

P E R F O R M A N C E B Y D E S I G N



P R I M A R E



RESOLVING VIRTUES

In the 1980s, a Scandinavian industrial designer and hi-fi enthusiast decided to change the hi-fi industry. The components of the day made beautiful music, but looked rather primitive. They elevated the senses in one respect, and undermined them in another. The contradiction, in fact, made no sense at all. Why, he figured, make extraordinary sounding product look so ordinary? Why, he concluded, shouldn't the ownership of high performance hi-fi be a wholly inspirational experience for the eyes as well as for the ears? So he created the complete hi-fi product, and called it Primare.

The company he founded is still making completely inspirational products according to his radical blueprint. Primare's team of world-class designers is developing audio and video entertainment products, which yield breathtaking resolution, but also embrace the high-aesthetic virtues that define the brand. The Primare style is one of understated sophistication that reflects confidence and engineering excellence. It eschews the fetish for gadget features, preferring to concentrate on raising the performance of the most widely enjoyed disc formats. Consequently CD, DVD-A, and SACD sound sublime; and DVD is rendered with



a vivid contrast that is possible only by innovative design and the elimination of compromise.

According to this philosophy, Primare does not implement features simply because they exist. An evolving consultation with our customers ensures that the buttons that are rarely pushed do not compete for design space. This gives Primare the opportunity to refine the features that add genuine fidelity and convenience to the unique experience that is Primare: a beautifully crafted balance of price, performance and design.





NEW PLAYER, NEW MANAGER

How exquisite, how beautifully succinct, how typically Primare. The performance of a monster multi-channel system concentrated in two elegant components. By stripping away superfluous functions and by fine-tuning core technologies, Primare has created a wonderfully powerful audio/video system possessing the visceral impact and stature of high-end home cinema,

but with a physical scale that is more akin to a midi system. Sophisticated, but not pretentious, simple but not simplistic; the DVD26/SPA21 combination is as easy to place in a room as it is easy to operate. While definitive Primare performance from CD and DVD is sure to leave you exhilarated, you'll not have to count the cost in budget or living space.







NO LOOSE ENDS

No fewer than three design teams are dedicated to the challenge of refining the unique blend of magic that makes a product worthy of the Primare name. A world-class collaboration of the in-house design team at Vaxjo – lead by Björn Holmqvist, the celebrated Danish designer Bent Nielsen, and the Bladelius Design Group in Sweden is responsible for creating such beautifully individual products.

From the outside, the ultra-chic DVD26/SPA21 system oozes sophistication, but on the inside, it's a class apart. Electronic design is typically Primare: hand picked components and innovative circuit topology combine to recreate explosive audio dynamics and startling picture resolution. Video and audio sections are carefully optimised and matched to perfection. A highly specified Analogue Devices video DAC (as used by the DVD30) and nDSP progressive scan chip are utilised to bring a fresh vitality to DVD. Burr-Brown conversion and jitter correction combine with proprietary OP amps and discrete single-ended output stages for breathtaking CD reproduction. The DVD26 uses an R-type transformer with separate windings for audio, video, digital and mechanism to preserve signal integrity. In fact, the

entire design is arranged as if two exceptional disc players were placed in the same chassis, and this is exactly how the DVD26 performs.

Signal purity is preserved through the matching SPA21 integrated audio/visual amplifier. Balancing the needs of audio and video beautifully, its design is distinguished by the same blend of rugged engineering, innovation, flexibility, and visual chic that defines the DVD26. The SPA21's proprietary eight-channel DSP will decode the widely available multi-channel sound formats and in addition provide Primare's own 7.1-channel mode. A comprehensive range of input/output options allows access to the SPA21's five discrete and powerful amplifiers, each capable of generating 100 watts at every frequency between 20Hz and 20kHz with distortion measured at a mere 0.07%.

The DVD26/SPA21 is the complete audio/video system for those who value performance over gadgetry, convenience over complexity, living space over conspicuous display. Staggeringly compact, easy to use, but specified to add the resolution to CD and DVD that usually comes at a premium, the DVD26/SPA21 system represents Primare at its potent best.





