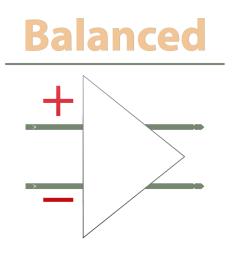


October 2019

## ZEN series. Perfect. Balanced.



# Introducing the ZEN series with Balanced topology.

The all-new ZEN series (Blue and DAC) are bursting with cutting-edge features. One of the key ones is the balanced circuit design which is unprecedented at its entry-level price point.

AMR/iFi audio prides itself on trickle-down technology. The ZEN is the first series to benefit from the flagship Pro machines which are balanced.

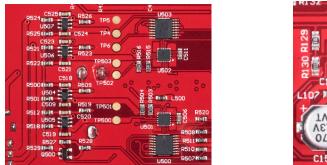
### Why Balanced?

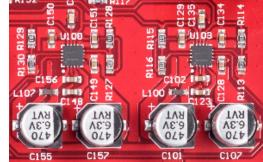
Balanced circuits are inherently more complex and hence more costly to develop (almost twice the price because of the separate left & right channels).

This is the main reason why they normally reserved for the ultra, high-end audio components that cost four or five figures.

### Zen DAC and Zen Blue

The following are shots of the actual printed circuit boards depicting the separate left & right channels.





Their obvious advantages were succinctly summarised by John Curl, "it's inherently more linear. That type of design, all else being equal, always has less distortion."

#### **Technical Backdrop**

Balanced circuit design was developed by the AMR/iFi audio team led by Thorsten Loesch but also with invaluable input by John Curl.

High-resolution photos & official logos: <u>https://media.ifi-audio.com/portfolio/zen-blue/</u> <u>https://media.ifi-audio.com/portfolio/zen-dac/</u>

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iFi is the sister-brand of Abbingdon Music Research (AMR) and is headquartered in Southport, UK. The two brands respectively design and manufacture portable, desktop and lifestyle audio products and high-end hi-fi components. Combined in-house hardware and software development teams and a 'music first' approach enable iFi and AMR to create advanced audio products that deliver new levels of design, functionality and performance at their respective price points. Since iFi's formation in 2012, its products have earned many awards around the world, helping it to become one of the fastest-growing brands in its field.

