

P R I M A R E

THE SOUND AND VISION OF SCANDINAVIA



The EISA Best Product Amplifier 2018-2019 is... the I15 Prisma!

The EISA award citation reads:

EISA AMPLIFIER 2018–2019 Primare I15 Prisma

Primare's industrial design speaks volumes in this stylish, slimline amplifier. Despite being just three-quarters the size of conventional separates, it punches way above its weight in sound and features. Alongside conventional analogue inputs, there's a hi-res PCM/DSD DAC plus Prisma connectivity and control technology that includes Bluetooth, AirPlay, Spotify Connect and Chromecast (with Roon) functionality. It sounds surprisingly good for its size – super-smooth and creamy with detail aplenty and satisfying stage depth. The proven Class D power amplifier is meaty enough to drive most loudspeakers, while the fascia's crisp OLED display keeps track of source and volume settings. Factor in the svelte alloy casework and the I15 Prisma makes great sense for those seeking something out of the ordinary.

I15 Prisma continues a Primare tradition of delivering astonishing performance from compact and elegant devices for easy installation into virtually any living environment. With the three-quarter-sized cabinet of **I15 Prisma**, even greater possibilities open up for providing the highest quality music performance and access to any and every room in the house.

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 analog or digital, wired or wireless, stored or streamed. Primare – the sound and vision of Scandinavia.



Primare announces three exciting new Prisma products during Munich High End 2017: the I35 Prisma integrated amplifier, CD35 Prisma CD player, and I15 Prisma integrated amplifier – each product incorporating new key Primare technologies.

Each of the new products feature **Prisma**, Primare's new whole-home, high fidelity control and connectivity solution. "As a prism provides a complete spectrum of colors 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. **Prisma** features 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.

I15 Prisma Integrated Amplifier



The **I15 Prisma** integrated amplifier [1750€ MSRP] is a compact, full-featured system control and power center, providing 75 watts of power per channel, digital to analog conversion with PCM 768kHz and DSD 256 capabilities, as well as complete digital media access and system management by way of the **Prisma** connectivity and control technology. The **I15 Prisma** continues a Primare tradition of delivering astonishing performance from compact and elegant devices for easy installation into virtually any living environment. "With the three-quarter-sized cabinet of the **I15 Prisma**, even greater possibilities open up for providing the highest quality music performance and access to any and every room in the house," says Siemen Algra, Primare Sales.

Amplifier

Output Power: 2x 75W 8Ω; 2x 150W 4Ω
Analog Inputs: 1 pair RCA
Analog Output: 1 pair RCA, switchable LINE or PRE
Frequency Response: 10Hz – 20kHz, -0.5dB
THD + N: < 0.05%, 20Hz – 20kHz, 10W at 8Ω
Signal to Noise: -100 dB



DAC

Inputs: 4 x TOSLINK (96 kHz); 2 x RCA (44.1-768kHz / 16-32 bit); 1 x USB-B (PCM 192 kHz / DSD 256)

Output: 1 x RCA (192kHz native, optional 48kHz or 96kHz)

Prisma

Audio formats: WAV, LPCM, FLAC, AIFF, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
 Sample rates: 24-192kHz

WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5GHz

Inputs USB-A (192kHz); 2 x LAN (192kHz); WLAN (192kHz); Bluetooth®

General

Control: RS232; IR in/out; Trigger out

Power Consumption: Standby 0.2W; Operate 31W

Dimensions (wxdxh): 350x340 x75 mm

Weight: 6.35 kg

Color Options: Black and Titanium

Price and specifications are preliminary and subject to change.



I35 Prisma and I15 Prisma