

P R I M A R E

Timeless quality in a throw-away world – Primare's Open Modular Design

The virtues that make Primare special can be yours to keep for as long as you like. In typical fashion, Primare is looking beyond the latest fad or next format war to secure for you long-lasting peace of mind and enduring satisfaction. Our new modular design approach means that you can continue to cherish Primare's build quality and sophisticated Scandinavian looks in the knowledge that our world-class performance will never be out of date.

This is because Primare's engineers have endowed the new designs with an open modular structure where upgradeable video, DSP and communications boards simply locate and connect with our award-winning analogue architecture. Finer video resolutions and connections, faster digital audio and even streaming will enhance rather than threaten the Primare design you love. More importantly still, you'll know that once implemented, the new feature will have been optimised by Primare for state-of-the-art performance and reliability.

HD audio and video upgrade features for SPA22 and SP32, projected for Q4 2009

Audio Upgrade

- Onboard decoding of Dolby TrueHD and DTS-HD Master Audio Codecs.

Video Upgrade

- HDMI up-scaling to 480P/576P, 720P, 1080i, 1080P, 1080P/24 over 24/50/60Hz
- Five HDMI inputs, two HDMI outputs (not simultaneous): the user selects which output to use (1 or 2).
- Analogue video up-conversion to HDMI with OSD. Setup menu available on HDMI. HD component input signals are supported. Analogue video conversion remains the same, composite, S-video and component to composite, S-video and component outputs.



ends 08/26/09