

P R I M A R E

THE SOUND AND VISION OF SCANDINAVIA

NEW PRODUCTS
SPRING 2017



➤ For over thirty years, Primare has been designing and producing award-winning hi-fi components that exemplify honest integrity and timeless design. 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.

This spring 2017, we are pleased to announce three exciting new Prisma products, for delivery late summer and early fall – the first of many more to come: I35 Prisma integrated amplifier, with new UFPD 2 amplification technology; CD35 Prisma CD player; and I15 Prisma integrated amplifier – all incorporating Primare's new connectivity and control technology, Prisma.

Primare – the sound and vision of Scandinavia





➤ 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.

Prisma features include 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.



➤ The I15 Prisma integrated amplifier is a compact, full-featured system control and power center, providing 75 watts 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.

I 1 5 P R I S M A E





AMPLIFIER

Output Power: 2x75W 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: 4x TOSLINK (96 kHz); 2xRCA (44.1-768kHz / 16-32 bit);
 1x USB-B (PCM 192 kHz / DSD 256)
 Output: 1 xRCA (192kHz native, optional 48kHz or 96kHz)

PRISMA

Audio formats: WAV, LPCM, AIFF, FLAC, 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); 2xLAN (192kHz); WLAN (192kHz); Bluetooth®

GENERAL

Control: RS232; IR in/out; Trigger out
 Power Consumption: Standby 0.2W; Operate 31W
 Dimensions (wxdxh): 350x340x75 mm
 Weight: 6.35 kg
 Color Options: Black and Titanium



Specifications are preliminary and subject to change.



AWARD-WINNING AMP TECHNOLOGY...

> UFPD 2 incorporates all that we have learned designing and producing Class D amplifiers for over ten years. UFPD 2 is based on the new UFPD 2 Power Supply, which possesses significantly greater efficiency than from past designs, with lower ripple, to produce more and better power with less noise. This supply allows the UFPD 2 Power Module to effortlessly provide absolutely linear gain across the entire bandwidth with greater stability into even the most difficult speaker loads.

...NOW EVEN BETTER!





I35 PRISMA
THE LATEST IN A LONG LINE OF *LAGOM*

➤ The new I35 Prisma continues Primare's tradition of creating elegant integrated amplifiers of exemplary power and control.



➤ The I35 Prisma integrated amplifier is the latest iteration of Primare's now iconic 30 Series integrated amplifiers and is the first to use the new UFPD2 power system, a radical reworking of Primare's award-winning UFPD all-analog Class-D technology – a power platform that realizes the full potential of Class-D technology. Providing 150 watts at 8 ohms of absolutely linear amplification across the entire audible bandwidth, the I35 Prisma delivers naturally fast, clean and agile sound with an unprecedented ability to bring music to life. In addition to fully balanced analog 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.

Also available: I35 – analog only inputs, without DAC or Prisma; I35 DAC – analog and digital inputs, without Prisma.

I 3 5 P R I S M A



AMPLIFIER

Output Power: 2 x 150W 8Ω; 2 x 300W 4Ω
 Analog Inputs: 2 pair XLR; 3 pair RCA
 Outputs: PRE 1 pair RCA; Line 1 pair RCA
 Frequency Response: 20Hz–20kHz, -0.2dB
 THD + N: < 0.01%, 20Hz–20kHz, 10W at 8Ω
 Signal to Noise: -100 dB

DAC

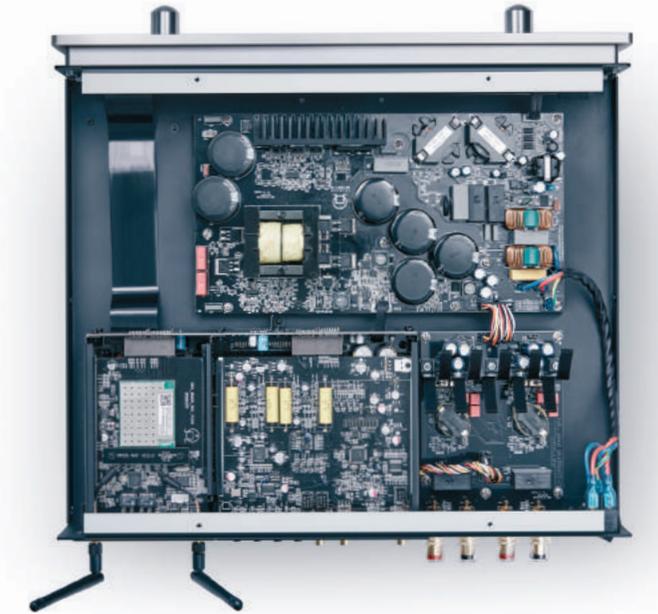
Inputs: 4 x TOSLINK (96 kHz); 2 x RCA (44.1-768kHz / 16-32 bit);
 1 x USB-B (PCM 192kHz / DSD 256)
 Output: 1 x RCA (192kHz native, optional 48kHz or 96kHz)

