

P R I M A R E

THE SOUND AND VISION OF SCANDINAVIA

SUMMER
2018



For over thirty years, Primare has been designing and producing award-winning hi-fi components that exemplify honest integrity and timeless design, reflecting a commitment to Scandinavian ideals such as *hygge* and *lagom*.

Every effort is made to produce only products that significantly improve upon what was previously available, with fierce devotion to using whatever technology can provide the best performance, and with a steadfast conviction to build products that provide the best possible experience for the greatest number of people.

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 2018, we are pleased to introduce a number of exciting new products – with many more to come – incorporating Primare's new connectivity and control technology, Prisma.

Primare – the sound and vision of Scandinavia



Hygge (“**hyoo-guh**”) – is a Danish and Norwegian word that roughly translates as “cozy”, but more accurately describes the highest expression of living – that deep satisfaction from sharing food and drink, music and movies, with family and friends in the simple celebration of everyday life.

As a response to the harsh and yet inspiring natural world of Scandinavia, *hygge* is associated with being comfortably indoors around the flame of a fire or candle, providing a greater sense of warmth and well-being.

By extension, Primare components are designed with *hygge* in mind, in a sense to take the role of that flame, with the goal of providing performance that allows for a deeply satisfying experience – to heighten the *hygge*.





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.

Inspired by *hygge*, Prisma was created to allow everyone in the household to explore, discover, and share the deeply satisfying experience of high-performance music playback – providing multi-room/multi-zone connectivity and control of stored and streamed media, whether wired or wireless, all managed from mobile devices through a dedicated system control app.

In addition to Bluetooth®, AirPlay, and Spotify Connect, Prisma features Chromecast built-in, a unique streaming portal allowing effortless direct connection to hundreds of streaming applications for the best possible performance and user experience.





I15 Prisma is an integrated amplifier and network player providing 60 watts of power per channel.

SC15 Prisma is a full-featured pre-amplifier and network player featuring WiSA wireless speaker connection technology.

Both models employ Prisma control and connectivity technology, advanced digital to analog conversion, and, with their three-quarter sized cabinets, I15 Prisma and SC15 Prisma not only continue a Primare tradition of delivering astonishing performance from compact and elegant devices, but also offer even greater possibilities for easy installation into virtually any and every room of the house.

I 1 5 P R I S M A E
S C 1 5 P R I S M A E



I 1 5 P R I S M A S P E C I F I C A T I O N S



AMPLIFIER

Output Power: 2 x 60W 8 Ω ; 2 x 100W 4 Ω
Analog Input: 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 8 Ω
Signal to Noise: >80dB

DAC

Inputs: 3 x TOSLINK (192kHz/24 bit); 1 x RCA (192k/24 bit); 1 x 3,5 mini-plug (192kHz/24 bit); 1 x USB-B (up to 768kHz/32bit; up to DSD256/11.2MHz)
Output: 1 x RCA (analog in = 48kHz out; digital in = pass-through)
Frequency Response: 20Hz – 20kHz +0.1/-0.6dB
Signal to Noise: >90dB

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5GHz b, g, n mode

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger out
Power Consumption: Standby 0.5W; Operate 25W
Dimensions (wxdxh): 350x329x73 mm with knobs and connectors
Weight: 6.4 kg
Color Options: Black or Titanium



Specifications subject to change.



SC15 PRISMA SPECIFICATIONS



DAC

Inputs: 3 x TOSLINK (192kHz/24 bit); 1 x RCA (192k/24 bit); 1 x 3,5 mini-plug (192kHz/24 bit); 1xUSB-B (up to PCM 768kHz/32 bit; DSD 256/11.2MHz)
Output: 1 x RCA (analog in = 48kHz out; digital in = pass-through)
Frequency Response: 20Hz – 20kHz +0.1/-0.6dB
Signal to Noise: >90dB

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5g Hz b, g, n mode

WiSA

24/48-96kHz high-resolution wireless speaker connection

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger out
Power Consumption: Standby 0.5W; Operate 25W
Dimensions (wxdxh): 350x329x73 mm with knobs and connectors
Weight: 6.4kg
Color Options: Black or Titanium



Specifications subject to change.

