

PS Audio Distributor Selling Guide



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30 years of brand equity

PS Audio was founded over 30 years ago as a performance based value oriented high-end electronics manufacturer. Today, our quarter century of brand equity continues to expand our loyal consumer base.

What separates PS products from our competitor's is world class styling and uncompromised performance. When Performance Matters consumers turn to PS Audio for solutions.

Power, Audio, Cinema and Cable categories from PS represent a broad, powerful and stylish set of products to the world of high-end performance based audio and cinema systems in the home.

Our facilities

PS Audio's corporate headquarters are located in beautiful Boulder Colorado, a small university town sitting at the foot of the Rocky Mountains.

PS products are engineered exclusively at our Boulder Colorado engineering facility and manufactured in either our California or overseas production facilities. Our six man engineering team is one of the best and largest in the specialty AV consumer electronics industry and boasts some of the most innovative and ground breaking technological advancements in audio and cinema today.

All aspects of engineering from concept to production are managed by our team of programmers, analog, digital and mechanical engineers.

Our customers

Male and female, 30-65 years old, business & professionals, married, many with young children and enjoy a personal income of over \$55K per year. PS customers typically love music, cinema, cars, cameras, gadgets, computers, wine, entertaining and have varied musical tastes. PS customers care about performance, aesthetics and long term investment in their home entertainment systems.

Our dealers and distributors

Performance based showroom AV retailers, Custom Integrators and select E-tailers provide the distribution channels for PS products throughout all of North America.

Outside the United States and Canada, PS distributes its products through an exclusive network of distributors and dealers within each country.

About this booklet

This booklet has been provided as a means of introducing you to PS Audio, it's brand statement, policies, procedures and products and may not be copied, shared or distributed without written permission from PS Audio.



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Selling PS Power Products



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Selling PS Audio power products

PS Audio makes the finest AC power products in the world. The challenge is to get that story across to the customer along with the reasons why AC power is important to them.

The first step

The first steps in selling power products to a customer are:

- **Establish a rapport with the customer**
- **Alert them to a problem they have. In this case, the poor quality of the power in their home**
- **Talk about the various solutions available.**
- **Sum up the problems and the possible solutions**
- **Narrow it down to the best solution within their budget**
- **Address any possible concerns or questions they have**
- **Close the sale**



Establishing rapport

We've all seen the salesperson that looks down their nose at the customer's system or lack of knowledge. This establishes the wrong kind of rapport.

A successful retailer listens carefully to the customer's needs and problems and empathizes with him in an effort to gain rapport. This is critical in the opening stages of the relationship.

The Specialty retailer should always keep in mind that the difference between them and a salesman at a bigger store should be the "care and feeding" of their customer base. Big stores don't have the time to invest in the customer as they are selling commodities that don't allow for a time consuming interpersonal relationship. It is, however, this interpersonal relationship the smaller, Specialty Retailer brings to the table that can mean the difference between the sale and the walk.

Alert them to a problem

Let the customer know they cannot take full advantage of their AV investment if they don't get the AC power right. Moreover, they risk damaging their systems if they don't have adequate surge protection.

AC power, in every country of the world, is getting worse: not better. This is not sales talk, it's fact. Here are some more facts:

- Low and high line voltage problems are increasing as the utilities struggle to meet demand. AV equipment is designed to operate at 117 (or 230) volts on average. Line voltages in the customer's home can



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Selling AC power products

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vary from 105 volts to 130 volts (210 to 250).

- o **Bad for power amplifiers** because under low line conditions they will put out significantly lower wattage. In a projector, the image will be dimmer.
- **Surges and spikes damage equipment** routinely. There are plenty of surge protectors but most aren't reliable and many degrade performance while they protect.
- **Noise is increasing on the AC line.** Noise comes from cell phones, computers and nearly every household appliance. With the Federal Governments approval of broadband over power lines, the US will soon have even more noise on the power lines than ever before.
 - o Noise makes audio sound worse and video look worse. In audio the noise adds a glare to the sound.
 - o In video the noise decreases the black level
- The **AV equipment itself produces electronic noise** that enters into the house wiring system as well as the rest of the AV equipment.
 - Even under the best AC conditions **a power amp will pull the line voltage down** when loud passages of music are played. AC regulation is a must.



Remind the customer that everything in their system starts at the AC wall socket. The purer and cleaner the power from the wall, the better their system will perform.

Talk about the various solutions available

Explain the broad field of AC power to your clients so they have a general understanding. This, by necessity, should remain short and focused. Practice downloading this piece of data in 30 to 45 seconds. Most customers are not very technical and simply want an idea of the playing field.



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Here are the points you need to cover:

- Surge and spike protection ranges from a simple \$10 extension strip to a many-thousand-dollar high end solution.
- Cleaning takes two forms: a series - parallel filter or a regenerator (where brand new AC power is built from scratch).
- Most parallel AC filters (Richard Grey and Shunyata for example) either do very little or produce no measurable results. Most series filters (Monster, Panamax, Fuhrman as examples) can restrict audio and video performance.



Power product sales

Power products may be a new category for many Specialty Retailers to learn as a full understanding is a departure from selling traditional two channel and multi-channel products.

PS was and is at the forefront of AC power products having essentially started the AC power revolution is Spoecialty Audio with its now famous Power Plant AC Regenerator products. We are here to help you in any way we can.



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PS Power Products and Technologies



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PS Audio's power technologies

PS Audio has two forms of power cleaning and purifying technology:

- Passive
- Active.

Passive power cleaning

Passive power cleaning is the most affordable power cleaning technology the company offers.

Products using this technology are:

- Ultimate Outlets
- Ultimate Power Cells (UPC's)
- Power Directors



The basis for passive power cleaning is centered around the **common mode choke**.

Common mode chokes

Common mode chokes, or baluns, have been used for many years to clean AC power, perform impedance matching duties and are a proven technology. These devices, properly designed, can provide surprisingly good results. PS passive cleaning offers up to -40dB of noise cleaning above 100kHz with no restriction of power.

Common mode chokes are superior to standard passive AC cleaning technologies, found in most consumer AV equipment: typically based on series wound chokes. Series wound chokes restrict the AC performance of connected equipment because they contain a high degree of DC resistance, which limits current and degrades performance of high-end AV equipment.