PRISMA

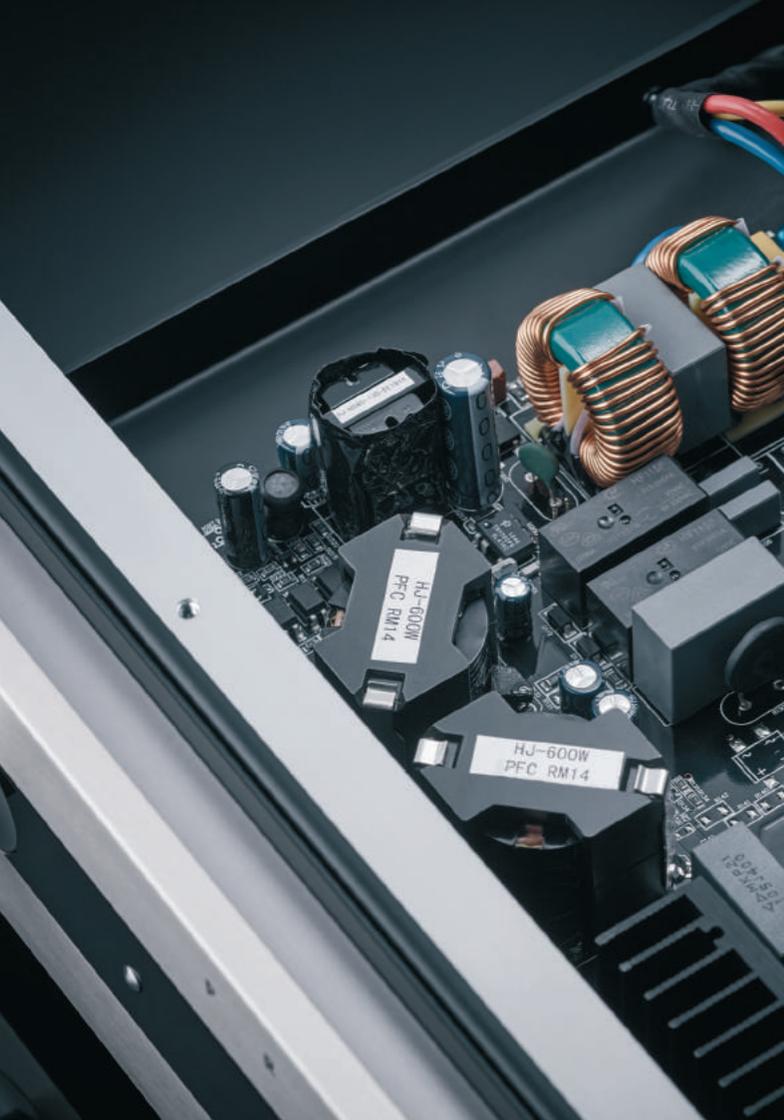
Audio formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
 Sample rates: 24–192kHz
 WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5GHz
 Inputs: USB-A (192kHz); LAN x2 (192kHz) WLAN (192kHz); Bluetooth®

GENERAL

Control: RS232; IR in/out; Trigger out
 Power Consumption: Standby 0.5W; Operate 42W
 Dimensions (w x d x h): 430 x 420 x 105 mm
 Weight: 11 kg
 Color Options: Black and Titanium



Specifications are preliminary and subject to change.





➤ A state-of-the-art TEAC cd drive and Prisma connectivity and control technology combine to create in the CD35 Prisma CD player a complete digital music source. The all-new DAC stage, utilizing a superb-sounding ESS Sabre chipset for conversion of music files up to PCM 384kHz and DSD 128, feeds a finely tuned balanced analog 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 simply the best CD player Primare has ever offered.

Also available: CD35 – CD player only, without Prisma.

C D 3 5 P R I S M A 

CD 35 SPECIFICATIONS



PLAYER

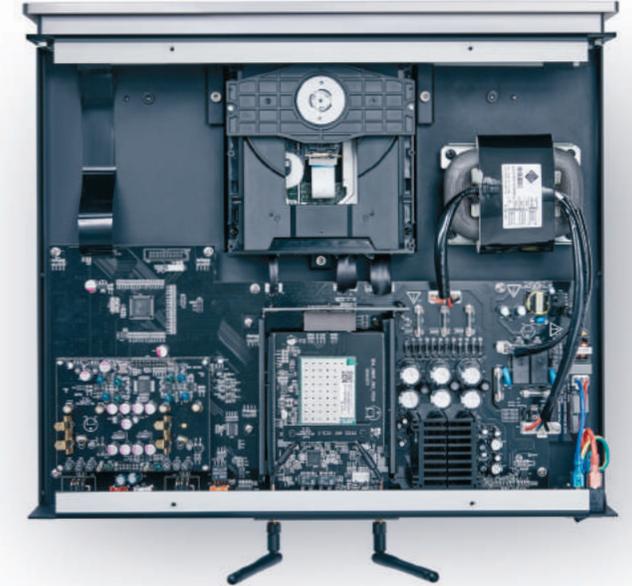
Analog Outputs: 1 pair RCA, 2.2 Vrms; 1 pair XLR, 4.4 Vrms
Digital Outputs: 1 xRCA; 1 xTOSLINK
Frequency response: 20Hz – 20 kHz -0.3dB
THD + N: 20Hz – 20kHz <0.01%
Signal to Noise: -110dB

PRISMA

Audio formats: WAV, LPCM, AIFF, FLAC, 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 xLAN (192kHz); WLAN (192kHz); Bluetooth®

GENERAL

Control: RS232; IR input in/out 3.5mm; Trigger in/out 3.5mm
Power consumption: Standby 0.5W; Operation 22W
Dimensions: (wxdxh) 430x385x105mm
Weight: 10.8kg
Color options: Black or Titanium



Specifications are preliminary and subject to change.

P R I M A R E

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More information coming soon to a new [primare.net](#)

