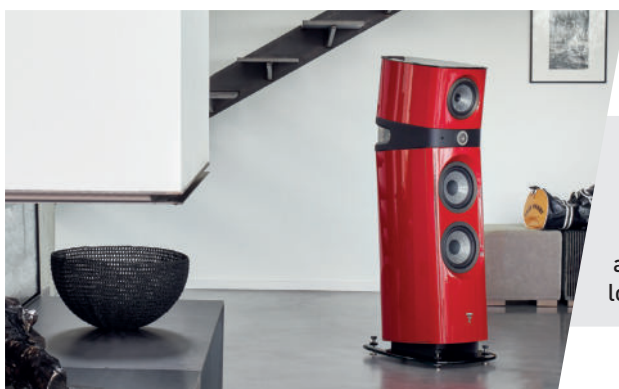


THE HIGH-FIDELITY SOPRA LINE IS EXPANDING, AND IT'S COMING TO YOUR HOME CINEMA

Following the success of the Sopra N°1 and N°2 loudspeakers, this year, Focal is expanding this line by launching four new models.

These novelties are Sopra N°3 loudspeaker - the biggest in the line which perfectly combines spatialisation and harmonic richness - a centre loudspeaker, an effect loudspeaker and a subwoofer; all specially designed for Home Cinemas. Sopra has evolved into a loudspeaker line in its own right which will not only meet the expectations of the most demanding music enthusiasts but also those of fans of stylish equipment.



Since its launch in May, 2015, the Sopra line has been composed of two models: Sopra N°1, a bookshelf loudspeaker, and Sopra N°2, a floorstanding loudspeaker.



At Focal, the ultimate goal has always been to achieve optimal acoustic reproduction. Sopra N°1 and N°2 loudspeakers are perfect examples of this. Now, with Sopra N°3, the French brand has pushed the limits of sound reproduction even further. In their quest for high audio performance, Focal's engineers have completely redesigned the loudspeaker's internal structure in order to increase the volume by 60% and accommodate the larger two 8.5-inch bass transducers. The result is the Sopra N°3 delivers dynamic, musicality and generous but controlled bass.

Designed by the Parisian design agency Pineau & Le Porcher, Sopra N°3 is, despite the new improvements, only just 35% larger than Sopra N°2, retaining the the range's elegant, desirable and refined signature design; all the characteristics which have forged Sopra's success.

Sopra N°3 also integrates the three major acoustic innovations which characterise the line's acoustic DNA:

• Rear compression tweeter

Thanks to Focal's patented "IHL" technology (Infinite Horn Loading), the Beryllium inverted dome tweeter no longer requires large volumes to prevent the rear sound waves from bouncing back. The tweeter has been given a horn to avoid any boomerang effect which creates distortion.

• Midrange suspension

The surround connecting the mobile part of the cone to the fixed part can cause distortion at certain frequencies. When applied to Sopra's 6" (16.5cm) woofer, Focal's patented "TMD" technology (Tuned Mass Damping) counterbalances the resonance of this oscillating system and gives the sound incomparable transparency. This has been made possible thanks to the power of numerical analysis carried out by Focal. "TMD" ensures that the sound stays pure and that very high definition is achieved.

• Stabilising the magnetic field

The magnetic field surrounding the voice coil is unstable - no speaker driver is spared this issue. Variations in current from the amplifier in the voice coil, and the voice coil's varying position blur the sound significantly, and this changes the quality of sound reproduction. The result of specially developed powerful simulation software, Focal's new innovation "NIC" (Neutral Inductance Circuit) has finally made it possible to stabilise the magnetic field. This has paved the way for unsurpassed high-definition sound.

Thanks to these audio innovations, the "Made in France" Sopra N°3 is a striking premium loudspeaker capable of unrivalled acoustic performances in a compact enclosure. It also brings the listener one step closer to the ultimate performance of the "ultra high-end" loudspeakers in the company's Utopia III range, which are still to this day, the most extraordinary loudspeakers ever designed by Focal.

Home Cinema is a tradition that is central to Focal's philosophy of delivering strong sound sensations and true audio immersion. The launch of three new dedicated loudspeakers now allows home cinema fans the opportunity to experience the impressive Sopra sound.

- **Sopra Center:** A compact centre loudspeaker which uses all the design codes of the Sopra range in order to optimise integration into any interior.



Sopra N°3
Available



Sopra Center
Availability: June 2016



Surround Be
Availability: June 2016



SW 1000 Be
Availability: June 2016

- **Surround Be:** A new effect loudspeaker which can be used with Electra and Sopra systems, as well as certain Utopia III installations. Featuring an exclusive "Bi/Twin" structure with twin inputs, the loudspeaker can be used both in 5.1 (bipolar mode) or 7.1 (double mono mode) set-ups.

- **SW 1000 Be:** An amplified bass-reflex subwoofer featuring a 600W BASH® amplifier and a 13" (33cm) woofer. This essential element of a home cinema set up will offer a low-end performance on a whole new level.

About Focal

Since its foundation, Focal-JMLab has grown to become one of the main manufacturers of high-fidelity, integration and multimedia systems. Headquartered in Saint-Etienne, France, it is now internationally recognised as a world leader in the design and manufacture of loudspeakers for the home, speaker drivers for the car, monitor speakers for recording studio and headphones. Focal-JMLab has a wide range of high-technology high-performance loudspeakers from 150 to 140,000 Euros per pair and 79 to 10 000 Euros for car audio. Market-leader in France, it exports around 70% of its output mainly to Europe, North America and South East Asia. The company's key strength is its complete integration and quality control of the loudspeaker manufacturing process, from the design of drive units, cabinets and crossovers, to the

assembly of the finished product. This delivers a consistency of performance that stands far above its rivals. Utopia III from Focal is world renown as the finest sounding range of high-fidelity loudspeakers available. Focal-JMLab maintains an intense, continual programme of research and development into drive-unit technologies and improving sound quality. Many patents have been registered.

Focal-JMLab currently employs over 200 people in modern facilities of 17.400m² that concentrates production, R&D and management on the same site. In 2011 Focal-JMLab merged with Naim Audio limited the market-leading high-end electronics brand in the UK. Focal & Naim, the resulting holding company, has a turnover of over 82 million Euros.



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