PURE AUDIO CHEMISTRY

Blend a super-smooth CD transport mechanism with state-of-the-art digital processing; an audiophile-grade analogue stage with award-winning amplifier design, and the result is sheer musical alchemy. For the CD21/I21 system, Primare's ingenuity has achieved a perfect balance of accuracy and dynamic expression, endowing CD with a breathtaking resolution that is impressive at any level, yet the system is priced for entry-level. The CD21 uses an excellent low-noise mechanism and a high quality DAC for each channel, which, in synergy with Primare's discrete circuit topology, restores smooth, undistorted, naturally three-dimensional music to the listener. Its stylish counterpart, the I21, has an engineering heritage that may be traced through

generations of class-beating "budget" Primare amplifiers, each the beneficiary of an improved version of the "classic" configuration of JFET input and bi-polar output devices. As many as four sources can use the I21's muscular 75 watts and there are flexible output options including pre-outputs for an additional power amplifier.

The CD21/I21 system's expertly conceived symmetry is also evident in the seamless, intuitive control of all functions from a single user handset. Chic, affordable, easy to use and dedicated completely to musical realism, this compact pairing will seduce the connoisseur in everyone.



REALITY IS THE PRIORITY

A devotion to the cause of musical integrity has compelled Primare's engineers and designers to seek ever more innovative ways to capture the spirit of the original recording. Their all-consuming passion has succeeded in further refining the award-winning Primare D30.2 CD player and A30.1 amplifier designs to create the CD31 and I30. Each makes a definitive statement of

Primare's elite electronic and aesthetic design ethos. Together, they reveal a level of fidelity that will resolutely hold the ring against any similarly priced challenger. Utilising fully balanced low-noise topology throughout, and the finest discrete circuit components, the beautifully conceived CD31/I30 system will transcend expectations to deliver musical exhilaration, pure and simple.





MOVING THE AIR

Many manufacturers exaggerate their power specifications in a forlorn attempt to impress the reader. Instantaneous or peak power, generated in milliseconds, would yield spectacular results if music were as short-lived. Of course in the real world of entertainment, this level of performance is hopelessly inadequate. In order to reproduce continuous and highly dynamic audio convincingly, amplifiers must generate a prevailing and consistent level of power, irrespective of loudspeaker load,

across the audible spectrum. Primare's power amplifiers are built to generate the power necessary to recreate all the explosive transience and transparency of natural three-dimensional sound. Within each design, identical, channel-dedicated mono amplifiers, incorporating huge transformers and robust output stages are specified to preserve complete channel separation and integrity. Enduring precision and control is Primare's promise. No exaggeration is necessary.







3 - D G E N E S I S

In the world of audio reporting, much is made of the superiority of two-channel reproduction over multi-channel, the implication being that spreading information amongst many channels must inevitably involve compromise. The technical argument obsesses about the failure of multi-channel formats to provide sufficient resolution across all channels, but tends to ignore the importance of skilful implementation. True, there is mediocrity in the market, illuminated by lazy design, but certain manufacturers have elevated the art of multi-channel music and movie sound reproduction to a level, which exposes the limitations of two-channel as convincingly as stereo exposed the frailties of mono. If each channel of the multi-channel matrix is treated with the care that Primare lavishes on those of its ultimate universal

music and movie system, a genuinely holistic audio experience is forged. The beautifully crafted DVD30/SP31/A30.5 system bears testimony to Primare's no-compromise approach to design. For a relatively modest price, proprietary audiophile circuits are galvanised to create a truly universal system, which removes ambiguity from the sound of any format. There's a structural integrity to the performance of DVD-A, SA-CD, CD and DVD that transcends the supposed limitations of the digital disc medium. The atmosphere in film and live musical recordings is tangible as each identically engineered channel conveys its clean undistorted sound to an utterly coherent, all-encompassing stage. Introduce the visual vitality of the DVD30's video processing and suspend disbelief in every experience.