Common mode chokes designed by PS Engineering and used in PS Passive AC cleaning devices **avoid AC power restrictions** because of the extremely heavy gauge copper wires used to wind the chokes. **Wire gauges found in PS passive cleaning products is typically 10 times heavier than competing AC designs.**

Surge and spike protection is superior on PS products

Most surge and spike protection offered from the least expensive Wal Mart surge strips to the most expensive high end surge protectors are based on MOV's. **MOV's will degrade over time as they are attacked by surges and spikes.**

PS Audio power products do not rely on MOV's for their protection and neither should your customers. PS Power products rely on a unique device known as a Tranzorber for AC surge and spike protection.

Tranzorbers are non-volatile AC clamps that will never degrade their performance over time, thus offering superior protection for any connected equipment. MOV's are used in PS Power products as a backup to the Tranzorbers in case a Tranzorber takes too large of a surge and is destroyed.



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PS Power products have a triple layer of protection. The first line of defense is the Tranzorber, the second is the backup MOV's, the third a hard power switch that disconnects the connected equipment from the power line.

Power Plant AC Regenerators

PS Active power purifying technology is found on our Power Plant line of AC Regenerators.

AC power regenerators are the "Cadillac" or the "Rolls Royce" of power purifying technologies. Power Plant AC Regenerators **do not simply clean or correct problems on the AC line, in fact, they rebuild the AC power** into an absolutely pure and perfect AC power source for connected equipment.

Power Plants provide AC power that is distortion free, regulated and perfect, regardless of what the power quality is that feeds the Power Plant.

Your customer can have the worst power in the world, varying all over the map, with distortion, flat topped AC, unregulated and just plain ugly. The Power Plant will take this power, convert it to pure and clean DC voltage and then Regenerate that power back into AC that is pure and distortion free.

Power Plants make new AC

Not only is the AC perfect from the Power Plant, but Power Plants provide the user full control over their power. Users can control the voltage and the frequency of the Power Plant feeding their equipment.



Customers can change their frequency to suit the needs of their equipment. Not all equipment is best operated at 50 or 60Hz. Rather, there is a frequency or a waveform that is best to power connected equipment and the Power Plant is the only product in the world that can change the AC power output to suit the needs of the equipment.



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Choosing The Correct Power Technology



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Affordable power solutions

PS power solutions for this category will all be based in our passive power products such as the Power Directors, Ultimate Outlets and UPC products.

Choose these options depending on your customer's budgetary requirements. Included solutions range from retail prices of \$299 to \$2000.

Key benefits for this category:

- Non current limiting
- Does not restrict dynamics in video or audio
- Foolproof AC surge and spike protection with built in backup

Ultimate Outlets and UPC's for individual equipment

• Clean, protect and improve one, two or up to four pieces of equipment. The difference between the UO and the UPC is the number of outlets and zones.

- o The UO has one zone and two outlets.
- o The UPC-200 has two zones and four outlets, or can be configured as an ultra high current single zone device with four outlets.

Suggested equipment include projectors, power amplifiers, source equipment.

Power Directors 3.5 and 4.7 serve entire AV systems

- Clean, protect and improve an entire system. The difference between the Power Director 3.5 and 4.7 is the number of outlets, zones and features.
 - o **The PD 3.5 has 3 zones and 10 outlets (US).** Each of the zones is a separate High Current Ultimate Outlet. Zones are used to isolate equipment noise. Typical usage would be one zone for audio, another for video and a third for power amplifiers or receivers.
 - Control is minimal: provides delayed turn on for selected zones.
 - CATV protection
 - o **The PD 4.7 has 4 zones and 14 outlets (US).** Each of the zones is a separate High Current Ultimate Outlet. Zones are used to isolate equipment noise. Typical usage would be one zone for audio, another for video and a third for power amplifiers or receivers.
 - Controls are robust: computer control over all outlets. Measures incoming line voltage, power usage, can be programmed to shut down under low and high line conditions.

More expensive AC power solutions

PS power solutions for this category will all be based on our AC regenerator systems.

Choose these options depending on your customer's budgetary requirements. Included solutions range from retail prices of \$1799 to \$3995.



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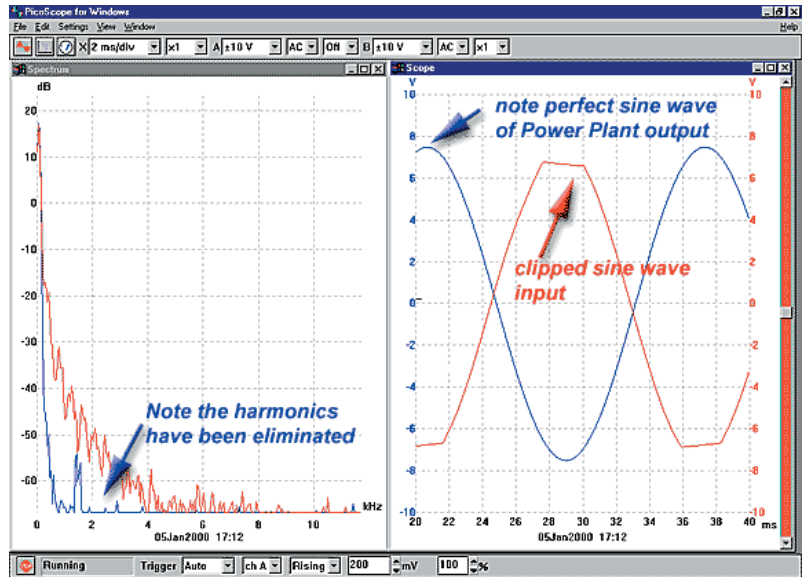
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Key benefits for this category:

- Perfect AC regardless of power quality
- Balanced AC power
- Regulates to within 1/10th of a volt (compared to 10 volts if left unregulated)
- Multiple ways to power equipment chosen by the customer to best suit his needs
- Does not restrict dynamics in video or audio
- Foolproof AC surge and spike protection with built in backup

