



HEART+SOUL YOU CAN HEAR

# CELEBRATING 40 YEARS OF PRODUCTS WITH HEART + SOUL YOU CAN HEAR

## Some people call us uncommon.

NAD has always stood out by doing things our own way. Our relentless pursuit of great sound has earned us a 'giant killer' reputation for upstaging the made-for-the-masses brands. We focus on quality not quantity, so owning NAD products means finding yourself in a very select group. We don't see the point in making ordinary electronics—some people call that uncommon. That's okay with us.

Since 1972, NAD's focus has always been and will remain: Performance, Simplicity, Innovation, Value.

[www.NADelectronics.com](http://www.NADelectronics.com)

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#### **Music First.**

We respect the artist's efforts that result in the music and films that we love. This respect drives our entire product development team and is shaped by Bjorn Erik Edvardsen, our Director of Advanced Development, legendary for his innovations in audio design. If the product doesn't deliver an authentic and moving performance, then we simply haven't done our job. Maybe that's why we have class-leading products that exceed expectations.

#### **Keeping it simple.**

Performance is one thing—simplicity is another. We insist that a product should be intuitive and easy to use. Our products are void of flash and bling, or useless features, and they don't come in every colour of the rainbow. Our minimalist, understated designs won't confuse you either.

#### **We've got guts.**

Everyone knows it's what's inside that counts. By focusing on what really matters and taking a stand against costly gimmicks, we give you thoughtful, solidly designed, unpretentious products at great value. So-called extra features are left out, so we can invest in function and quality internal components that deliver great performance.



## MASTERS SERIES

Defining the future.

Only one who has achieved the highest level in their field can be called a master. True masters never sit on their accomplishments. Our team sets extreme goals and then we challenge ourselves to go even further. The result: a series of revolutionary technologies, top awards, and industry firsts. To earn our Masters Series designation, every component must be no less than our very best. Should you deserve any less?

The expertise and workmanship that goes into the Masters Series is equally evident in our sleek chassis design. Using high-quality, beautifully finished materials, the Masters Series' clean sculpted lines are a refinement in NAD aesthetics. The ideal synergy of technology and design.

## THE DIGITAL REVOLUTION IS NOW.

High Definition 24/96 music offers studio master sound quality with the convenience of digital downloads. This next wave of downloadable music meets the discerning needs of audiophiles, but up until now, there has never been a complete audio system to match.

At NAD, we dared to look into the future and what we envisioned was a digital dream system for serious music lovers and their growing collection of 24/96 music. The future is now here with the advent of our thrilling new Masters Digital Music Suite—an unprecedented collection of digital music products that represents the new architecture for the high-end audio system. Like all Masters Series products, this suite represents the best in NAD innovation and performance. This suite represents our heart and soul.



## MASTERS SERIES DIGITAL MUSIC SUITE

Leading the way to a new system architecture, our Masters Digital Music Suite leaves the analogue world behind. Our vision and dedication to innovative digital technology development will provide smart music lovers with a dream musical experience for years to come.



Another NAD first!

A new kind of audio component with its very own music management app.



**M50 Digital Music Player**  
The universal digital music hub

If you love 24/96 digital music, our M50 will become the heart of your collection, managing and controlling all your music, and eliminating the need for a computer. Integrating perfectly with your high performance audio system, the M50 supports HDMI and USB, as well as Ethernet and Wi-Fi for Internet access. The M50 decodes and plays popular digital music formats, including Linear PCM up to 24-bit 192kHz, FLAC lossless, MP3, AAC, WMA, and Ogg Vorbis. You can also rip and store your CDs to the M52 in an automated process with album art and meta data retrieved from the Internet.



**M52 Digital Music Vault**  
The safest digital storage solution

Essential to the 24/96 download world is a fail-safe means of storage to ensure valuable data is not lost. Our M52 provides continued security and performance with a 3TB RAID 5 Array that automatically manages music collection backups, and carefully selected high quality drives for ultra-low noise, low heat generation, and extra long life.



A drastic departure from traditional Class D analogue switching designs.