WISA
WIRELESS SPEAKER & AUDIO





CD15 Prisma features a slot loading Philips dedicated CD drive with Prisma control and connectivity technology feeding a carefully crafted DAC stage and finely tuned analog output stage, allowing for full featured digital music playback from either stored or streamed media, as well as multi-room multi-zone capabilities. Connect a pair of powered speakers to its variable output and CD15 Prisma forms the heart of a complete compact digital music system.

Also available:

DD15 – CD transport, digital outputs only

C D 1 5 P R I S M A 
D D 1 5



CD15 PRISMA SPECIFICATIONS



PLAYER

Analog Outputs: 1 pair RCA, 2.2 Vrms
Digital Outputs: 1 x RCA; 1 x TOSLINK
Frequency Response: 20Hz – 20kHz: +0.1/-0.65dB
Signal to Noise: >80dB (AES17 filter)
THD + N: 20Hz – 20kHz <0.01%

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in, DLNA/UPnP
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5g Hz b, g, n mode

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger in/out
Power Consumption: Standby (ECO): <0.5W; Operating: <10W
Dimensions (wxdxh): 350x329x73 mm with knobs and connectors
Weight: 6.6kg
Color Options: Black or Titanium



Specifications subject to change.



DD15 SPECIFICATIONS



TRANSPORT

Digital Outputs: 1 x RCA; 1 x TOSLINK

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger in/out

Power Consumption: Standby (ECO): <0.5W; Operating: <10W

Dimensions (wxdxh): 350x329x73 mm with knobs and connectors

Weight: 6.5kg

Color Options: Black or Titanium



Specifications subject to change.



Lagom ("laah-goam") – is a Swedish word that means "just the right amount." Not too much. Not too little. Everything in perfect balance, harmony, and proportion.

Implicit in our definition of *lagom* is the sense that no aspect of a Primare product, in either appearance or performance, should draw attention to itself – that the music or movie should be the primary experience and the perception of technology at work should disappear. In this sense, the essence of a Primare experience involves things that have as much to do with the heart as with the head.

The many design and production innovations that enable a Primare component to deliver uniquely harmonious and balanced performance can be illustrated, but there is no measure of its ability to exhilarate and satisfy. That feeling is immeasurable. Ultimately, and true to this idea of *lagom*, the Primare experience simply feels right.

L A G O M

Our use of three feet is the simplest illustration of lagom. Not too much. Not too little. Just the right amount.





I25 Prisma joins I35 Prisma as the latest in a long line of *lagom*.

Every aspect of a Primare design is based on the concept of *lagom*, and no better example of this in action is our new UFPD 2 amplifier technology. UFPD 2 is a radical reworking of Primare's award-winning UFPD all-analog Class-D technology and incorporates all that we have learned designing and producing Class D amplifiers for over ten years.

I25 Prisma and I35 Prisma are the latest iteration of Primare's now-iconic integrated amplifiers and the first to use the new UFPD 2 power amplification technology.



UFPD 2 is based on the new UFPD 2 Power Supply, which possesses significantly greater efficiency than 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, in part due to new output filtering, with greater stability into even the most difficult speaker loads, producing a sound that simply feels right – that is *lagom*.





I25 Prisma provides 100 watts at 8 ohms of absolutely linear UFPD 2 power delivery across the entire audible bandwidth.

I35 Prisma adds two pair of XLR inputs and greater UFPD 2 power output, at 150 watts at 8 ohms.