P300 Power Plant for sources

- Clean, protect and rebuild the power and improve performance of one, two or up to four pieces of equipment. The P300 is our smallest AC regenerator and is designed for powering source equipment such as CD players, turntables, DVD, preamplifiers and small power amplifiers.
 - o 4 (US) outlets
 - o 300 watts of regenerated power
 - o Balanced AC power



P500 Power Plant for systems

- Clean, protect and regenerate brand new, pure and perfect balanced AC power to improve an entire system. The P500 can produce 500 watts:
 - o 6 (US) regenerated outlets
 - o 500 watts pure, distortion free regulated and balanced AC power
 - o 1750 watts of purified power with built in Ultimate Outlet for large loads
 - o Triple surge and spike protection
 - o Perfect for small to medium sized AV systems
 - o Easily rack mounted

P1000 Power Plant for systems

- Clean, protect and regenerate brand new, pure and perfect balanced AC power to improve an entire system. The P1000 can produce 1000 watts:
 - o 10 (US) regenerated outlets
 - o 1000 watts pure, distortion free regulated and balanced AC power
 - o 1750 watts of purified power with built in Ultimate Outlet for large loads
 - o Triple surge and spike protection
 - o Perfect for medium to large sized AV systems
 - o Easily rack mounted on a rack shelf



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Questions And Answers About Power



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Answering questions about power

Once the customer has been provided the advantages of PS Power products and helped them choose which products are right for their systems, there may be questions remaining.

Here are some typical questions and answers we receive from customers:



- Q.** What's wrong with getting a \$10 surge suppressor and why is PS Audio's better?
- A.** Cheap surge suppressors use a single volatile MOV for protection. These MOV's get weak after repeated attacks and breakdown over time. Most companies, including Monster Cable, Richard Grey and Panamax use the multiples of the same cheap MOV protection as the inexpensive strips. PS Audio uses MOV's only as backup for their exclusive Tranzorber protection. Tranzorbers are nonvolatile surge suppressors.
- Q.** Some power amplifier manufacturers write in their owner's manuals not to use a power conditioner for their amplifiers. Does this apply to PS power products as well?
- A.** No. It is true that the vast majority of power conditioning products should not be used on power amplifiers because they restrict the sound. PS Audio power products use wire gauges 10 times heavier than their competitors and the sound is not restricted. On Power Plants, the sound is actually made more dynamic that going straight into the wall. This is because the AC voltage from a Power Plant is regulated and does not drop when a big demand is placed on it.
- Q.** Some parallel power conditioners, like Richard Grey and Shunyata, claim to clean the AC with no power restrictions. Is this true?
- A.** Yes, It is true that parallel power conditioners do not restrict the power. The RGPC and Shunyata conditioners are popular devices but there are no published test results showing the AC power is any cleaner going through these than through the wall. PS Engineering has run numerous tests on these devices, as have independent labs and not one test we are aware of shows any measurable improvement in noise reduction on these two devices. PS Audio power products have both measurable and published test results showing their performance and demonstrate over 40dB of AC cleaning at a minimum.
- Q.** Do PS Audio Power Plant AC Regenerators restrict the power?
- A.** No. In fact, up to their rated power, they have energy storage on board that increases the instantaneous power available and maintain a steady regulated voltage. What is true is Power Plants are restricted to their rated power levels. From 300 watts to 1000 watts by model. The maximum wattage available from a US 15 amp receptacle is 1750 watts. The largest Power Plant can provide a little over half of that power.



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Q. Monster Cable has the HTS 2000 AC regulator. Isn't this just like the Power Plant?

A. No, not at all. The Monster unit is a large variable transformer hooked up to a motor. It can regulate long term slow changes in the AC voltage level, and if this is a problem in a customer's home the device may well be a benefit. However, it will not improve or clean the AC power and it does not dynamically regulate the power. In fact, placing this type of series variable transformer in line with the AC power can make the AC power, under heavy load, worse. It is also very slow acting so quick transient demands for power such as those presented by a projector or power amplifier are made worse, not better. A Power Plant reacts instantly to demands by equipment and regulates dynamically. Power Plants also clean and reduce AC distortion by a factor of 10, where the Monster unit does nothing to clean or lower distortion.



Q. Don't PS Power products generate a lot of heat?

A. PS Passive power products such as the Ultimate Outlet, UPC-200 and Power Director series do not generate heat. PS Power Plants do. PS Power Plants can generate a lot of heat, as any big power amplifier will, under heavy load conditions. Using Power Plants properly and under normal operating conditions in a stereo or video environment, most users find the heat from Power Plants to be minimal and quite manageable.

Q. I see PS Power Plants produce balanced power and I understand this is better for my equipment. Is this true and is there any danger?

A. It is true and there is no danger. Power in our homes is unbalanced. This means there is a hot and a neutral power connection. The hot has 120 volt AC on it, and the neutral has zero AC. A balanced power system has two hot connections and no neutral. Each of the hot terminals has 60 volts AC, out of phase with the other and between them there is the same 120 volt AC. The two hot terminals in a balanced system add together. Balanced power is superior for several reasons, chief amongst them is improved noise rejection by the power supplies of the AV equipment using the balanced power.

Q. A number of companies, including Fuhrman, Equi-tech and some Panamax and Monster Cable AC products claim to produce balanced power, is this true and why is PS Audio's balanced power better?

A. It is true that these companies produce balanced AC power products. The difference between their products and PS products is how the balanced power is produced. In the competitor's products, the balanced AC is produced by a transformer, which is a completely passive device. Its output can be more distorted under load than its input from the wall. While these products all make improvements to the connected equipment and have advantages, low distortion and regulation of the AC power are not among them. Only an active generator, such as a Power Plant can produce distortion free, regulated and balanced AC power.



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- Q.** We have recently seen a product claiming to be an ACRegenerator® by Panamax. Is this like the Power Plant AC regenerator?
- A.** No, not at all. Panamax trademarked the ACRegenerator® name as a clever spelling of the actual term AC Regenerator which is what a PS Audio Power Plant is. The Panamax device is a line isolation/balanced transformer and its output is neither regulated nor low distortion as in an actual AC regenerator like a Power Plant. PS Audio makes the only true AC regenerator in the world of audio video. Recently there have been a few UPS based products claiming to regenerate the AC as a Power Plant does. These devices are the same as off-the-shelf sinewave UPS devices that produce multi-step sinewaves. These products do not produce pure sinewaves like a Power Plant does.