**M2 Direct Digital Amplifier**  
Reinventing the future of audio 

Our award-winning M2 is hailed as a triumph in new amplifier design. Capable of 35-bit resolution, we designed the M2 to be the brains of the ultimate 24/96 digital audio suite. It is the only amplifier available on the market that can fully reveal the subtleties and nuances heard in your 24/96 downloads. Pure distortion-free sound, a full 120dB range, and loads of power. It's no wonder the M2 is redefining high-end audio and winning the hearts of serious music lovers all around the world.

**“CUTTING-EDGE ENGINEERING, IMMENSE POWER AND TECHNICAL RESULTS THAT SET NEW STANDARDS FOR ‘DIGITAL’ AMPLIFICATION... FROM NAD? YOU BETTER BELIEVE IT...”**

— Richard Stevenson, *Hi-Fi News*, June 2010

## BREATHE NEW LIFE INTO AN OLD LOVE.

WE'RE NOT TOSSING ASIDE CONVENTIONAL ANALOGUE LIKE AN OLD SHOE. ANALOGUE WILL ALWAYS HAVE A PLACE IN OUR HEARTS. THAT'S WHY WE HAVE DEVELOPED A DIGITAL-TO-ANALOGUE CONVERTER THAT CAN BRING THE FULL FIDELITY OF 24/96 MUSIC TO OUR MOST COVETED ANALOGUE SYSTEM. THIS IS A MATCH MADE IN HEAVEN.



More than just a DAC!  
It's also a straight-line preamp.



### M51 Direct Digital DAC The world's most advanced DAC

Our revolutionary Digital-to-Analogue Converter is the first to incorporate our Direct Digital technology. The M51 is a 35-bit 844kHz DAC that supports the newest USB codec for 24-bit 192kHz audio transmission. It also supports HDMI digital audio and can act as a complete digital preamp thanks to multiple inputs and 'perfect DSP volume control'. Partnered with our award-winning Masters Series M3 Integrated Amplifier, the M51 will truly transform an analogue audio system into an audiophile's high precision digital dream.



### M3 Dual Mono Integrated Amplifier

We have developed Bjorn Erik Edvardsen's analogue circuit design to new levels of performance—the result is a total lack of audible noise and distortion. Pure silky smooth power and a host of convenient features give you seamless integration into virtually any listening application. 180W x 2 Full Disclosure Power.



### M4 Analogue Digital Tuner

The M4 puts an end to bad interference, combining a highly sensitive FM/AM tuning section with the most up-to-date digital broadcast technology. An ideal match to your Masters Series stereo or surround sound system. FM/AM/DAB (230V version) • XM Ready® (120V version)

## MASTERING THE ART OF HOME THEATRE

IT'S EASY TO LOSE YOURSELF IN THE STARTLINGLY LIFELIKE SURROUND SOUND AND 3D VIDEO WITH THIS MASTERS SERIES AV COLLECTION. INNOVATIVE ENGINEERING, FANATICAL ATTENTION TO DETAIL, AND PURE SIMPLICITY, ALL COMBINE TO GIVE YOU OUR FAMOUS 'MUSIC FIRST' SOUND.



**M25 Seven-Channel Amplifier**

Power is critical to sound quality and our award-winning M25 is one of the most powerful amplifiers available. It easily delivers distortion-free, lifelike sound for hours on end. The M25 adds another dimension to surround sound that must be heard to be believed. 160W x 7 Full Disclosure Power.



**M56 Blu-ray Disc Player**

Our M56 offers a masterful level of design and build quality that you simply won't find in other Blu-ray players. Super fast loading with sound and picture quality that is nothing short of stunning. Wi-Fi and media streaming from your PC completes a fantastic feature set.

**NAD** MASTERS SERIES



**M15 HD2 AV Surround Sound Preamp** **MDC 3D**

With a masterful level of video performance, the latest digital video technology, and full support for all 3D formats up to 1080p, the M15 HD2 will carry you into a new world of home theatre. With six HDMI inputs and two outputs, one simple connection decodes digital signals for a true HD display. All sources are output in their native resolution, so you can watch movies and videos in their most pure form! The M15 HD2 also fully supports the latest HDMI standards, including Audio Return Channel (ARC) and Consumer Electronic Control (CEC). The M15 HD2 offers the best 'brains' and processing power for the most advanced surround sound system. Revolutionary Modular Design Construction (MDC) means the M15 HD2 is a worthy investment ready for anything.



