

P R I M A R E

THE SOUND AND VISION OF SCANDINAVIA

HISTORY

Our Story



During the late 1980's, leading Danish industrial designer and passionate audiophile Bo Christiansen set out to create a new kind of audio company. Frustrated by the sound quality, aesthetics, and user interface of typical audio gear, he created a team of designers, which included gifted engineer Bent Nielsen, to form a technology group named Primare Systems AB. Their corporate mission was, first and foremost, design components of exceptional sound quality. Secondly, the products must have an elegant appearance, precise proportions and a user-friendly interface. Additionally, it was decided to eschew the industry standard twelve-month product life cycle and instead develop "living products" that could easily evolve as technologies and methodologies changed. The potent combination of clean Scandinavian design, simple yet elegant circuitry, and straightforward operation created audio components of uncanny originality.

Time Line



1986: 928 Series

Introduced shortly after being founded in 1985, Primare's first products, the 900 series, embodied a true "minimalist aesthetic" that was in stark contrast to the typical "button-cluttered" audio components of the day.



1992: 200 Series

The somewhat more radical 200 Series was acclaimed for its innovative and groundbreaking industrial design. It included not only a preamplifier, mono amplifiers, a tuner, and CD player, but also a system remote, unique at the time for ultra-high-end designs.





1994: 300 Series

In 1994, before leaving Primare, Bo developed the 300 series. Primare was transformed with the advent of these products. Not only was Primare's ongoing aesthetic idiom firmly established, but also the new design approach allowed Bent to better craft the circuitry within for improved performance.



1998: 30 Series

In 1993 Primare formed an association with another Swedish audio company Xena, known for the popular Scandinavian brands Copland and QLN. This partnership fused the design and business talents of Mr. Nielsen and Xena's Lars Pedersen, setting a new course for Primare, resulting in the 1998 introduction of the 30 series, the basis for all future designs.

- 2000: AV products introduced: V20 DVD player, P30 Processor A30.5, 5 channel power amplifier
- 2002: SP31.7 AV preamp/processor, SPA20 AV integrated amplifier, DVD25 DVD player
- 2003: DVD30 Universal disc player
- 2004: SPA21 AV integrated amplifier, SP31 AV preamp/processor, new 20 and 30 series products including the I30 integrated amplifier and DVD26 DVD player
- 2007: CDI10 one-box system using radical, for the time, new class D modules
- 2008: DVDI 10 DVD/CD one-box system. Primare introduces modular design with SPA 22 AV integrated and SP32 7-channel preamp/processor. SPA22 first with UFPD Class D technology





2010: New 30 and 20 Series

New 30 and 20 series models introduced, adopting modular design for two channel product with upgradable I32 integrated amplifier with optional MM30 network player module , CD32 CD Player, R32 phono stage, and I22 integrated amplifier with optional DAC module.

In 2011, CD32/I32 system wins EISA Best Product Award.

- 2012: Primare embraces audiophile computer audio and streaming with DAC30 and MM30 media upgrade for I32 and PRE32
- 2013: NP30 network player and APP control application launched
- 2014: Primare 60 Series and AIR streaming app launched

2017: Prisma

Prisma, a new control and connectivity technology is introduced with the I15 Prisma integrated amplifier, CD35 Prisma CD player, and I35 Prisma integrated amplifier, the latter featuring the new UFPD 2 amplifier technology.