What should a customer expect to see and hear after adding PS power products?

It's important that the customer install his new power products with the proper expectations. Too high an expectation and they will be disappointed. No expectations and they may not know what to listen or look for.

Video expectations

When the AC power is cleaner and unrestricted, video performance will improve. No, it won't look like a new three dimensional picture in place of the original two dimensional picture, but the color will be more vibrant, the black levels will be deeper and the overall appearance of the video will be improved.

PS Passive cleaning products produce results that are close to the results attained by Power Plants. Since most televisions sets have regulated internal power supplies, cleaning the AC power effectively with a PS power product is usually sufficient to achieving 90% of the possible benefits.

Audio expectations

Power Plant AC regenerators make a clear and remarkable improvement to any audio product connected. Customers should hear immediate improvements in a lowered noise floor, removal of any glare and harshness riding on the music and improved depth and spatial qualities to the musical soundstage.

Instruments to ask your customers to listen to, in particular, are stringed instruments such as pianos, guitars and violins. Power Plants, in particular, make improvements to the upper harmonics and body of these particular instruments.

Passive power products from PS Audio have much the same attributes as Power Plants do, just not quite as pronounced.

In conclusion

AC power is a growing category of increased sales and revenue opportunities for the specialty AV retailer as well as the mass marketers. The key to the Specialty AV retailer competing and winning the sale is superior products and technology and close personal attention to the customer.

PS Audio power products are unmatched in performance by any manufacturer in the world. Your belief in this, your knowledge and understanding of the subject - and subsequent guidance to your customers, will result in greater sales and repeat customers with an increased level of loyalty to both the brand and the store.



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Selling PS Audio Audio products

PS Audio sold its first audio product over 30 years ago, in 1973. At that time phono stages, preamps and power amplifiers were the hot tickets. Times have changed but the customer's desire to enjoy great audio in the confines of their homes has not.

In 1973 the retail landscape was not much different than it is today: divided amongst the big retailers and the Specialty Audio retailers. The big retailers of those days were the department stores and mini chain stores selling receivers and cheap speaker systems. The Specialty Retailer, or audio boutiques as they were called, specialized in providing a high-end audio experience demonstrated in state of the art listening rooms.

Customers wishing to break free of the everyday pedestrian audio experiences were attracted to these boutiques in the same way high-end white-tablecloth restaurants attract customers who differentiate themselves from the fast food industry.

The customer's desire to experience something better is unchanged today and PS Audio remains a leader in the two-channel and multi-channel audio amplification category.

Specialty Audio dealers can provide a friendly, open channel for the consumer to build a great sounding two-channel or multi-channel system: one that stands apart from the chain store Theater or Stereo in a box.

Selling two channel audio

Conventional wisdom suggests two channel audio and the enjoyment of music, not attached to a video screen, is a category of limited growth. With the market trend towards multi-channel audio placing a constant pressure on both CE manufacturers and consumers for their hard earned dollars, two channel audio may be viewed as a shrinking marketplace by many.

Yet another view would provide an entirely different conclusion: while growth of new product sales is certainly focused on multi-channel, libraries of music and listening habits in consumer homes are clearly two channel oriented. This view would suggest that while the majority of new equipment sales is multi-channel based, there remains a huge population of consumers enjoying their music systems in a two channel world. In fact, the largest category of CE products sold in 2004 was Apple's I-pod: a two channel based music storage system.

Consumers are listening to music. They want it in their homes, on their person, in their cars and all the while it



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remains a two channel phenomena. Two channel will remain with us for a long, long time.

Enhancing the two-channel experience in your customer's home is the challenge.

PS Audio products

PS's audio products can be divided into three categories: power amplification, pre-amplification and accessories such a phono stages.

The three categories of PS power amplification

PS Audio power amplification products can be divided into three main categories:

- Two channel fixed amplification
- Two channel Variable Gain Amplification
- Multi-channel power amplification



Two channel **Fixed Gain Power Amplifier** products are the classic and traditional stereo amplifier category that generally include two channels of audio but may be a part of a larger multimedia system or a standalone two-channel stereo.

Two channel **Variable Gain Power Amplifier** products are a revolutionary new concept that takes a traditional stereo amplifier and permits the user to vary its gain depending on listening levels desired.

In functionality, these Variable Gain Power Amplifiers may appear like the traditional Integrated amplifiers. They are not. While PS Audio's Variable Gain Power Amplifiers allow the user to enjoy all the features of a traditional integrated amplifier, PS Audio's GCC Control Series do not suffer from the classic integrated's traditional failings.

Multi-channel power amplification can be a home theater setup or an audio-only multi-channel setup.



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PS Audio's approach to power amplification

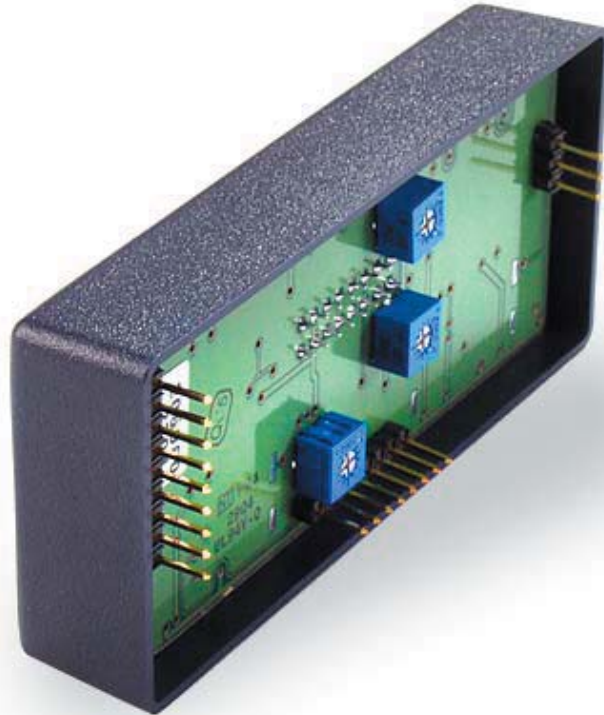
All PS Audio products, with the exception of the Classic 250 power amplifier, are based on a unique technology known as the Gain Cell. Gain Cells are the heart of all PS Audio products for a reason: the Gain Cell provides the cleanest, shortest, lowest noise, lowest distortion and best sounding audio path of any amplification stage we know of.