## MV 15 High-speed Digital Video Module for M15 HD

Designed for our Masters Series M15 HD model, the MV 15 provides 6 HDMI inputs and 2 outputs with support for all available HDMI features, including Audio Return Channel, Consumer Electronic Control, and all mandatory 3D video formats. The MV 15 also supports analogue-to-digital conversion for video signals to HDMI.







## CLASSIC SERIES

Retro styling. Progressive technology.

The no frills appearance of our Classic Series might look like we haven't stepped out of the NAD Lab since the '70s, but that's not why this line is so budget-conscious. Our commitment to delivering leading technology and high performance at the best value is core to what we do. With a bloodline that can be traced back to our most technologically advanced Masters Series, the Classic Series' simple looks belie its digital innovation and killer sound.

Every detail counts when it comes to build quality and ease of use. The result is a series of products that reviewers acclaim and our competitors fear.

# CHANGE IS GOOD.

Innovation is even better. NAD's exclusive Modular Design Construction (MDC) is a revolutionary way to battle obsolescence. When the next wave of new technology arrives, our MDC-equipped AV receivers and preamp processors will all be geared up thanks to the ability to replace simple plug-in modules. This eco-friendly solution makes it easy to get the latest features and technologies, without having to replace the entire product. So when you wonder what they'll think of next, you don't have to worry. We already did the thinking for you.



**T 777 AV Surround Sound Receiver MDC 3D**

Our MDC-equipped high definition T 777 features the latest audio and video technologies, and plenty of power at 80W x 7 channels (Full Disclosure Power). With full 3D video and enhanced surround modes, our multi-channel powerhouse is flexible enough to serve as the heart of your advanced home theatre or multi-room system.



**T 757V2 AV Surround Sound Receiver MDC 3D**

Our compact T 757V2 offers an outstanding assortment of the hottest high definition features including full 3D video support (up to 1080p), Audio Return Channel, and Consumer Electronic Control and 60W x 7 channels (Full Disclosure Power) for remarkable AV performance. With MDC for digital AV, you will love the value of the T 757V2 for years to come.



**T 787 AV Surround Sound Receiver MDC 3D**

Designed for those who want the very best, our MDC-equipped T 787 represents the latest in high definition 3D home theatre. Dynamic and powerful with 120W x 7 channels (Full Disclosure Power), even the largest rooms will be filled with rich surround sound. The T 787 offers full 3D video support, Audio Return Channel, and Consumer Electronic Control for maximum flexibility. Loaded with connectivity, including seven HDMI inputs and two outputs, the T 787 is just what any sophisticated home entertainment system needs.



**T 187 AV Surround Sound Preamp MDC 3D**

The high definition 3D-capable T 187 offers the best overall performance thanks to our design team's expertise in digital decoding, video processing, and power amplifier design. With our T 187, you can enjoy excellent control and decoding functionality in one compact MDC chassis without sacrificing the convenience of a receiver.

## MDC Modular Design Construction

**Change, upgrade, customize. The power is in your hands.**

Get advanced support for 3D video and HDMI features with our innovative MDC Upgrade Modules.

### MDC Audio Upgrade Modules

#### AM 200 Audio Module

Supports all HD formats, dual high-speed DSP, and Audyssey MultEQ XT, Dynamic EQ, and Dynamic Volume.

#### AM 100 Audio Module

HD decoding formats for Dolby and DTS, includes increased DSP and Audyssey Setup.

### MDC Video Upgrade Modules

#### VM 150 High-speed Digital Video Module

Fully supports all available HDMI features, all mandatory 3D video formats, as well as analogue-to-digital conversion for video signals to HDMI. Supports the VM150X MDC Module.