CD21 CD PLAYER

Where music lovers should start. The keenly priced CD21 makes the sonic virtues of expensive design accessible to those wishing to rejuvenate their favourite music

Mechanism	DVS DSL-710	Analogue outputs	1 RCA (L & R)
D/A Converter	2xPCM1738 (192kHz, 24 bits)	Digital Output	Coaxial (SPDIF) 75 Ω AES/EBU 110 Ω TOS-Link
Output Analogue	2.0 Vrms	Other inputs	IR input 3,5 mm RS232 input Data input
Output Impedance	100 Ω	Power Consumption	Standby <16W Operation 30W
Frequency Response	20Hz – 20kHz (+0/0.2dB)	Dimensions (WxDxH)	430 x 385 x 100 mm
Signal to Noise Ratio	105dB	Weight	10,5 kg
Harmonic Distortion	<0.01%(20Hz – 20kHz)	Color option	Black or Titanium



I21 INTEGRATED AMPLIFIER

The epitome of Primare design: plenty of real power, flexible connections and upgrade potential, plus the reliability of a proven audiophile design.

Output power	2 x 75W into 8 Ω, 2 x 125W into 4 Ω	Frequency response	10Hz – 100kHz, -3dB (1kHz, 10W into 8 Ω)
Speaker terminals	4 –16 Ω	THD	0.05%
Output impedance	<0.08	Signal-to-noise ratio, line	100dB
Line inputs	330mVrms	Power consumption	Standby 12W Peak current ±25A
Analogue inputs	4 RCA (L & R)	Dimensions (WxDxH)	430 x 385 x 100 mm
Preamp output	1 RCA (L & R)	Weight	13.5 kg
Tape outputs	300mVrms 1 RCA (L & R)	Color option	Black or Titanium



DVD 26 DVD AND CD PLAYER

The highest quality digital processing will reveal the full potential of DVD and CD. Video and audio are given a comprehensive makeover by this remarkable, modestly priced machine.

Video performance features	108 Mhz 12 bit Videodac Pixelworks video processor	THD +Noise	0,009% at 1 kHz
Mechanism	DVS DSL-710	Dynamic Range	100 dB
Audio performance features	192kHz/24bit Audio Dac	Signal-to-noise Ratio	100 dB
Audio outputs	1 RCA (L & R) Downmixed	Channel Separation	100 dB
Digital audio outputs	Coaxial (SPDIF) 75 Ω TOS-link	Output Level	2,0 Vrms
Video outputs	Composite S-video Scart, RGB compatible Component (interlazed) VGA progressive (NTSC) Component progressive (NTSC)	Formats Supported	CD/VCD/SVCD/CD-R/ CD-RW/DVD-R/DVD+R/ MP3/JPEG/DVD-V
		Other inputs	IR input 3.5 mm RS232 input Data input
		Power Consumption	Operating: 35 W Standby: 10 W
		Dimensions (WxDxH)	430 x 385 x 100 mm
		Weight	10.5 kg
		Color option	Black or Titanium



SPA21 SURROUND AMPLIFIER

When a manufacturer with the pedigree of Primare makes a five-channel integrated amplifier, expect the usual surround sound formats to take a dynamic leap in quality.

Output power	5 x 100 W 8 Ω	Modes	Dolby®, ProLogic II, Dolby® Digital 5.1, Surround EX 6.1, DTS® Neo:6, DTS® 5.1, DTS® ES 6.1, DTS® ES 6.1 discrete, "Surround EX 7.1"
Analogue inputs	8 RCA (L & R)	Video	NTSC/PAL
Digital inputs	2 RCA, 2 TOS-Link	Power consumption	Stand by <50W THD <0.07%, 20 Hz-20 kHz
Video inputs	4 Composite, 2 S-Video, 2 Component	Signal-to-noise ratio	100 dB
Preamp outputs	Front (L & R), Center, Sub, Surr. (L & R), Surr back (L & R)	Frequency response	<10 Hz-100 kHz, -3 dB 20 Hz-20 kHz ± 0,2 dB
Poweramp outputs	Front (L & R), Center Sub Surr (L & R)	Frequency response	<10 Hz-100 kHz, -3 dB 20 Hz-20 kHz ± 0,2 dB
Analogue Record Output	1 RCA (L & R)	Dimensions (WxDxH)	430 x 400 x 135 mm
Digital Record Output	Coaxial (SPDIF) 75 Ω	Weight	24.5 kg
Video Output	2 Composite, 2 S-Video and 1 component	Color option	Black or Titanium
Other out-/inputs	1 IR input, 2 12V triggers, 1 RS232, 1 DATA	Possibility to exchange poweramp channels front/surround	