What is a Gain Cell?

A Gain Cell is a sealed and potted amplification module that is small enough to hold in your hand. It is a 100% analog variable gain stage. The gain (amplification factor) can be controlled over a 120dB range.

Gain Cells can be used in as many audio products as our designers can dream up. For instance, the PS Audio Gain Cell can be used:

- **As the variable amplification stage of a preamp.** Used in this manner, there is no need for a volume control or balance control type of attenuator. The Gain Cell's amplification factor is simply varied to achieve the desired loudness. A pair of Gain Cells, in a chassis, is all the electronics needed for a complete preamplifier.
- **As the input stage of a power amplifier.** Used in this manner, we need only attach an output stage to create the wattage required and we have a complete power amplifier. If we vary the gain of the Gain Cell we have a Variable Gain Power amplifier, known as a PS Control Amplifier.
- As the output stage of a **CD player** or **DVD player**.
- As the output stage of a **D to A processor**
- As the output stage of a **surround processor**.
- As the gain stages in a **phono preamplifier**.



As one can readily see, the PS Audio Gain Cell can be the heart of any audio product.

Gain Cells are unique and proprietary to PS. No other audio company in the world has developed a Gain Cell-like product.



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Common features of PS power amplifiers

All PS power amplifiers in the GC Series have these features in common:

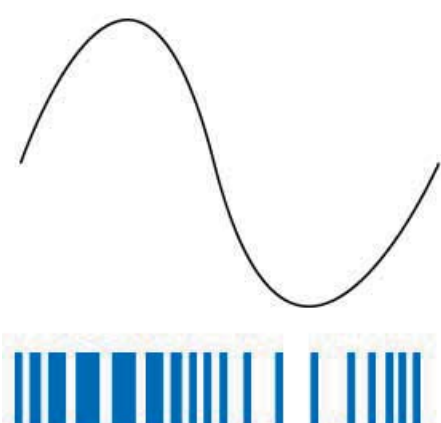
- Little to no heat
- Gain Cell inputs
- Balanced operation
- XLR and RCA inputs
- DC trigger
- High damping factor of over 1000
- Ability to drive low impedances
- 3 monoblock power modules to choose from, 100/250/500 watts each
- Rated rms wattages double into 4 Ohms, both channels driven
- Monoblock construction with 100% regulated independent power supplies



Little to no heat

PS GC (Gain Cell) power amplifiers produce almost no heat. This is because they use a high efficiency output stage known as SDAT™ (Stereo Digital Amplification Technology). PS SDAT is a variation of what's commonly known as a switching amplifier or a Class D.

There are a few designs similar to PS Audio's SDAT in use today. Class D amplifiers are increasingly popular because of their high efficiency and low distortion linear operation. SDAT amplifiers from PS Audio's GC series have the following attributes:



- **Linear amplification.** Traditional class A and class AB amplifiers are not very linear: meaning that the signal presented to the amplifier's input is not the same at its output at the very low and high volume extremes. To linearize these types of designs (class AB and A) amplifier manufacturers must resort to feedback and or high voltage: neither technique results in the best sound. SDAT or Class D amplifiers are absolutely linear from the lowest input signal level to the highest.
- **High efficiency.** Efficiencies of a properly designed SDAT amplifier range from 85% to 92%. In a PS GC Series amplifier, both the power supply and the amplifier are based on SDAT technology. The entire GC Series of amplifiers runs at 85% efficiency. Traditional class AB amplifiers run at 60% efficiency, class A amplifiers at less than 50%. The wasted energy of an amplifier is converted to heat.



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Balanced operation

The entire GC Series of amplifiers is fully balanced from input to output. This means that the GC Series of amplifiers treats any audio signal as a balanced type (like that from an XLR connector) and as a result, the GC Series has lower distortion and better noise rejection.

High damping factor of over 1000

Damping factor is a way to measure how much control an amplifier has over the speaker. The higher the damping factor, the greater the control an amplifier has over a loudspeaker. GC Series power amplifiers have some of the highest damping factors in audio today. Typical damping factors are:

- **Tubes.** Low damping factor due to the output transformer. Damping factors of 25 are not uncommon.
- **Solid state designs: low feedback.** Low damping factor due to the lack of feedback and higher output impedance. Damping factors of 25 to 75 are not uncommon.
- **Solid state designs: traditional.** Medium to high damping factors range from 50 to 200 depending on the output impedance of the power amp.
 - **Class D power amplifiers.** Typically quite low due to the requirement of the output filter. 25 to 100 are common.
 - **GC Series from PS.** Damping factors of well over 1000 are common on a PS Audio GC Series of power amplifiers. This gives an extraordinary level of control over even the toughest loads.



Ability to drive low impedances

All loudspeakers have a rated impedance, typically 4 or 8 Ohms. What may not be obvious is that the rated impedance is only at one frequency. If all frequencies the loudspeaker is required to drive are considered, the impedance may vary considerably: from as high as 50 Ohms to as low as 0.75 Ohms.

Amplifiers that do not have the ability to drive extremely low impedance loads are at a disadvantage because they will either shut off operation when faced with these loads, or produce bad sound.

The GC Series of power amplifiers drives loads as low as 0.75 Ohms for brief periods of time without shutting off and without amplitude variations.