#### VM 150X HDMI Expansion Module

Replaces the Component Video Module on select MDC AV receivers. Includes three HDMI inputs, an Ethernet port, and a data port for our IPD 2 Dock for iPod. Must have VM 150 MDC Module.

Also available:

VM 100 3D Video Module



**T 748 AV Surround Sound Receiver** **3D**

Our performance-oriented T 748 has everything you need. Focussing on features with real-world benefit, the T 748's uncompromising 'Music First' sound will surely impress. With seven channels of ultra-low distortion power, support for all the latest surround sound formats and digital video technology, including 3D video, our T 748 does it all with ease—and at a great price.



**T 567 Network Blu-ray Disc Player** **3D** **WiFi**

Our T 567 brings you stunning full 3D video in resolutions up to 1080p/24, plus BD Live and Bonus View with BD Profile 5.0. With Wi-Fi connectivity, stream all your favourite online videos, movies, photos, and music from your home network or the Internet.



**T 977 Seven-Channel Power Amplifier**

Our T 977 packs a lot of power and is loaded with features. This high performance amp will provide the musical muscle required for even the most demanding home theatres. 7 x 140W Full Disclosure Power.



**HTR-8 Learning Remote Control**

Our universal remote is able to control up to eight different components with multiple functions. Easy to use and smart enough to learn the commands of any IR remote for any other component.

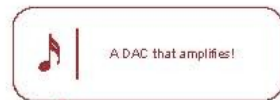
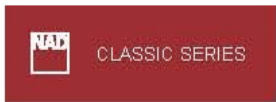
*Also sold separately.*



**IPD-2 Dock**



Get more from your iPod®. In addition to NAD quality sound, you'll get our convenient user-friendly features, including remote control operation, playlist view on your TV, and recharging.



**C 390DD Direct Digital Powered DAC Amplifier** **3D** **MDC**

Combining two NAD innovations—Direct Digital Amplification and Modular Design Construction (MDC)—into one revolutionary product, our C 390DD pumps out 150W per channel of musical performance with a pure digital path and no damaging noise or distortion. Our exclusive Direct Digital technology, first introduced in our cutting-edge Masters Series M2, allows the C 390DD to sail through anything your music can throw at it.

With zero analogue stages in the signal path, your music remains in the digital domain right up to the speaker outputs. The C 390DD is a true digital amplifier, a drastic departure from traditional Class D analogue switching designs. In fact, the C 390DD is a DAC that amplifies. All preamp functions are executed in the digital domain without the phase shift, noise and distortion that plagues all analogue designs, even the best. What's more, 35-bit architecture and precision 108MHz master clock makes Direct Digital one of the most accurate DAC technologies available. The most accurate DAC/amplifier ever, the C 390DD is packed with loads of power, low energy consumption, software defined operation, and exclusive NAD features, such as Room EQ. It's time to rethink how a music system should look and sound.

The C 390DD with Modular Design Construction (MDC) places all digital interface circuitry on easily upgradable modules. With a DD USB-1 Module for USB interface built in, there's room for two more optional modules:

**DD AP-1 Analogue Phono Module**



Super high quality Analogue-to-Digital conversion makes analogue sources compatible with the C 390DD's pure digital circuitry. The phono circuit has impedance settings for both MM and MC cartridges with gain automatically set.

**DD HDMI-1 HDMI Module**



3 HDMI inputs and 1 output with video pass through. Turn the C 390DD into the heart of your 2-channel high definition "Video 2.0" system. It's fully 3D video compatible, but there is no surround sound decoding or video processing.

## WHAT YOU'VE ALWAYS WANTED IN AN INTEGRATED AMPLIFIER—A CUTTING-EDGE DAC!

WE LOVE THE CONVENIENCE OF STREAMING MUSIC FROM A COMPUTER, ESPECIALLY 24/96 STUDIO MASTER TRACKS, BUT MOST COMPUTER SOUND CARDS END UP RUINING THE SOUND. WE'VE INCLUDED OUR 24/192 MDC DAC IN OUR TOP CLASSIC SERIES INTEGRATED AMPLIFIERS—THE C 375BEE DAC AND C 356BEE DAC—TO GIVE YOU COMPUTER MUSIC WITH THE MUSICAL PERFORMANCE AND POWER OF YOUR NAD HI-FI SYSTEM. EITHER ONE OF THESE HIGHLY ACCLAIMED AMPLIFIERS WITH A BUILT-IN MDC DAC WILL REVEAL DETAILS AND DYNAMICS IN YOUR MUSIC INSTEAD OF NOISE AND DISTORTION.



