Automatic Safety Alert (ASA) on Pure DAB+ Radios | FAQs

Customer Service - 2026-11-26 - ASA (Automatic Safety Alerts)

Frequently asked questions about emergency warnings, setup, compatible Pure radios and ASA certification

In brief:
Automatic Safety Alert (ASA) is an emergency warning feature for compatible DAB+ radios. When an official alert relevant to your selected location is broadcast, an ASA-enabled radio can switch on from standby or change to the warning service and play the safety announcement. ASA uses the DAB+ broadcast network and does not require Wi-Fi, mobile data or an app.

The Pure Bloom and Pure Elan Sleep include ASA and have passed independent ASA certification by DTG Testing, the UK organization that also operates the DAB Tick Mark program. More Pure radios with ASA are planned.

1. **What is Automatic Safety Alert (ASA)?**

   Automatic Safety Alert, usually shortened to ASA, is an emergency warning system built into compatible DAB+ digital radios. It is designed to deliver official, location-relevant safety announcements during events such as severe weather, flooding, major fires or evacuations. ASA is an additional warning channel and does not replace sirens, Cell Broadcast, warning apps or instructions from local authorities.

2. **How does ASA work on a DAB+ radio?**

   An ASA-enabled radio checks the DAB+ signal in the background for an official alert. If the warning applies to the location saved on the radio, the device can wake from standby and play the announcement. If the radio is already on, it can switch to the service carrying the warning and return afterward.

3. **Does ASA need Wi-Fi, mobile reception or an app?**

   No. ASA warnings are delivered through the DAB+ broadcast network, so the radio does not need Wi-Fi, a mobile connection, a smartphone or a Pure app. The radio must have power and be able to receive the relevant DAB+ signal.

4. **Which Pure radios support ASA?**

   Pure Bloom and Pure Elan Sleep currently support Automatic Safety Alert and are ASA certified. More ASA-enabled Pure products are in development. Look for the ASA logo on the product page, packaging or product documentation. A standard DAB+ logo on its own does not confirm ASA support.

5. **What does ASA certification mean?**

   Products carrying the ASA logo have passed the ASA certification test against the minimum requirements of ETSI TS 104 090. Pure Bloom and Pure Elan Sleep were independently tested and approved by DTG Testing in London.

6. **Do I need to activate ASA on my Pure radio?**

   You may need to enable ASA and enter or confirm the location code for the place where the radio is normally used. Follow the ASA instructions in the user guide for your Pure model. Keep the radio connected to power or sufficiently charged, place it where DAB+ reception is reliable and leave it in standby when you want the wake-up function to remain available.

7. **What is an ASA location code?**

   The ASA location code identifies a small geographic area, approximately one square kilometer. It allows the radio to assess whether a broadcast warning is relevant to your saved location, reducing alerts for unaffected areas. You can obtain the correct code for a supported location at www.asa.radio.

8. **What should I do if I move house or take the radio elsewhere?**

   Update the ASA location code to match the radio's new location. Otherwise, the radio may continue to assess alerts using the previous area. If you move the radio regularly, check the saved location before relying on regional ASA warnings.

9. **Will ASA wake my Pure radio from standby at night?**

   Yes, a relevant official alert can wake an ASA-enabled Pure radio from standby when ASA is enabled, the location is set correctly, the device has power and a suitable DAB+ signal is available. This makes ASA particularly useful on a bedside radio such as Pure Elan Sleep.

10. **Will ASA work during a power cut?**

    ASA does not require the internet or a mobile network, but the radio still needs electrical power. Pure Bloom has an integrated rechargeable battery, so it may continue to receive alerts while battery power remains and DAB+ reception is available. Pure Elan Sleep requires its normal power supply. Always use several official warning channels and follow local emergency-preparedness advice.

11. **Does ASA reduce battery life?**

    It can. When ASA monitoring is active, a portable radio may use additional energy while checking for warnings in standby. This is normal and is not a fault. For Pure Bloom, keep the battery charged if you want ASA monitoring to remain available when the radio is not connected to USB-C power.

12. **Can I add ASA to an older Pure DAB+ radio?**

    Usually not. ASA requires compatible hardware and software plus product certification. A firmware update cannot make every existing DAB+ radio ASA compatible. Check the exact Pure model page or user guide rather than assuming that all DAB+ radios support ASA.

13. **What kinds of emergency alerts can ASA carry?**

    ASA can carry official safety announcements for serious incidents such as extreme weather, flooding, wildfires, major accidents, evacuations or other civil emergencies. The responsible authority decides when to issue an alert, which area is affected and what action people should take. Pure does not create or control the warning message.

14. **Is ASA available outside Germany?**

    ASA is based on an international DAB+ specification and is intended for use in countries with compatible DAB+ warning infrastructure. Germany is among the first markets to introduce the service at scale. Availability elsewhere depends on national authorities, broadcasters and network operators.

15. **Is ASA private?**

    Yes. DAB+ is a one-way broadcast system. The radio receives a signal but does not send your listening

data or location through DAB+. The location code is stored on the radio so it can determine whether an alert applies to the selected area.

16. **How can I tell whether ASA is working?**

    First check that ASA is enabled, the correct location code is saved, the radio has power and DAB+ reception is reliable. Official test alerts may be broadcast during scheduled warning tests, depending on the country and region. If your Pure radio misses an announced test, rescan DAB+ stations, recheck the location and ASA settings, then consult the model's support page.

17. **Why did my radio not receive an alert?**

    Common causes include ASA being switched off, an incorrect location code, weak DAB+ reception, loss of power, the radio being fully switched off rather than in standby, or the alert not covering the selected area. Check the official warning information for your region and use other warning channels as well.

18. **Where can I find help for Pure Bloom or Pure Elan Sleep?**

    Open the support page for your exact Pure model to find the latest user guide, ASA setup instructions and troubleshooting information. Product-specific instructions should always take priority because menu names and power behavior can differ between models.