



**Exclusive  
Distributor  
Preview**

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Paradigm®

# PERSONA™

Musical Transparency. Personified.



# The evolution of luxury is a heritage of high performance and value. Persona™ by Paradigm.

For over 34 years, Paradigm has personified the craftsmanship that makes high-performance sound available at surprisingly reasonable prices. Our new **Persona Series** asks: *can luxury be a good value?* We think you will agree that the answer is, unequivocally, *yes*.

Persona is a showcase of vanguard materials and our most advanced audio technologies, all entirely *Crafted in Canada*.

Persona loudspeakers are engineered to “*take on the persona*” of your audio performance, virtually disappearing behind an unprecedented level of realism and transparency. Whether you’re passionate about classic two-channel stereo, or a tremendous multichannel home theater system, Persona’s combination of innovation, performance and elegance introduces luxury in an indulgent new class of loudspeaker.

Luxury doesn’t have to mean extravagance. The value of this level of high-performance audio is intricately tied to our product development and manufacturing philosophy.

To achieve *true* performance and luxury we refined our complete control of the manufacturing process. Our design process, aided by advanced Finite Element Analysis (FEA) and computer modeling, allowed us to perfect our ideas about materials, costs and forms before the manufacturing process even began. Paradigm has invested in state-of-the-art on-site manufacturing equipment, giving us the ability to realize our designs more efficiently.

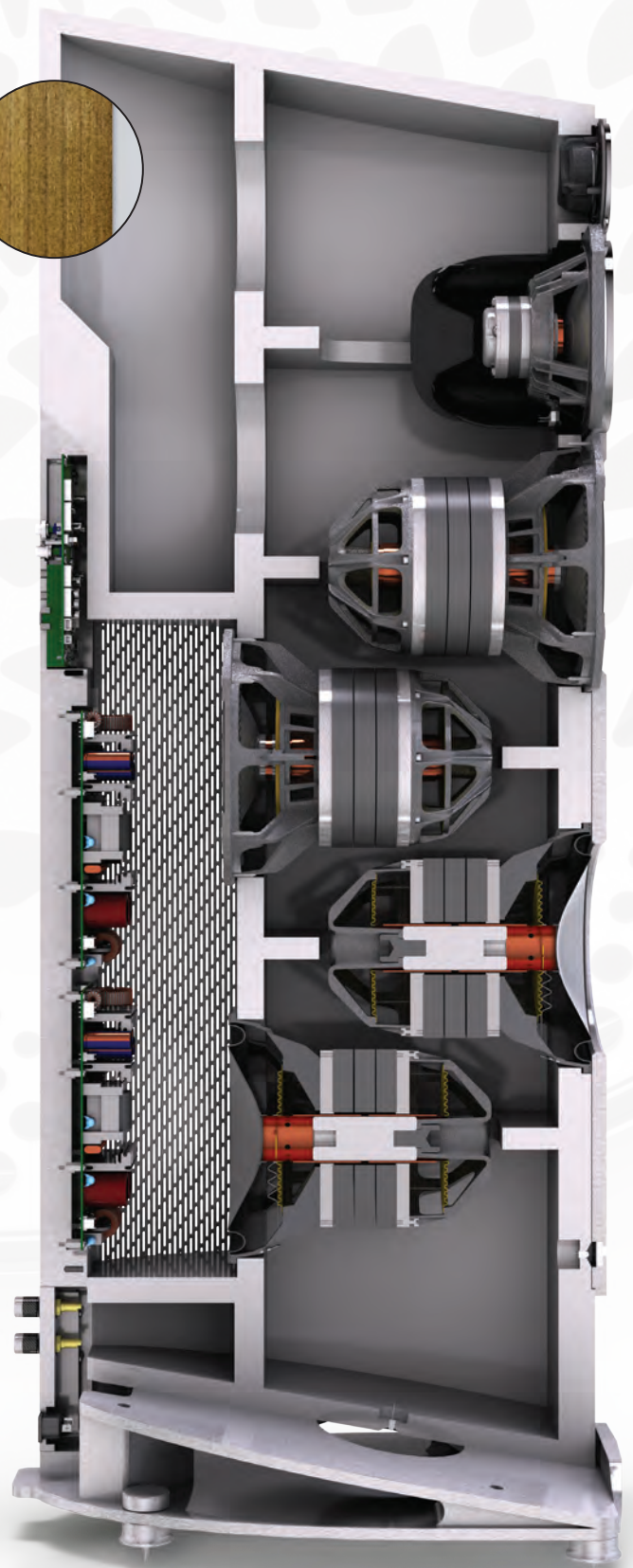
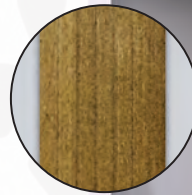
The result is an investment in the value of luxury. Persona loudspeakers deliver a lifetime of astonishingly realistic audio performances from opulently designed, beautifully finished enclosures, without excess.