**C 375BEE DAC Integrated Amplifier MDC**

Our C 375BEE DAC rewards you with Masters Series technology in a no-compromise Classic design. With the built-in MDC DAC and its 24/96 'asynchronous USB' input, it offers audiophile performance for your high-resolution digital music at a very affordable price.

**Also Available: C 375BEE without MDC DAC**

### **MDC DAC USB Digital-to-Analogue Converter**



Enjoy 24/96 studio master quality tracks on your MDC-equipped C 375BEE or C 356BEE Integrated Amplifier. Features both a 24/96 'asynchronous USB' input and a coax SPDIF input feeding a 24/192 DAC to interface with NAD's PowerDrive analogue amplifier technology for the best possible sound.



**C 356BEE DAC Integrated Amplifier MDC**

Our C 356BEE DAC shows how much we strive for excellence. It will change the way you listen to your computer music with its super-low levels of distortion and noise. Value-added features like Preamp Out and Modular Design Construction (MDC) set a new benchmark for design in this robust amp's price class.

**Also Available: C 356BEE without MDC DAC**

### **PP 375 Phono Preamplifier Module**



Show your vinyl collection some love. Our PP 375 MDC module integrates a high-performance phono input with the C 375BEE and C 356BEE. This phono stage will extract every nuance from your LPs.

 Perfect for hi-res 24/96 music!

 CLASSIC SERIES



Network, stream, and play with this ultra-uncommon music player!

### **C 446 Digital Media Tuner**

Flaunting a large bag of tricks filled with Internet radio, FM/AM, DAB/DAB+, and more, this digital media player uses DLNA and UPnP standards to stream music collections from multiple networked devices, such as your computer, Android phone, Apple iOS device, or network hard drive. If you love computer music but hate computer sound, the C 446 can play all your digital music on your performance hi-fi system. More great features include USB playback, Wi-Fi, an easy-to-use Internet radio portal and support for cloud music services, such as Last.fm.



### **DB 2 DAB Adaptor**

Our DB 2 Adaptor represents our uncommon yet innovative approach to adding digital radio to your compatible AV receiver or stereo receiver. Simply plug in the module to receive the highest quality dedicated DAB and DAB+.



Music from your computer made easy!

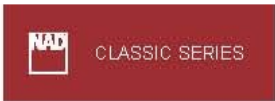
### **DAC 1 Wireless USB Digital-to-Analogue Converter**

It doesn't get easier than this. No wires, no software, no Wi-Fi network necessary. The two-piece DAC 1 is perhaps the most quick and simple wireless solution for playing computer music on your hi-fi, plus it's extremely flexible. Just plug the Transmitter into your computer's USB port and plug the Receiver module into your hi-fi system, and enjoy uncompressed computer audio transmitted with the DAC 1's point-to-point wireless technology.



## THE BEE DESIGNATION

OVER TEN YEARS AGO, THE FIRST BEE DESIGNATED INTEGRATED AMP WAS DEBUTED. IT WAS A SIGNATURE PIECE UTILIZING THE BEST DESIGNS FROM OUR ENGINEERING TEAM LED BY BJORN ERIK EDVARDSEN, OUR DIRECTOR OF ADVANCED DEVELOPMENT. ERIK IS LEGENDARY FOR HIS INNOVATIONS AND HE CREATED THE ORIGINAL MODELS THAT EARNED NAD A CULT-LIKE FOLLOWING, INCLUDING OUR BELOVED 3020 AMPLIFIER. YOU'LL FIND THAT A LOT OF OUR CLASSIC SERIES MODELS BEAR THE INITIALS BEE, DENOTING THESE SIGNATURE DESIGNS.



