



Danes to PURIFI Amplifiers And Speakers

PURIFI, a startup from Denmark, is launching a freshly designed line of loudspeaker drivers and new power amplifier modules at the same time. The first amplifier product is a 400W class D module that uses PURIFI's Eigentakt control scheme, which delivers a stated THD and IMD below -115dB (0.00017%) at all levels and frequencies. Its negligible output impedance insures that the +/-0.01dB frequency response is guaranteed for all loudspeaker loads. The first loudspeaker product is a 6.5" driver with a +/-10mm linear stroke whose IMD is said to be around 20dB lower than that of comparably specified drivers.

For a new company to attack two such disparate lines of work becomes a bit less unusual when one considers the names behind the venture: Peter Lyngdorf, Bruno Putzeys and Lars Risbo. All three have a proven track record in both amplifiers and loudspeakers.

The three started PURIFI because of a shared conviction that real improvements in musical experience can only be had by addressing the technical fundamentals. "The high end audio industry has historically had trouble coming to grips with basics like distortion, tacitly deciding to ignore the problem instead," notes Putzeys. "It's not just electronics," adds Risbo, "loudspeaker units have some clearly identifiable distortion mechanisms that just sit there waiting to be solved". Backed by Peter Lyngdorf, the pair have thrown themselves onto a project to take on distortion in amplifiers and loudspeakers alike.

In both cases their approach is highly systematic and mathematical. The philosophy is that while simulations are useful virtual prototyping tools, they do not provide any deeper insight than trying things out in the lab. By contrast, mathematical descriptions of the problem often end up spelling out the solution.

PURIFI's amplifier modules are industrialized by the team previously responsible for rolling out Texas Instruments' high power class D amplifier chip range. For the drivers the company has joined forces with Carsten Tinggaard (PointSource Acoustics and formerly Peerless) who for the past two decades has been behind some of the most recognizable drive units in the industry.

To coincide with the High End show in Munich (8-12 May), the company is organizing a demo targeted at high end electronics and loudspeaker manufacturers who are interested in incorporating one of the new technologies.

For inquiries contact PURIFI's MD, Claus Neesgaard (cnn@purifi-audio.com). For further technical information and a background on the whole team, please check www.purifi-audio.com