CD31 CD PLAYER

Extract the last elusive nuance from CD with the elite CD31, which features balanced topology and dual-mono signal paths to shrink the noise-floor almost to zero. Fully balanced.

Mechanism	DVS DSL-710	Harmonic Distortion	>0.01% (20 Hz – 20 kHz)
D/A Converter	4 x Burr-Brown	Digital Audio Outputs	Coaxial (SPDIF) 75 Ω AES/EBU 110 Ω TOS-Link
Analogue outputs	1 RCA (L & R) 2.0Vrms 1 XLR (L & R) 4.0 Vrms	Power Consumption	Operating 34 W Standby 16 W
Other inputs	IR input 3.5 mm RS 232 input Data input	Dimensions (WxDxH)	430 x 385 x 100 mm
Output Impedance	100 Ohm	Weight	10.5 kg
Frequency Response	20 Hz – 20 kHz (-0.5dB)	Color Option	Black or Titanium
Signal to Noise Ratio	105 dB		



I30 INTEGRATED AMPLIFIER

For those seeking to upscale their systems, a truly vital component in the control of unruly loudspeakers and for the liberation of music's dynamic fidelity. Fully balanced.

Output power	2x100 W/8 Ω, 2x180 W/4 Ω	THD	<0.07%
Analogue inputs	2 XLR (L & R) 4 RCA (L & R)	Signal-to-noise ratio, line	100 dB
Analogue record output	1 RCA (L & R)	Output impedance	0.06 Ω
Pre Out	1 RCA (L & R)	Power consumption	Stand by <25W
Peak current	±40 A	Dimensions (WxDxH)	430 x 385 x 100 mm
Frequency response	<10 Hz – 100 kHz, -3 dB	Weight	15.5 kg
		Color option	Black or Titanium



DVD30 DVD PLAYER

Universal by name and nature, the DVD30 provides a precision-engineered riposte to the mediocrity of mass-produced alternatives. From any disc, the same resolute quality prevails.

Video Performance Features	2x108MHz/12bit, Video DAC Twin-Wave Laser Pickup	Video outputs	Double Component Video (Y, Cr, Cb) Output S-Video, Composite Video Output 21-pin Scart, RGB compatible
Formats supported	CD/Video CD/CD-R/ CD-RW/DVD-R/RW/ SACD/DVD-V	Digital Audio outputs	Coaxial (SPDIF) 75 Ω TOS-Link AES/EBU 110 Ω Analogue
Audio Performance Features	Multi-channel DVD Audio & SACD Playback MP3 Playback Capability Triple 192KHz/24-bit (3x2 channel) Audio DAC's Fully balanced circuitry, front outputs THD + Noise, 0.004% at 1 kHz Dynamic range, 100dB Signal-to-noise Ratio, 100dB Channel separation, 100 dB Output Level, 2.0Vrms, RCA Output Level, 4.5Vrms XLR Dolby® 5.1 Digital and DTS® 5.1, Decoding	Audio outputs	8 RCA, double Front (L & R) Surr (L & R) center, sub
		Other inputs	IR input 3,5 mm RS232 input Data input
		Power Consumption	Operating: 38 W, Standby: 14 W
		Dimensions (WxDxH)	430 x 385 x 100 mm
		Weight	9.5 kg
		Color option	Black or Titanium



SP31 PROCESSOR

Rarely have seven channels sounded so convincing. No corners are acut in providing a genuinely holographic surround sound experience. Exclusive ownership of Primare's proprietary surround mode is an added bonus.