**C 326BEE Integrated Amplifier**

This award-winning amp design amazes the critics. Audiophile-level performance for those on a budget but unwilling to make a sacrifice. Simply a remarkable amplifier for the money.



**C 546BEE CD Player**

Comparable to more costly CD players, the C 546BEE supports a wide range of program material and it features a USB input that supports external memory and audio rates up to 384kbps.



**C 515BEE CD Player**

Our C 515BEE is the complementary CD player to the C 316BEE. Team them up to create a terrific budget system.



**C 426 Tuner**

Our C 426 has a cult following for those who want fantastic AM/FM radio reproduction in a sleek, no-fuss machine with more presets than you can imagine.



**C 725BEE Stereo Receiver**

Stereo receivers are very functional as the heart of a main music system or a simple secondary system in another room. Our C 725BEE neatly combines the designs of our award-winning integrated amplifier and tuner.



**C 316BEE Integrated Amplifier**

How do you take a fantastic design and make it eco-friendly and entry-level affordable? This was our big challenge and the C 316BEE carries it off to perfection.



**C 275BEE Power Amplifier**

Our C 275BEE is a powerhouse with amazingly low distortion. It perfectly matches the C 165BEE or can be used to bridge with our C 375BEE for a frightening amount of power.



**C 556 Turntable**

Who says vinyl is dead? Improving upon past designs, this turntable offers accurate reproduction of vinyl music by using performance-focused, high quality parts and components for more nuanced and dynamic sound.



**PP2i and PP3i Phono Preampers**

Vinyl LPs come alive with our phono preamps. Both deliver MM/MC input, but the PP3i adds a USB port, so you can easily digitize your LP collection.



**C 245BEE Power Amplifier**

Our C 245BEE has a four-channel architecture that can be configured in many ways. It can be bi-amplified with the C 165BEE for a conventional system or connected to the Zone Output of our AV receivers to drive remote speakers.



**C 165BEE Preamp**

Our preamp impresses with high-class design and a build quality that exceeds the competition—even preamps at twice the price. It is the perfect complement to the C 275BEE with performance that captures reviewers' attention.



## NAD VISO

For smart music dwellers everywhere.

40 years of bringing professional-level sound to feed the music hungry, led us straight to the creation of NAD VISO. Crisp, vivid, room-filling, heart-pounding and soul-singing sound that translates a technological innovation like Direct Digital straight into Totally Mind-Blowing Sound. NAD VISO products are engineered by our original groundbreaking amp team (they're the ones who made NAD a cult favourite, by the way) along with pioneers in speaker design. For our digital bad boys, it's GAME ON.

## NAD VISO 1 WIRELESS DIGITAL MUSIC SYSTEM

It's the best sounding compact smart music system in the world. Period.

This is not an alarm dock for your night table, it's a wake-up call for your smart music. In fact, this is an entirely new performance sound system in one compact unit. But if it was a dock, the NAD VISO 1 would be the best sounding dock in the world. PERIOD. Crisp, vivid, room-filling, heart-pounding and soul-singing sound. Call it what you like, we call it Totally Insane Sound.

NAD VISO 1 has best-in-class technology, 1000x less distortion, bass to 33Hz, totally flat response, Direct Digital technology, 35-bit 844kHz DAC, and Universal Wireless aptX Bluetooth Technology. Huh? YOU DON'T NEED TO UNDERSTAND IT, YOU JUST NEED TO HEAR IT.



VISO SERIES



### Wireless Hi-Fi

Wireless music streaming with aptX Bluetooth puts incredible sound at your fingertips from any Bluetooth smartphone or tablet. NAD VISO 1 is not just made for iPod.

### NAD Direct Digital Technology

This is true digital music with innovative Direct Digital amplifier technology for the purest you-got-to-hear-it-to-believe-it sound.

### A Sound System for Your TV

Forget tangled bulky multi-speaker systems for your TV. Just one optical connection gives you great room-filling sound.

### More Options for HD Music

Hook up a media streamer or disc player with the optical digital input to fill your room with high definition 24/96 music.