# Crafted in Canada for a lifetime of performance

One of the keys to Persona's luxury and value is our use of Beryllium, *the absolute best* diaphragm material, typically found only in speakers costing considerably more. Persona uses Truextent® Beryllium that is specially formulated to be exponentially stiffer and significantly lighter than other premium diaphragm materials. It enables superior transient response and virtual transparency, with vanishingly low audible coloration.

The Beryllium drivers may sing, but Persona enclosures don't. Construction of the beautifully curved and completely inert enclosures begins with seven layers of wood composite material and Viscoelastic adhesive placed in a custom press. The enclosures are treated ultrasonically to accelerate the curing process, which takes almost a week to complete. The result is a strong, constrained layered damped enclosure that's the perfect acoustical foundation from which to build upon.

With the ability to go from napkin sketch to working model in one North American location, we control the design, engineering and manufacturing costs of the Persona Series every step of the way. The result is an unquestionable luxury, an elegant loudspeaker that delivers rich returns in performance and satisfaction, and a classic Paradigm value.



# The PERSONA Series



## PERSONA 9H Flagship

### **Luxury Hybrid Floorstanding Loudspeaker, with Four 8.5" Active Bass Drivers & Anthem Room Correction (ARC™)**

Persona 9H, the flagship of the Persona Series, is the best-sounding loudspeaker we have ever conceived. The Persona 9H features Truextent® Beryllium 1" tweeter and 7" midrange drivers, each with perforated phase-aligning lenses. This passive upper register array system delivers more accurate wide-spectrum dynamics (*from a detailed well-blended 40kHz down to a deep 500Hz*) while remaining virtually transparent; your audio alone takes center stage. The powered bass section utilizes our Ultra-High-Excursion Differential Drive 8.5" woofers in a balanced vibration-canceling configuration (two front-firing, two rear-firing). Each woofer pair is powered by a separate DSP-controlled 700 W RMS amplifier for a total of 1,400 W RMS (2,800 W Dynamic Peak), and combined with exclusive technology like Anthem Room Correction (ARC™) capability for precise optimization of bass performance for any listening environment.



## PERSONA 7F

### **Luxury Passive Floorstanding Loudspeaker, with Two 8.5" Bass Drivers**

Persona 7F is a passive design that is patterned after the performance and appearance of Persona 9H. Persona 7F gives you the flexibility to custom configure your audio system, delivering unprecedented transparency at lifelike performance levels. It's thanks to its Truextent® Beryllium tweeter and mid-range driver system and Dual 8.5" Ultra-High-Excursion Differential Drive woofers.

The Persona 7F achieves an astonishing level of high-resolution detail, depth and dynamics for a loudspeaker in this class.

## PERSONA 5F

### **Luxury Passive Floorstanding Loudspeaker, with Three 7" Bass Drivers**

Precision components and superior materials, including Persona's exclusive Truextent® Beryllium tweeter and mid-range driver system, allow Persona 5F to deliver unprecedented transparency and dynamic performance levels with a slightly smaller footprint.



## PERSONA 3F

### **Luxury Passive Floorstanding Loudspeaker, with Two 7" Bass Drivers**

It's easy to be impressed by the big, technology-packed flagship Persona 9H. But in order to design a more compact, passive version that delivers virtually the same level of performance in a mid-sized room, our engineers pushed the envelope of innovation and cost efficiency. That they succeeded, and the Persona 3F delivers surprisingly big bass response and lifelike transparency without sacrificing dynamic range, makes the Persona 3F the new standard-bearer of truly affordable high performance.