Analogue inputs	1 XLR, 7 RCA (L & R)	DTS® Neo:6, DTS® 5.1, DTS® ES 6.1, DTS® ES 6.1 discrete, "Surround EX 7.1"	
Digital inputs	1 XLR, 5 RCA (L & R) 2 TOS-Link	Video NTSC/PAL	
Video inputs	4 Composite, 3 S-Video, 2 Component	Power consumption	Stand by <38W
Analogue outputs XLR	Front (L & R)	Dimensions (WxDxH)	430 x 385 x 100 mm
Analogue outputs RCA	Front (L & R), Center, Sub, Surr (L & R), Surr back (L & R)	Weight	10 kg
Analogue Record Output	1 RCA (L & R)	Color option	Black or Titanium
Digital Output	1 TOS-Link 1 Coaxial (SPDIF)	ANALOGUE DATA	
Video Output	2 Composite and 2 S-Video, 1 Component	Bandwidth	1 Hz-100 kHz – 1 dB
Video	NTSC/PAL, Comp., S-Video	THD	<0.005%, 20 Hz-20 kHz
Other out-/inputs	1 IR input, 1 Mic input 4 12V triggers 1 RS232, 1 DATA	Signal-to-noise ratio	-110 dB
Modes	Dolby®, ProLogic II, Dolby® Digital 5.1, Surround EX 6.1,	Frequency response	<10 Hz-100 kHz, 1 dB
		Input impedance	15 kΩ, RCA
		Input impedance	10 kΩ, XLR
		Output impedance	50 Ω
		DIGITAL DATA	
		Frequency response	20 Hz-20 kHz ± 0,2 dB
		THD+noise	0,005% @1 kHz



PRE30 PREAMPLIFIER

The perfect partner for Primare's dedicated power amplifiers. Another level of musical realism is reached by this unashamedly esoteric, but wholly reliable design.

Analogue inputs	2 XLR (L & R), 5 RCA (L & R)	Gain	16 dB
Analogue outputs	1 XLR (L & R), 2 RCA (L & R)	Frequency response	DC to 100kHz + 0.1 dB
Analogue record output	1 RCA (L & R)	THD	< 0.01 %
Balanced (XLR) input	560 mVrms	Signal-to-noise-ratio	118 dB
Unbalanced (RCA) inputs	280 mVrms	Mains	100 / 115 / 230V
Sensitivity adjustment	+/- 20 dB	Dimensions (WxDxH)	430 x 385 x 100 mm
Tape output	280 mVrms	Weight	9.5 kg
Other outputs	Trigger	Color option	Black or Titanium



A30.2 AMPLIFIER

A durable, award-winning amplifier, which features the classic Primare dual-mono design configuration, the A30.2 offers audiophile performance at an affordable price.

Output power	2x120 W/8 Ω , 200 W/4 Ω	Input impedance	10 k Ω
Mono Bridge	1x380 W/8 Ω	Output impedance	0.03 Ω
Inputs	2 XLR, 2 RCA	Power consumption	Stand by <3,5W
Other inputs	12V Trigger	Dimension (WxDxH)	430 x 385 x 100 mm
Frequency response	<10 Hz-100 kHz -3 dB	Weight	16 kg
THD	<0.08%	Color option	Black or Titanium
Signal-to-noise	-100 dB		



A30.3 mkII AMPLIFIER

Enhance the potential of the A30.2 with three identical and matching amplification channels in the A30.3, to deliver huge reserves of power for five-channel applications.

Output power	3x120 W/8 Ω , 200 W/4 Ω	Input impedance	10 k Ω
Inputs	3 RCA	Output impedance	0.03 Ω
Other inputs	12V Trigger	Power consumption	Stand by <3,5W
Frequency response	<10 Hz-100 kHz -3 dB	Dimension (WxDxH)	430 x 385 x 100 mm
THD	<0.08%	Weight	16 kg
Signal-to-noise ratio	100 dB	Color option	Black or Titanium



A30.5 mkII AMPLIFIER

Offering the concentrated power of five identical mono amplification channels housed in a single enclosure, the compact A30.5 is the perfect balance of style and performance to complement the V26 and DVD30 players.