### Great Sounding iPod Videos

Unleash your iPod videos with heart-pounding soundtracks. Watch on your big screen HDTV by connecting to the component video outputs.

### Award-Winning Speaker Design

Combining one of the world's leading speaker designers with NAD's most advanced digital technology results in the best sounding speaker dock. In the world. Period.

## GREENER NAD

At NAD Electronics, we strive to make the world a more enjoyable place through great sound and great music.

We also believe we can achieve this by embracing environmentally friendly initiatives and making changes that matter.



### ENERGY

NAD is committed to product designs that decrease our use of energy. By providing you with more energy efficient products, we help you save energy at home, while also reducing our collective consumption.



### PRODUCT CREATION

NAD considers the environmental impact of the manufacturing of our product. By continuing to minimize harmful processes and materials, we can ensure that what is better for the environment is also better for your home.



### REDUCE REUSE RECYCLE

NAD is dedicated to practicing the Three R's of being green. By embracing these principles, we aim to create less waste in the world and less waste in your home.



### FOREST PRESERVATION

NAD aims to reduce the destruction of the world's forests by reducing our use of virgin stock. By committing to this small act, we help protect endangered forests, conserve energy, and reduce wastewater.



## NAD TECHNOLOGY

### PowerDrive™



To maximize our real Full Disclosure Power, we've developed an amplifier circuit called PowerDrive. Music and films have dynamic passages with everything from a whisper to an explosion. Very little power is required for a whisper, but an explosion demands high-current drive and high dynamic power. To meet such demands, we created our patented PowerDrive amplifier circuit, cementing our reputation for amazingly effective power. By adding a second high voltage rail to our well-regulated, high-current power supply, we get 'overdrive' that can nearly double the continuous power for a short term. It's like having turbo boost for your amplifier or receiver.

PowerDrive takes the stress out of musical and cinematic climaxes by using its incredible power reserves. It also makes our amplifiers and receivers run cooler and more efficiently for greater reliability.

### Soft Clipping™



We understand that no matter how much power we provide, there will always be a demand for more. When an amplifier is overdriven—asked to go beyond its capabilities—the result is distortion or 'clipping'. This can cause damage to your loudspeakers. Our answer to this is the patented NAD Soft Clipping circuit which, when switched on, will gently transform the sound waveform as the point of clipping approaches. The result is much clearer sound reproduction and simultaneous protection of speakers.

### Full Disclosure Power



We make no secret of being critical of marketing-driven power ratings. In this 'bigger is better' world, high power ratings have become king. Yet, these numbers often hide the truth. To give NAD customers a more realistic picture of what they are getting, we have taken another 'uncommon' approach to power ratings—Full Disclosure Power (FDP).

Full Disclosure Power ratings live up to a higher standard than those commonly based on the U.S. government's FTC requirements. All our amplifiers and receivers are properly regulated with a high-current power supply, resulting in a continuous 4-ohm load. We measure components with *all channels driven simultaneously* over the full frequency bandwidth (20Hz - 20kHz), and at rated distortion. This is the Full Disclosure Power rating method on which all our amplifier and receiver specs are based. Amplifiers and receivers that do not have high-current designs and typically quote power ratings measured with only one channel driven will distort quickly.

### Enhanced Ambience Retrieval System (EARS)

Surround sound offers a number of tricks and effects ('Hall', 'Stadium', 'Church' modes, etc.) that can sound oddly artificial and in our opinion, sound inferior. To keep the sound real, the NAD team devised our own music surround mode called Enhanced Ambience Retrieval System (EARS). Utilizing digital signal processing (DSP) technology, we extract the natural ambience of the recording.





## **NAD is an uncommon company.**

Founded in 1972 with the uncommon goal of bringing accurate music reproduction to our customers, NAD is now sold and serviced in over 80 countries. From our modest beginnings, NAD has evolved into an industry leader, designing and creating a full line of innovative audio and video consumer electronics with a strong 'Music First' conviction. We believe that great design shouldn't have to come at a high cost. We design every NAD product to have the best possible **performance**, functional **simplicity**, **innovation** in design, and **value** for money.



HEART+SOUL YOU CAN HEAR