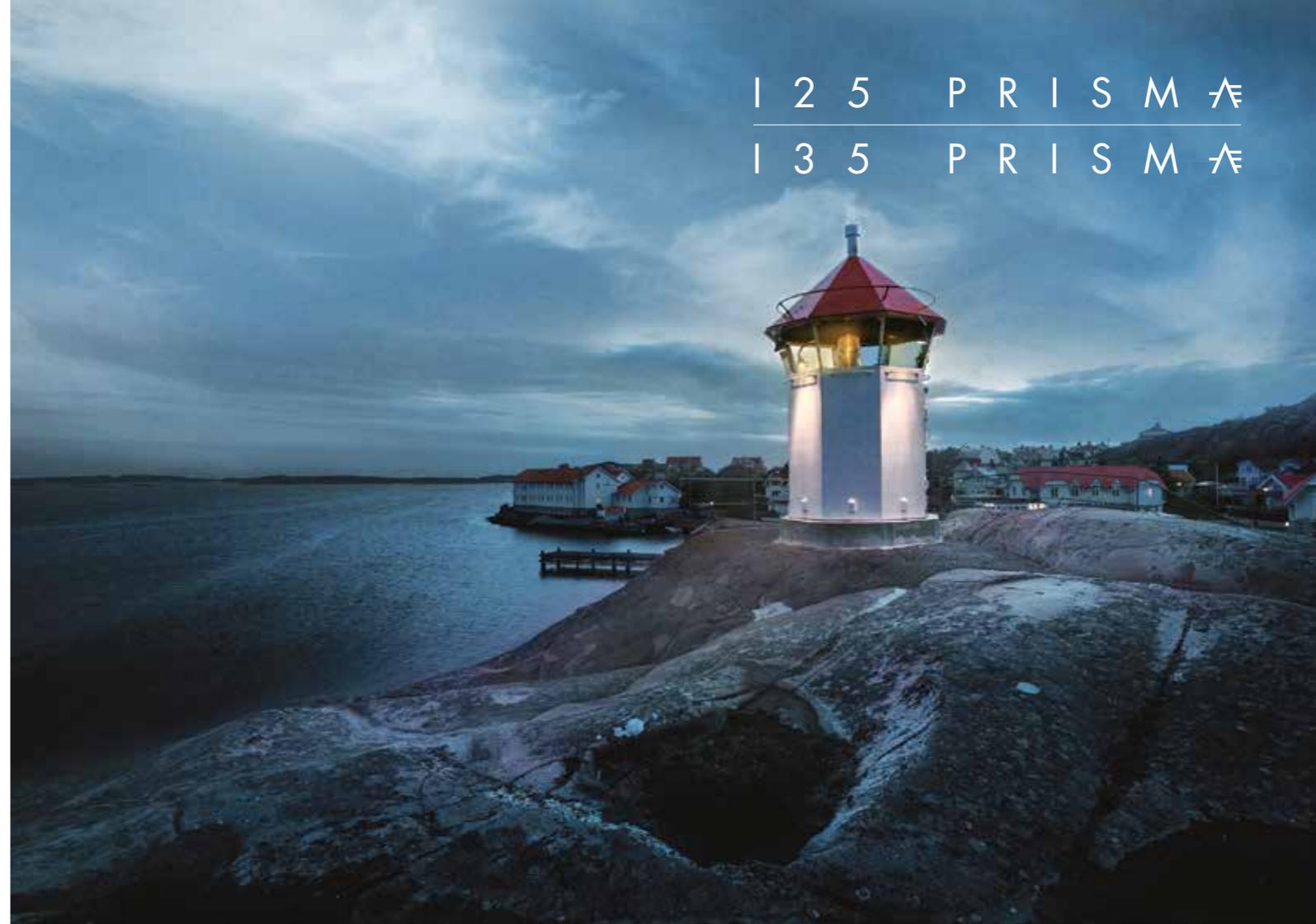
Both deliver naturally fast, clean, and agile sound with an unprecedented ability to bring music to life, and include a full-featured DAC stage, as well as Prisma connectivity and control technology.

Also available:

I25 / I35 – analog inputs only, without DAC or Prisma

I25 DAC / I35 DAC – analog and digital inputs, without Prisma

I 2 5 P R I S M A E
I 3 5 P R I S M A E



I 2 5 P R I S M A S P E C I F I C A T I O N S



AMPLIFIER

Output Power: 2 x 100W 8 Ω ; 2 x 200W 4 Ω
Analog Inputs: 5 pair RCA
Analog Outputs: PRE 1 pair RCA; Line 1 pair RCA
Frequency Response: 20Hz – 20kHz, -0.2dB
THD + N: < 0.01%, 20Hz – 20kHz, 10W at 8 Ω
Signal to Noise: >100dB

DAC

Inputs: 4 x TOSLINK (192 kHz/24 bit); 2 x RCA (192kHz/24 bit);
1xUSB-B (up to PCM 768kHz/32 bit; DSD 256/11.2MHz)
Output: 1 x RCA (analog in = 48kHz out; digital in = pass-through)
Frequency Response: 20Hz – 20kHz +0,1/-0,65
Signal to Noise: >90dB

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5g Hz b, g, n mode

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger out
Power Consumption: Standby 0.5W; Operate <32W analog only;
<37W DAC; <40W DAC and Prisma
Dimensions (wxdxh): 430x420x106 mm with knobs and connectors
Weight: 11 kg
Color Options: Black or Titanium

Specifications subject to change.



