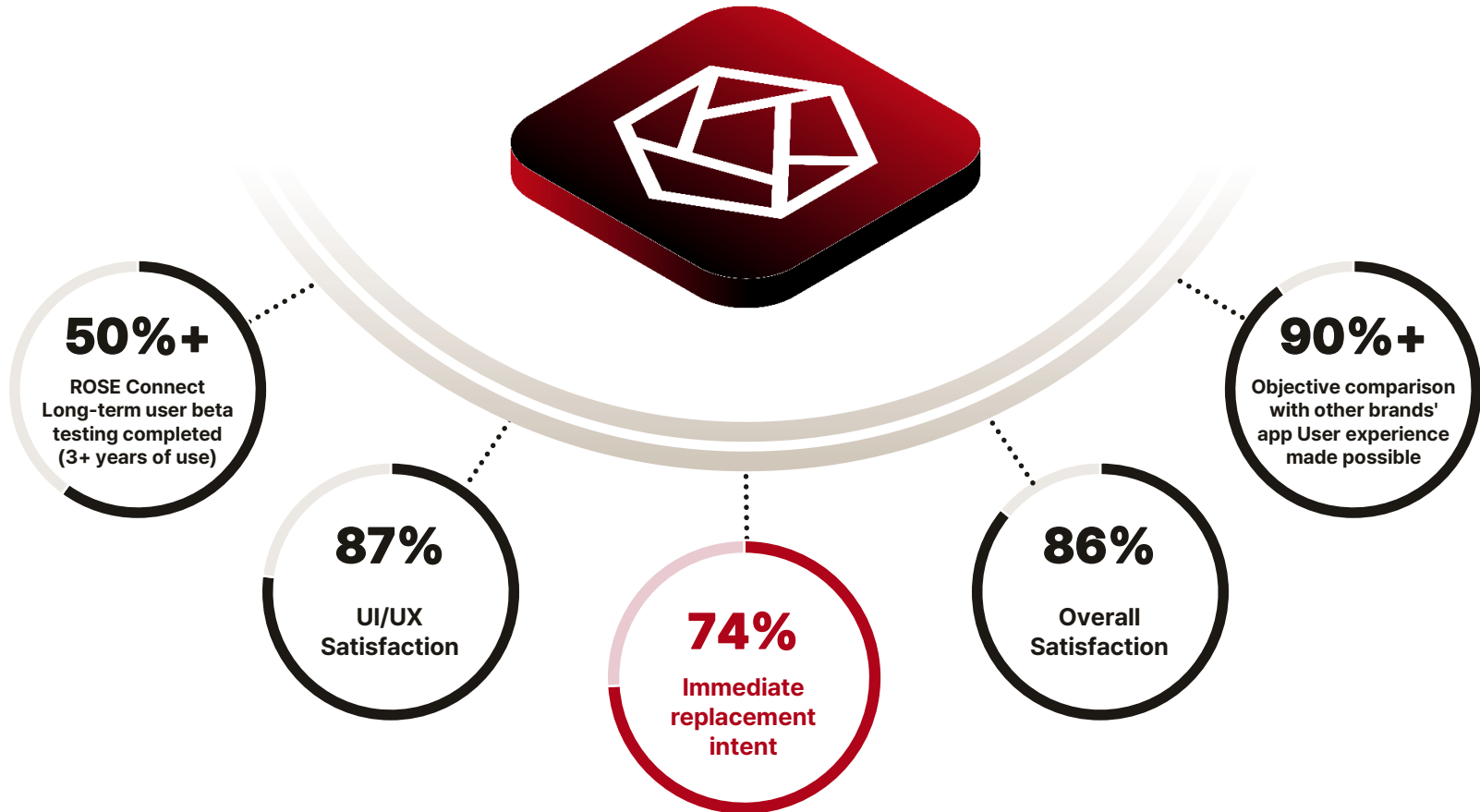
Number of friends,
playlists, and feeds
displayed clearly.



Quick Comments

In-line comments
with no screen
navigation required.

User Testing & Validation

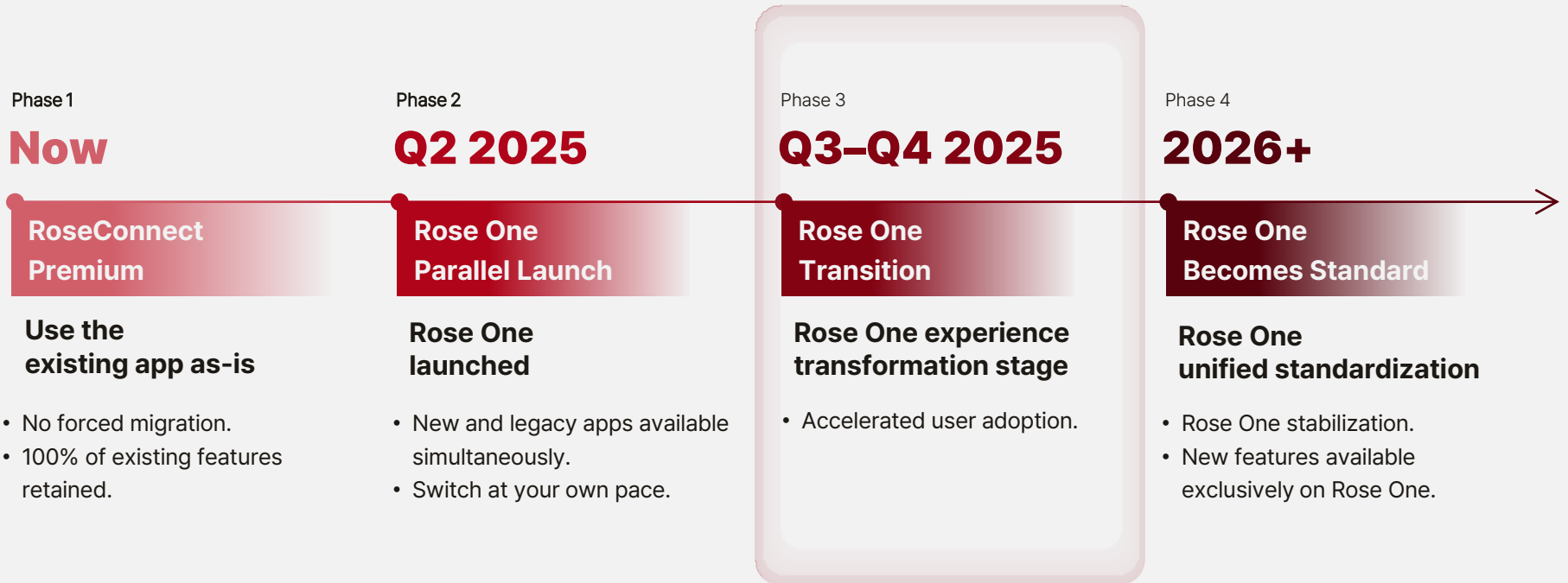


87% of all respondents rated the new unified UI/UX as "Satisfied" or "Very Satisfied."

This demonstrates that the structural overhaul directly translates into improved operational convenience and Improved readability.

App Transition Roadmap: Your Journey to Rose One

» "지금 쓰는 앱 그대로 - 불편함 없이, 자연스럽게 이동합니다."



Rose One stabilization → New features available exclusively on Rose One.



**Everything is unified,
so you can focus
purely on the music.**

The Ultimate Music Experience, **Rose One.**

**Rose One launches globally
on April 1, 2026.**