## PERSONA B

### Luxury Passive Bookshelf / Stand-Mount Loudspeaker

The Persona B Bookshelf/Stand-Mount Loudspeaker delivers the full performance benefits of Beryllium drivers. In fact, *it is the only loudspeaker in its class that features the tandem Truextent® Beryllium tweeter and mid-range driver system*, and nothing else. Experience remarkable transient response, surprising low-end extension, seamless blending and breathtaking transparency in places where floorstanding speakers may not be appropriate, or in a superior home theater system.



## PERSONA C

### Luxury Passive Center Channel Loudspeaker

The Persona C Center Channel is the starting point for a remarkable home theater system. Timbre-matched to the Persona line, with identical dispersion, transitions are seamless and realistic.

Persona's tandem Truextent® Beryllium tweeter and mid-range driver system anchors the action to your screen with an extraordinary level of accurate detail. *For truly stupendous theatrics, imagine two pairs of Persona 9H with three Persona C Center Channels across, under or behind your screen!* As with the whole Persona line, the performance of the Persona C is effectively free of common loudspeaker-generated interference like distortion or tonal coloration.



## PERSONA SUB

### Luxury Six 8" Driver Subwoofer with 1700W Continuous / 3400W Peak Power

Persona Sub is specially designed to match the aesthetics of the Persona Series, and to deliver a wallop of deep bass effects.

Six 8-inch woofers, featuring durable overmolded surrounds, are radially aligned in Paradigm's signature hexagonal Vibration-Canceling Design Architecture enclosure. Powered by a 1700W Ultra-Class-D amplifier (capable of 3400W dynamic peaks), and an array of Paradigm bass enhancements like advanced DSP, efficient venting and superior power supply switching, this sub adds depth, clarity and bass precision to your Persona audio system. Achieve well-blended musical bass down to an astonishing 12kHz. Use two or more for a truly moving audio experience!



## B-29 STAND

### For use with Persona B Bookshelf / Stand-Mount Loudspeaker

Taking the Persona B Bookshelf/Stand-mount Loudspeaker to new heights, this custom-designed stand is engineered to be stable on any surface. It presents the Persona B at the optimum height, and hides wiring in the rigid tube. Comes with rubber feet and carpet spikes.



## B-18C STAND

### For use with Persona C Center Channel Speaker

The perfect height, and perfect tilt, for the Persona C Center Channel Loudspeaker to present the most realistic, screen-anchored imaging possible. Wire hides out of sight in the rigid tube. Comes with rubber feet and carpet spikes.

