



## **NAD Electronics and PURIFI Audio Announce Cooperation Agreement**

*NAD will license PURIFI's patent-pending amplification technology to create next generation amplifier platform*

**Munich High End 2019, Munich, Germany, 8 May, 2019** – NAD Electronics, the acclaimed high fidelity audio brand with more than 45 years of leadership in performance amplifier innovation, announced that it will be the first international brand to incorporate and launch PURIFI's new patent-pending class-D technology into its product family. The amplifier circuit, known as *Eigentakt* (meaning "self-clocking"), is the result of years of research by PURIFI into the self-oscillation behaviours in class-D amplifiers with algorithms that, when applied in control loops, improve existing designs by an order of magnitude or more. The agreement will see the two companies cooperate to adapt the Eigentakt circuit to NAD's signature design requirements, with the intent to create a new amplifier platform for future, yet-to-be-announced products from NAD.

"The Eigentakt technology is unique," explains Bruno Putzeys, Co-Founder at PURIFI Audio. "Amplifiers carrying the technology will be exceedingly indifferent to speaker load, volume level, and signal content, resulting in negligible THD and IMD levels, and will feature exceptionally clean clipping."

According to measurements by PURIFI, the Eigentakt circuit is expected to outperform any audio amplifier known, regardless of technology or class, with THD and IMD quoted as below 0.00017% at all frequencies and power levels, and the frequency response in the audio band remains within +/- 0.01 dB under all load conditions. In addition to its status as a ground-breaking technology, it also represents one of the first products to be commercialized by PURIFI, which was founded in 2014 by industry veterans and renowned audio experts Putzeys, Lars Risbo, and Peter Lyngdorf.

"Our NAD design team, led by Greg Stidsen, Taresh Vadgama and including the late Bjorn Erik Edvardsen, have maintained a close working relationship with Bruno, Lars, and Peter over the years. Clearly we all share the same commitment to audio excellence so NAD is pleased and proud to be at the forefront of adopting PURIFI's class-leading technology," said Gordon Simmonds, CEO of the Canada-based Lenbrook Group, owners of NAD Electronics as well as other high-fidelity audio brands, Bluesound wireless multi-room and PSB Speakers. "Our teams are already fully engaged in the process of developing a next generation amplifier platform that will feature this circuitry, keeping NAD and our other brands at the forefront of audio technology as it begins to weave into our product roadmap."

“I have personally been involved with NAD Electronics and have known the Lenbrook team for 40 years,” said Lyngdorf, Co-Founder and Chairman of PURIFI. “NAD is the perfect collaboration partner for this new technology and we look forward to their implementation, as we are sure it will propel the industry’s expectations for high-fidelity amplifiers.”

### **About PURIFI Audio**

Based in Roskilde, Denmark, PURIFI was founded in 2014 by industry veterans Bruno Putzeys, Lars Risbo and Peter Lyngdorf, out of a shared conviction that truly significant improvements in musical experience can only be had by addressing technical fundamentals in electromagnetics, mechanics, and acoustics. With a focus on developing and verifying accurate mathematical models to solve problems in analogue and digital sound reproduction, PURIFI aims to remove all technical limitations in the enjoyment of reproduced music. Their first contribution is a new Class-D amplifier circuit called Eigentakt.

For more information visit [www.purifi-audio.com](http://www.purifi-audio.com)

### **About NAD Electronics**

Founded in 1972 and now sold in over 80 countries, NAD Electronics is renowned for its award-winning line of high-quality components for audio, home theatre and custom installation applications. Since the beginning, NAD’s commitment to four core values – innovation, simplicity, performance, and value – have earned it a cult-like following that catapulted it to becoming a household name amongst audiophiles and music lovers alike. To this day, the brand continues to design and manufacture some of the most acclaimed and affordable hi-fi components that include modern features and technologies meant to appeal to a new generation of audiophiles.

For more information visit [www.nadelectronics.com](http://www.nadelectronics.com)

### **About Lenbrook International**

Lenbrook International, a subsidiary of the Lenbrook Group of Companies, is the owner and manufacturer of award-winning brands for home audio and residential install applications. Its full suite of products from NAD Electronics, PSB Speakers, and Bluesound wireless multi-room players, are distributed in over 80 countries, while its BluOS hi-res distributed audio platform continues to be adopted by some of the world’s leading premium audio brands.

For more information visit [www.lenbrook.com](http://www.lenbrook.com)

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*NAD Electronics and PURIFI Audio Announce Cooperation Agreement*

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