I 3 5 P R I S M A S P E C I F I C A T I O N S



AMPLIFIER

Output Power: 2x150W 8 Ω ; 2x300W 4 Ω
Analog Inputs: 2 pair XLR; 3 pair RCA
Analog Outputs: PRE 1 pair RCA; Line 1 pair RCA
Frequency Response: 20Hz–20kHz, -0.2dB
THD + N: < 0.01%, 20Hz–20kHz, 10W at 8 Ω
Signal to Noise: >100dB

DAC

Inputs: 4 x TOSLINK (192kHz/24 bit); 2 x RCA (192kHz/24 bit); 1x USB-B up to 768kHz/32bit; up to DSD256 (11.2MHz)
Output: 1 x RCA (analog in = 48kHz out; digital in = pass-through)
Frequency Response: 20Hz–20kHz +0,1/-0,65
Signal to Noise: >90dB

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5GHz b, g, n mode

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger out
Power Consumption: Standby 0.5W; Operate <32W analog only; <37W DAC; <40W DAC and Prisma
Dimensions (wxdxh): 430x420x106 mm with knobs and connectors
Weight: 11 kg
Color Options: Black or Titanium

Specifications subject to change.







CD35 Prisma CD player combines a state-of-the-art TEAC dedicated CD drive, all-new reference balanced DAC stage feeding a finely tuned balanced analog output stage (with selectable fixed or variable output), and Prisma connectivity and control technology to create a complete digital music source. Each component part of the CD35 Prisma – the drive, the DAC, the output stage, and Prisma technology – contributes to what is simply the best CD player Primare has ever offered.

Also available:

CD35 – CD player only, without Prisma

DD35 – CD transport, digital output only



C D 3 5 P R I S M A 
D D 3 5

CD 35 PRISMA 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/AES17

PRISMA

Audio Formats: WAV, LPCM, AIFF, FLAC, ALAC, MP3, MP4 (AAC), WMA, OGG, DSD
Wired Inputs: USB-A, LAN (up to 192kHz/24 bit; DSD 128/5.6MHz)
Wireless Inputs: Bluetooth®, AirPlay, Spotify Connect, Chromecast built-in
WLAN: IEEE 802.11 a/b/g/n/ac compliant; 2.4/5GHz b, g, n mode

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger in/out
Power Consumption: Standby 0.5W; Operate 25W
Dimensions (wxdxh): 430x385x106 mm with knobs and connectors
Weight: 10.8 kg
Color Options: Black or Titanium



Specifications subject to change.