	PERSONA 9H FLAGSHIP	PERSONA 7F	PERSONA 5F	PERSONA 3F	PERSONA B	PERSONA C	PERSONA SUB	
<b>Design</b>	6-driver, 3+1/2 way hybrid floorstanding with active bass acoustic suspension	4-driver, 3 way floorstanding bass reflex	5-driver, 3 way floorstanding bass reflex	4-driver, 3 way floorstanding bass reflex	2-driver, 2 way bookshelf bass reflex	6-driver, 3 way center channel bass reflex	6-driver, acoustic suspension hexagonal vibration cancelling subwoofer	
<b>Crossover</b>	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 400 Hz (mid/front bass), 2nd order @ 200 Hz (rear bass)	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 300-400 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 300-400 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @400Hz (mid/bass)	3rd order electro-acoustic at 2 kHz (tweeter/mid-bass)	3rd order electro-acoustic at 2.5kHz (tweeter/mid), 3rd order 700Hz	Low pass crossover: Variable 35 Hz - 150 Hz; Bypass Option: variable 0-180 deg phase	
<b>High Frequency Driver</b>	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	T (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	N/A	
<b>Midrange Driver</b>	T (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp voice coil	T (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp voice coil	T (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp voice coil	T (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp voice coil	N/A	4" (100mm) Truextent® Beryllium driver, Perforated Phase-Aligning (PPA™) Lens, SHOCK-MOUNT™ Isolation Mounting System, 1" high-temp voice coil	N/A	
<b>Bass / Midrange</b>	N/A	N/A	N/A	N/A	T (178mm) Truextent® Beryllium driver, Perforated Phase-Aligning (PPA™) Lens, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp tandem voice coil	N/A	N/A	
<b>Bass Driver</b>	Four 8-1/2" (215 mm) ultra-high-excursion C-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp dual voice coil	Two 8-1/2" (215 mm) ultra-high-excursion C-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp dual voice coil	Three 7" (178 mm) high-excursion C-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp tandem voice coil	Two 7" (178 mm) high-excursion C-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp tandem voice coil	N/A	N/A	Four 7" (178mm) high-excursion C-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 15" high-temp tandem voice coil	Six 8" (203mm) mineral-filled polypropylene cones, overmolded Active Ridge Technology (ART™) surrounds, 1-1/2" (38mm) four-layer long-excursion voice coils, high-temperature composite Nomex® formers, advanced spacers, 9.2-lb (4.16 kg) hard ferrite magnet / motor structure, AVS™ die-cast heatsink chassis
<b>Amplifier</b>	Each woofer pair is powered by a separate DSP-controlled 700 W RMS amplifier for a total of 1400 W RMS (2800 W Dynamic Peak)	N/A	N/A	N/A	N/A	N/A	Amplifier output power: 1700 W rms, 3400 W dynamic peak	
<b>Room Correction</b>	Anthem Room Correction (ARC™) with included calibrated microphone	N/A	N/A	N/A	N/A	N/A	Anthem Room Correction (ARC™) with included calibrated microphone	
<b>Low Freq. Extension</b>	15Hz	24Hz	28Hz	30Hz	36Hz	24 Hz	12Hz	
<b>Freq. Response (0Hz-40kHz)</b>	+/- 2dB from 19Hz - 45kHz	+/- 2dB from 55Hz - 45kHz	+/- 2dB from 37Hz - 45kHz	+/- 2dB from 45Hz - 45kHz	+/- 2dB 60Hz - 45kHz	+/- 2dB from 43Hz - 45kHz	+/- 2dB from 19Hz - 220Hz (by pass option)	
<b>Freq. Response (30° Off-Axis)</b>	+/- 2dB from 19Hz - 20kHz	+/- 2dB from 55Hz - 20kHz	+/- 2dB from 37Hz - 20kHz	+/- 2dB from 45Hz - 20kHz	+/- 2dB from 60Hz - 20kHz	+/- 2dB from 43Hz - 20kHz	+/- 2dB from 19Hz - 220Hz (by pass option)	
<b>Sensitivity - Room</b>	96 dB	>93 dB	>93 dB	92 - 93 dB	92 dB	93 dB	100 mV (mono)	
<b>Sensitivity - Anecdotic</b>	93 dB	>90 dB	>90 dB	89 - 90 dB	89 dB	90 dB	100 mV (mono)	
<b>Suitable Amp Power Range</b>	15-500W	15-500W	15-500W	15-400W	15-250W	15-500W	N/A	
<b>Maximum Input Power</b>	400 Watts	350 Watts	300 Watts	200 Watts	150 Watts	250 Watts	N/A	
<b>Impedance</b>	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	RCA-10k ohms, XLR, 20k ohms	
<b>Overall Dimensions (H x W x D)</b>	51-3/4" x 11-7/8" x 20-1/2" (132 cm x 30 cm x 52 cm)	51-3/4" x 11-7/8" x 20-1/2" (132 cm x 30 cm x 52 cm)	46-1/2" x 9-1/2" x 16-7/8" (118.5 cm x 24.1 cm x 42.7 cm)	44-1/8" x 9-1/2" x 16-7/8" (112.6 cm x 24.1 cm x 42.7 cm)	17-1/8" x 8-7/8" x 13" (43.5 cm x 22.5 cm x 33 cm)	10-1/4" x 36" x 16-3/8" (26.3 cm x 91.4 cm x 41.5 cm)	20-1/2" x 20-1/4" x 18-7/8" (52.5 cm x 51.2 cm x 48 cm)	
<b>Weight (Unpacked)</b>	TBD	TBD	TBD	TBD	31 lbs. (14 kg)	84 lbs. (38 kg)	TBD	
<b>Available Finishes</b>	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	<b>High Glass:</b> Vantia Black, Harmony White <b>Metallic Glass:</b> Aria Blue, Sonic Silver	

Specifications subject to change without notice.