

## Audio Technology Switzerland is proud to announce it is releasing its most ambitious preamplifier ever: the new NAGRA HD PREAMP.

Rocky Mountain Audio Fest, Denver, USA - Friday the 6<sup>th</sup> October 2017. The Swiss company announces it is releasing a new preamplifier to compliment the HD range, that will be simply called the HD PREAMP.

Nagra is demonstrating the new HD PREAMP at the RMAF in room 1030.

World announcement of the NAGRA HD PREAMP, almost twenty years after the NAGRA PL-P preamplifier was released on the high-end market.

In 1998, NAGRA Audio division introduced its very first high-end consumer product after more than 40 years of continuous success in the professional recording market. The PL-P preamplifier was a class A triode-based line and phono preamplifier that immediately set new standards in sound reproduction.

In many ways, the HD PREAMP's design started from a white page. Every aspect and step in the design process involved research to find the most elegant solution to accurately and faithfully convey the music from your sources to the amplifier. As a result, the HD PREAMP includes several patent pending technologies that are taking the music listening experience to new height.

Nagra unique approach to designing audio products takes advantage of 65 years of experience in the field, a large and skilled R&D group as well as extensive listening sessions; the result is often very organic and natural sounding. In order for the final product to be faithful to the theoretical work, custom made high-end components are carefully selected. The unit includes in-house custom-made components like audio transformers.

The volume control is a patent pending technology that allows perfect level matching with a much more transparent sound compared to potentiometers and switch resistor technology, because there is no attenuation of the input signal, just an automatic selection of a tap on the Nagra custom output transformers.

As expected with such high quality electronics, the sophisticated power supply will be located in a separate chassis. Like the audio circuit, it uses utmost quality components that are specified for extreme applications. Very much like the PL-P made use of batteries to isolate the unit from external interferences, the HD PREAMP's power supply uses a unique virtual battery technology that offer superior result to a conventional battery, without the inconvenience of dealing with charging time and battery life. Consequently, the noise floor level at the preamplifier reaches uncharted territories; it is the lowest ever measured with a NAGRA product (See attached).

The construction of the chassis of the HD PREAMP and its power supply gets rid of the influence of external disturbances (vibration and electrical) and drastically reduces proper resonances. As a result, the HD PREAMP promises to set new standards for preamplification as did the PL-P twenty years ago. First units will be delivered by the end of November.

## Contact

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## **Press release**

## About ATS - Audio Technology Switzerland

Founded in 1951 by Stefan Kudelski, NAGRA has been designing some of the most influencing equipment in the audio industry. From the Oscar ® Awards winning NAGRA professional tape recorders to the rewarded NAGRA HD electronics, the company has continuously perpetuated the utmost excellence in electronics design and manufacturing. In 2012, Audio Technology Switzerland S.A. formerly Nagra Audio division is created. Still largely owned by the Kudelski family, Audio Technology Switzerland designs, manufactures and market NAGRA professional, high-end audio and security products. It is continuing the tradition of sophistication and originality that has established the prestige of the NAGRA brand all around the world for over 60 years.