Output power	5x120 W/8 Ω , 200 W/4 Ω	Output impedance	0.03 Ω
Inputs	5 RCA	Power consumption	Stand by 0W
Other inputs	12V Trigger	Dimensions (WxDxH)	430 x 385 x 175 mm
Frequency response	<10 Hz-100 kHz, 3 dB	Weight	27 kg
THD	<0.08%	Color option	Black or Titanium
Signal-to-noise ratio	100 dB		
Input impedance	10 k Ω		



T22 FM TUNER

No entertainment system is complete without the variety of FM radio. The T22's wideband response will breathe life into even the most elusive stations.

Tuning range (50 kHz steps)	87,5–108,0 Mhz	Frequency Response	30Hz - 15kHz +/-1,5 dB
Tuning range Japan (50 kHz steps)	75,5–90,5 Mhz	Stereo Separation	40dB at 1 kHz (Wide)
Usable Sensitivity Mono	1,8uV, 75 Ω, DIN	Power consumption	Stand by <6W
Usable Sensitivity Stereo	36uV, 75 Ω, DIN	Analogue outputs	1 RCA (L & R), 0,75Vrms
Capture Ratio	1,5 dB	Output Impedance	10 kΩ
Image Rejection Ratio	80 dB	Muting Level	17,2dBf, 2,0uV, 75 Ω
IF Rejection Ratio	90 dB	Antenna Impedance	75 Ω
Signal-to-Noise Ratio Mono	70 dB	Dimension (WxDxH)	400 x 385 x 100 mm
Signal-to-Noise Ratio Stereo	65 dB	Weight	8,5 kg
Alternate Channel Attenuation	60 dB, IHF	Color option	Black or Titanium
AM Suppression Ratio	50 dB		
Subcarrier Product Rejection	60 dB		
Total Harmonic Distortion Mono	0,1% (Wide)	FUNCTIONS	
Total Harmonic Distortion Stereo	0,2% (Wide)	Antenna Inputs	1
		Narrow / Wide	+
		RDS	+
		Stereo / Mono	+



DELAY BOX

Correct the delays inherent in video processing and poor DVD transfers, and banish the destructive effects of poor lip-syncing forever with the Delay Box, a simple to install, easy to use, but transparently precise and revelatory upgrade.

0–600 ms delay
Full conversion between Coax and TOS-link
4 presets, two per input Coax and TOS-link
True bypass mode
Color option: Black
Inputs: 1 SPDIF, TOS-link
Outputs: 1 SPDIF, TOS-link
Other inputs: IR-input 3.5mm
9V DC-power
RS232 input
Dimension (WxDxH) 160 x 125 x 45 mm
Weight 1 kg



R20 RIAA AMPLIFIER

Reconcile irreplaceable recordings with the potency of Primare's systems. The R20 MM/MC phono stage is designed to match precisely the input characteristics of Primare's amplifiers.

Gain	MM 35/41 dB, MC 55 dB	Output impedance	100 Ω
Analogue outputs	1 RCA (L & R)	RIAA accuracy	±0.2 dB, 50 Hz–20 kHz
Analogue inputs	1 RCA (L & R)	Signal-to-noise	MM –80 dB, MC –75 dB
Input Impedances	10 Ω,	Power consumption	<9 W
	20 Ω,	Dimensions (WxDxH)	215 x 275 x 75 mm
	50 Ω,	Weight	4 kg
	100 Ω,	Color option	Black
	200 Ω,		
	47 KΩ		



C22 AND C32 REMOTE CONTROLS

The remotes controls all Primare designs. Their simple and logical controls make them very easy to operate all the components in a Primare system.

P R I M A R E

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All specifications are subject to changes without notice

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