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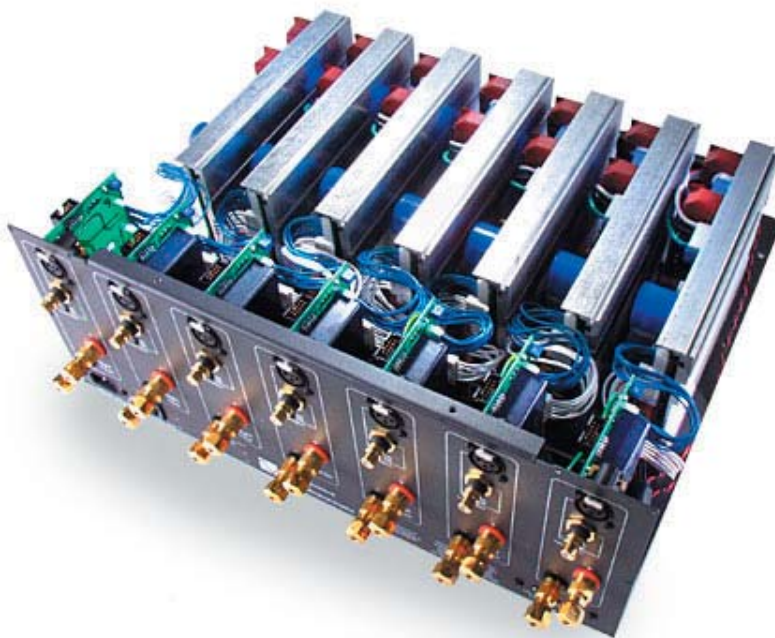
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**Monoblock construction with
100% regulated independent
power supplies**

Every GC Series power amplifier is built from a completely independent mono amplifier module, regardless of the number of channels.

In a stereo GC Series amplifier, for instance, each of the two channels has its own high efficiency regulated power supply, 100% isolated and independent from the other channel. This means that the performance of one channel is not affected by the performance of any other channel, resulting in superior imaging and a rock solid center image.

In a GC Series Multi-channel amplifier, each of the 5 or 7 channels is completely independent from any other channel and the AC power cable is the only common element in these designs.



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Fixed Gain Stereo Power Amplifiers



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Fixed gain stereo amplifiers

Two channel Fixed Gain Power Amplifier products are the classic and traditional stereo amplifier category that generally include two channels of audio but may be a part of a larger multimedia system or a standalone two-channel stereo.

There are three models of fixed gain stereo GC Series power amplifiers offered by the company:

- **GCA-100.** 100 watts per channel into 8 Ohms and 200 watts per channel into 4 Ohms. **Retail \$2,295.**
- **GCA-250.** 250 watts per channel into 8 Ohms and 500 watts per channel into 4 Ohms. **Retail \$2,995.**
- **GCA-500.** 500 watts per channel into 8 Ohms and 1000 watts per channel into 4 Ohms. **Retail \$3,995.**



Stereo fixed gain power amplifiers can be rack mounted with an optional rack shelf supplied by Mid Atlantic.

Selling fixed gain amplifiers

Fixed gain amplifiers are the standard; the traditional power amplifier every Specialty Audio retailer knows and understands how to sell.

Potential customers for the GC Series of Fixed Gain Power Amplifiers includes:

- **Upgrade candidates.** Those customers who wish to upgrade the performance of their system because of the superior performance of a PS amplifier.
- **New system purchases.**
- **Existing PS power amp owners.**
- **New speaker purchases.** Every new speaker that goes out a dealer's door represents an opportunity to power it in a more controlled, higher wattage or better performing fashion. The GCA series is an obvious candidate.
- **Home theater applications.** Many customers and Systems Integrators will prefer a higher-end multi-chassis Fixed Gain Power Amplifier setup to a single box multi-channel amplifier.

Selling PS GC Series fixed gain power amplifiers can be accomplished by demonstrating the superior sonics of the amplifier to your customer and explaining what differentiates the amp from the "rest of the pack".



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Key selling points:

- **No heat.** Traditional amplifiers waste a lot of energy, heat the room and are problematic in a rack of equipment.
- **Amazing control of the loudspeaker.** Most amplifiers can't "take charge" of a loudspeaker, but a GC Series amplifier has one of the highest level of control of any power amp on the market.
- **No change in sound from the quietest to the loudest music.** Because of the SDAT's super linear operation, typical headroom problems of the sound changing when the music gets loud are avoided by the GC Series of power amps.
- **Monoblock operation.** The only common element in a GC Series of power amplifier is the power cord. Each amp is 100% independent and one channel has no effect on the other.
- **Highest quality build and custom connectors.** Show the customer the level of fit and finish of the chassis and the connectors. Each of the output binding posts on a PS GC Series amplifier is designed and manufactured by PS Audio and are the highest quality connectors and components in the world.
- **Each model sounds the same.** Because of the Gain Cell inside, each model of GC Series power amplifier has exactly the same gain and the same sound. This allows customers to mix and match at will, bi-amp is easy: use a small GCA-100 for the top end and a larger GCA-250 or GCA-500 for the bottom end.
- **Extremely low noise amplifier.** The GC Series of power amplifiers have some of the lowest noise specs on the market. Customers will have to place their ear in the speaker's tweeter to hear the hiss.
- **Reliable and bulletproof.** The GC Series amplifiers are nearly indestructible and their outputs can be shorted, wires crossed, connected with and without the power being on. Absolutely reliable and resistant to customer abuse.



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Variable Gain Control Power Amplifiers



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Variable Gain Power Amplifiers

Two channel Variable Gain Power Amplifier products are a revolutionary new concept that takes a traditional stereo amplifier and permits the user to vary its gain depending on listening levels desired.

In functionality, these Variable Gain Power Amplifiers may appear like the traditional Integrated amplifiers. They are not. While PS Audio's Variable Gain Power Amplifiers allow the user to enjoy all the features of a traditional integrated amplifier, PS Audio's GCC Control Series do not suffer from the classic integrated's traditional failings.

There are three models offered by the company:

- **GCC-100.** 100 watts per channel into 8 Ohms and 200 watts per channel into 4 Ohms. 5 RCA inputs, 1 XLR input. Remote control, VFD front panel display, 100% control over volume and balance. **Retail \$2,795.**



- **GCC-250.** 250 watts per channel into 8 Ohms and 500 watts per channel into 4 Ohms. 5 RCA inputs, 1 XLR input. Remote control, VFD front panel display, 100% control over volume and balance. **Retail \$3,495.**

- **GCC-500.** 500 watts per channel into 8 Ohms and 1000 watts per channel into 4 Ohms. 5 RCA inputs, 1 XLR input. Remote control, VFD front panel display, 100% control over volume and balance. **Retail \$4,495.**

Variable Gain Power Amplifiers are often mistaken by both the customer and the dealer as an integrated amplifier. Do not promote this mistake.