DD35 SPECIFICATIONS



TRANSPORT

Digital Outputs: 1 xRCA; 1 xTOSLINK

GENERAL

Control: C25 remote control; RS232; IR in/out; Trigger in/out

Power Consumption: Standby 0.5W; Operate 25W

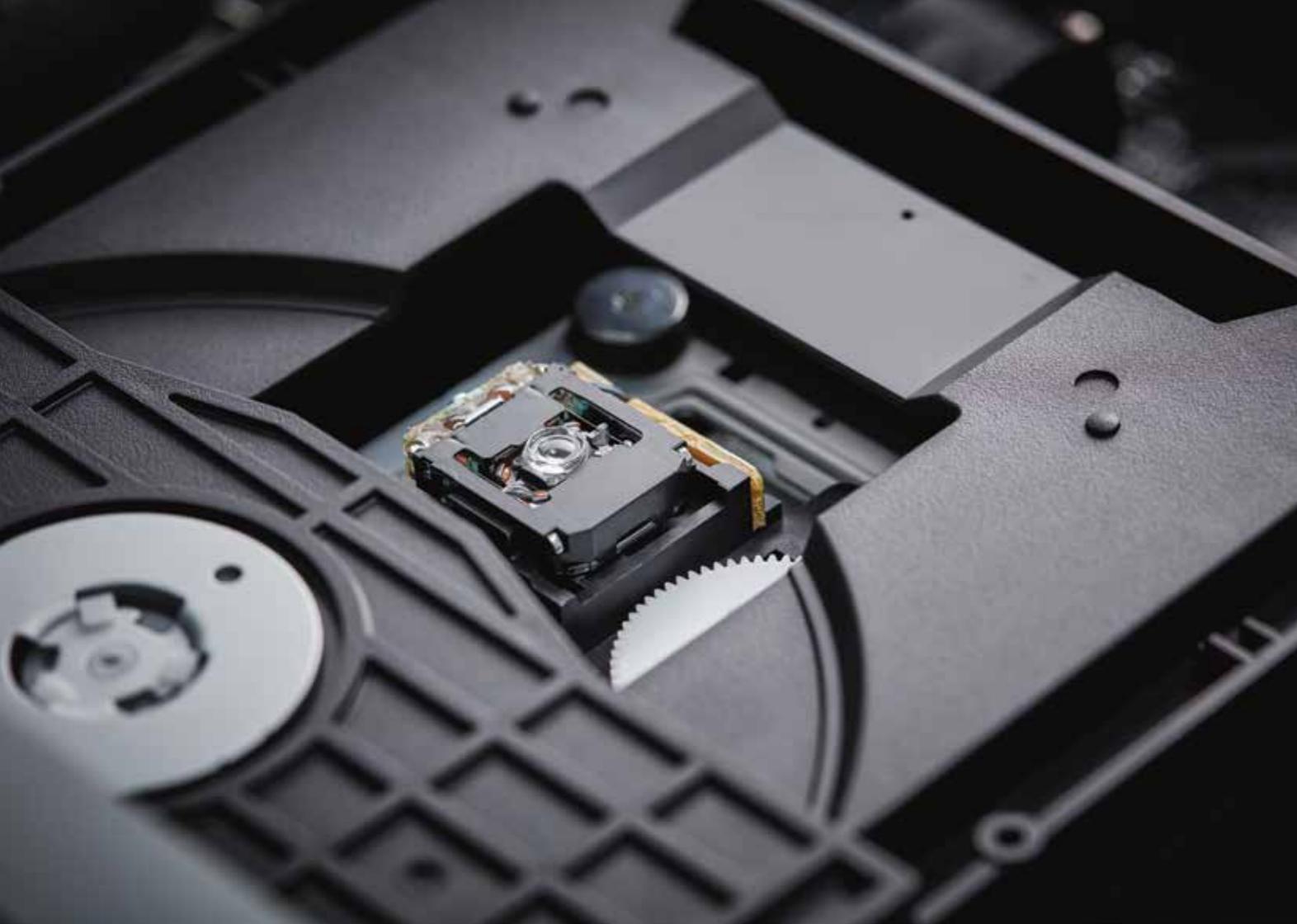
Dimensions (wxdxh): 430x385x106 mm with knobs and connectors

Weight: 10kg

Color Options: Black or Titanium



Specifications subject to change.



System Building and Modular Design

We offer a carefully considered array of models and configurations in order to allow for device selection that best fits any system need.

For example, a CD35 Prisma can be paired with an I35 integrated amplifier, allowing for a separation of analog and digital stages.

Or, an I35 Prisma can be paired with a DD35 CD transport, allowing for multi-room and multi-zone playback of every input, whether analog or digital source.

Additionally, we feel it is essential to offer modularity whenever possible in order to have just the right features, both now and for the future.

Modular design is featured in the I25 and I35 integrated amplifiers, both of which can be updated with DAC and Prisma modules, as well as the CD35 CD player that can have the Prisma module added, at a later date.

M O D U L E





C25 IR system remote control is included with all Primare Prisma generation products, featuring completely new, proprietary control codes for faster response and reduced interference.



P R I M A R E

THE SOUND AND VISION OF SCANDINAVIA SINCE 1986

LIMSTENSGATAN 7,
216 16 LIMHAMN, SWEDEN

More information at primare.net

