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PRIMARE

Primare Ships First Prisma Models.

Primare has announced the shipping of the first Prisma models: the I35 Prisma integrated amplifier/network player and CD35 Prisma CD/network player, incorporating new key Primare technologies.



PRISMA



UFPD 2

Each of the new models features **Prisma**, Primare's new whole-home, high-fidelity control and connectivity solution. The platform offers network playback from stored and streamed media, Wi-Fi and Bluetooth® connection, as well as multi-room/multi-zone connectivity and control, all managed through the Prisma application, allowing Prisma system management from any mobile device. ***"Just as a prism provides a complete spectrum of colours from a single point of light, Prisma provides a complete spectrum of system management from a single point of control,"*** explains Terry Medalen, Primare Marketing.

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The **I35 Prisma integrated amplifier** is the first to use the new **UFPD 2** power system, a radical reworking of Primare's award-winning UFPD all-analogue Class-D technology. Providing 2 x 150 watts (8 ohms) of absolutely linear amplification, the I35 Prisma delivers naturally fast, clean and agile sound across the entire audible bandwidth. In addition to fully balanced analogue input options, the I35 Prisma includes a full-featured DAC stage enabling PCM 768kHz and DSD 256 conversion, as well as Prisma connectivity and control technology. States Bent Nielsen, Primare Engineering, **"Primare will only bring out new product when we feel we can substantially improve upon existing models, and now with UFPD 2 we feel we have a power platform that realises the full potential of Class-D technology."**



A state-of-the-art TEAC CD drive, Prisma connectivity and control technology combine to create in the **CD35 Prisma CD player** a complete digital music source. The all-new DAC stage, utilising a superb-sounding ESS Sabre chipset for conversion of music files up to PCM 384kHz and DSD 256, feeds a finely-tuned balanced analogue output stage. **"Each component part of the CD35 Prisma - the drive, the DAC, the output stage, and Prisma connection and control - contributes to what is the best CD player Primare has ever offered,"** states Kalle Nordehammer, Primare Product Development.



Availability June 2018

Options and typical retail prices (inc VAT):

I35 Prisma: £4,000

I35 DAC (analogue and digital inputs, without Prisma): £3700

I35 (analogue only inputs, without DAC or Prisma): £3200

CD35 Prisma: £2900

CD35 (without Prisma): £2550

The modular nature of each of these configurations allows an I35 or I35 DAC to be updated with DAC and Prisma modules respectively, or CD35 CD player to have the Prisma module added at a later date.

All models above include a **C25 Primare system remote control**, and are available in Black or Titanium finishes.

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About Primare

For over thirty years, Primare, based in southern Sweden, has been designing and producing award-winning hi-fi components that bring the Scandinavian attributes of honest integrity and timeless design to a global audience. Every Primare product reflects a commitment to Scandinavian ideals such as lagom – the sense of true satisfaction that comes from balance and harmony. Not too much. Not too little. Just right. With a modular, environmentally conscious approach that complements core values of lasting quality, ease of use, and deeply satisfying performance, Primare effortlessly delivers today's ever-expanding music and visual experiences in all their richness and variety, whether the source is analogue or digital, wired or wireless, stored or streamed. Primare – the sound and vision of Scandinavia.