Integrated amplifiers integrate a preamp with a power amplifier. There are no attenuators or preamplifiers inside a GCC Variable Gain Power Amplifier or Control Amp.

PS Variable Gain Power Amplifiers have no internal attenuators yet they have full control over the volume and balance. This is because the PS Gain Cell, internal to the amplifier, adjusts the actual gain of the amplifier at the user's request via the front panel volume control or the remote control, as opposed to attenuating the signal.

A typical attenuator or volume control "throws away" the signal not needed by a fixed gain amplifier.

It is critically important to make sure you and your customer understands that the PS Variable Gain Power Amplifier series represents a step up from separates.



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- Separates have a longer signal path
- Separates require more interconnects
- Separates pick up more noise
- Separates provide no advantage to a Variable Gain Power Amplifier and, in fact, degrade the sound.

The GC Series of Variable Gain Power Amplifiers are identical to the GCA fixed gain power amplifiers in terms of signal path. There are no volume or balance control elements added to the signal path. The GCC Control amp has the shortest, cleanest signal path of any audio system in the world.

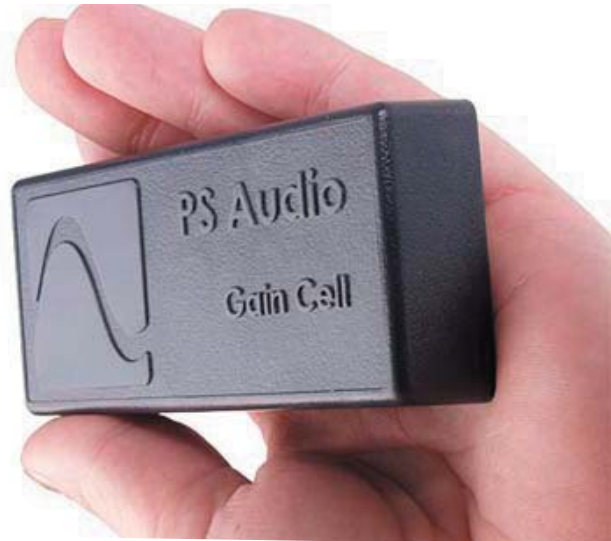
Selling Variable Gain Power Amplifiers

Variable Gain Power Amplifiers will be the way of the future. Most customers would prefer fewer pieces and less clutter in their busy lives; but these same customers will not want to sacrifice quality for this luxury. Now they don't have to make that choice.

PS GCC Control Amplifiers offer the customer the best of both worlds: less clutter and improved performance: a hard combination to beat.

Potential customers for the GC Series of Fixed Gain Power Amplifiers include:

- **Upgrade candidates.** Those customers who wish to trade in or sell their preamplifier and power amplifier and step-up to the luxury and freedom afforded by a Control Amplifier's one-box solution.
- **New system purchases.** Encourage your new system customers to spend more on their loudspeakers and less on everything involved with separates: more cables, more power cords, more shelf space, more problems, more clutter. GCC Control Amplifiers permit the dealer, for the first time, to honestly suggest there is a one-box solution superior to separates.
- **New speaker purchases.** Every new speaker that goes out a dealer's door represents an opportunity to power it in a more controlled, higher wattage or better performing fashion.
- **Home theater applications.** Many customers will prefer a higher-end Variable Gain Power Amplifier setup as the center piece of their two-channel system, coupled with either a Multi-channel or a multi-chassis Fixed Amplifier package for the remaining channels. The HT bypass feature on the GCC Series enables this option.



Selling PS GCC Series Variable Gain Power Amplifiers can be accomplished by demonstrating the superior sonics of the amplifier to your customer and explaining what differentiates the amp from the separates crowd.



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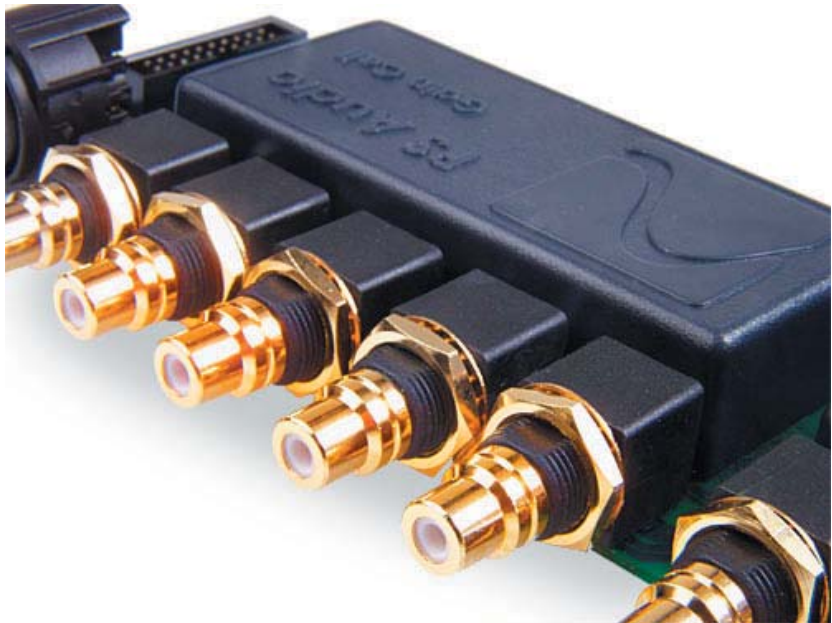
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Key selling points:

- **Better than separates.** Variable Gain Power Amplifiers have a much shorter signal path than separates. Explain that “there’s no preamp like no preamp”. Regardless of how good the customer’s preamplifier is, it can’t be as good and clean as not having one at all.
- **Plug your source directly into your amp.** Use the following example to help your customer understand this unique concept: “imagine your favorite power amplifier. Now, imagine plugging your CD player directly into this power amplifier. Yes, it would be too loud but there’s no cleaner path than this. Now, imagine the gain of the amplifier can be changed to suit your listening needs, and it can be changed without affecting how it sounds. That is a PS Control amplifier”.
- **Eliminate all the clutter and cables of separates.** Encourage them to take the plunge and clean up their system. Families are happier with fewer pieces of equipment and the customer gets a better performing system with fewer boxes, cables and power cords.
- **Trade in both your preamp and power amp for a Control Amp.** Because the GCC Control amplifier replaces two pieces of equipment, most likely already part of the customer’s setup, customer’s will be more inclined to upgrade and step up to new technology without a huge spending hurdle.
- **Easy pricing guidelines.** Take the price of any of the three GCA Fixed Gain Power Amplifiers, add \$500, and the customer has a Control amplifier.
- **Easy bi-amping.** Each GCC Control Amplifier has a line out from the Gain Cell and it’s easy for a customer to add a Fixed Gain Power Amplifier from PS to bi-amp.
- **Multiple inputs.** Each GCC has a total of 6 inputs: 5 RCA single ended and 1 XLR balanced.
- **Gain adjust per input.** Each of the 6 inputs has individual gain adjustment capabilities via the front panel. This gives smooth transitions between sources.
- **HT Bypass.** GCC Control amplifiers give the home theater enthusiast the ability to use the Control amp for the front two speakers in a multi-channel setting and easily revert back to a two-channel setting.
- **No heat.** Traditional amplifiers waste a lot of energy, heat the room and are problematic in a rack of equipment.



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- **Amazing control of the loudspeaker.** Most amplifiers can't "take charge" of a loudspeaker, but a GC Series has the highest level of control of any power amp on the market.
- **No change in sound from the quietest to the loudest music.** Because of the SDAT's super linear operation, typical headroom problems of the sound changing when the music gets loud are avoided by the GC Series of power amps.
- **Monoblock operation.** The only common element in a GC Series of power amplifier is the power cord. Each amp is 100% independent and one channel has no effect on the other.
- **Highest quality build and custom connectors.** Show the customer the level of fit and finish of the chassis and the connectors. Each of the output binding posts on a PS GC Series amplifier is designed and manufactured by PS Audio and are the highest quality connectors and components in the world.
- **Each model sounds the same.** Because of the Gain Cell inside, each model of GC Series power amplifier has exactly the same gain and the same sound. This allows customers to mix and match at will, bi-amp is easy: use a small GCC-100 for the top end and a larger GCC-250 or GCC-500 for the bottom end.
- **Extremely low noise amplifier.** The GC Series of Control power amplifiers have some of the lowest noise specs on the market. Customers will have to place their ear in the speaker's tweeter to hear the hiss.
- **Reliable and bulletproof.** The GC Series of Control amplifiers are nearly indestructible and their outputs can be shorted, wires crossed, connected with and without the power being on. Absolutely reliable and resistant to customer abuse.



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Classic 250 Stereo Power Amplifier



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Classic 250 Power Amplifier

The one remaining amplifier in the PS stable of stereo amplifiers is the venerable Classic 250 power amplifier.

The Classic 250 is a more conventional class AB design than the GC Series of power amplifiers, but that's as far as convention goes as the Classic 250 is anything but conventional. In fact, the Classic 250 represents our best efforts, developed over 30 years of building power amplifiers, at an all out final assault on the state-of-the-art in analog power amplification.

Inside the Classic 250 is a built in AC power regenerator, like the Power Plant, dual mono power supplies, a unique zero feedback input analog gain stage and a heavy, zero gain, output current stage that can drive just about any load.

The Classic 250 remains in the audio line to satisfy the desires and needs of the more traditional audio and cinema enthusiast who has yet to embrace the virtues found in the GC Series of amplifiers and as a statement piece on the art of analog power amplification. It's name says it all, it's a true classic.

The Classic 250 produces 250 watts per channel, both channels driven into 8 Ohms and twice that into a 4 Ohm load. The amplifier can be placed in a mono mode where it will produce a staggering 1800 watts into 4 Ohms.

Features of this classic power amplifier:

- 250W stereo 8 Ohms
- 500W stereo 4 Ohms
- 1000W mono 8 Ohm
- 1800W mono 4 Ohm
- 40 output devices
- Built-in Power Plant
- 2 800va toroidal transformers
- Dual PS binding posts
- RCA and XLR inputs
- Retail price \$4,995



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The front panel

To emphasize the Classic look and feel of this state of the art amplifier, we added a beautiful analog power meter to the front sculptured panel.

This custom made analog meter will display both power storage and show the user the effects of line voltage and power supply.

The internal Power Plant will maintain a fully regulated voltage under any power line condition, but the output stage is directly tied to your power line. While the effects of poor quality power, or low voltage on the line is less critical to the output stage than the input stage, it is still worth noting what your home provides.



Selling the Classic 250

Classic 250's appeal to the more traditionalist Audio enthusiast who treasure the art of a pure analog design, or those "audio is better by the pound" enthusiasts who still find great pleasure in large, heavy beautiful pieces of audio hardware.

PS Audio has built and supported classic AB amplifiers for nearly 30 years and the Classic 250 pays noble tribute to this ideal.



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GCMC Multi-channel Power Amplifier



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Multi-channel power amplifiers

Multi-channel power amplifiers are used in home theater cinema setups and multi-channel music systems.

Any of the PS GC Series of amplifier modules can be installed in our new GCMC series of multi-channel power amps.

The GC Series of amplification is based on 4 elements:

- Gain Cell input
- 100 watt per channel monoblock module
- 250 watt per channel monoblock module
- 500 watt per channel monoblock module



The multi-channel GCMC power amplifier adds an additional element: the Power Frame.

Power Frame construction

The PS Power Frame is common to the GCMC multi-channel family of power amplification. The Power Frame is a 7" tall, by 17" wide, by 15" deep frame that is designed to accept between 3 and 7 channels of power amplifiers.

What is unique about the PS Power Frame is the ability to place any wattage module in any of the 7 slots.

This permits custom wattage multi-channel power amplifiers to be built in any combination imaginable.

Monoblock operation

Whatever wattage module is placed in the Power Frame has no bearing on any other modules placed in the Power Frame. Wattage ratings specified for the amplifier are unusually high as the rating is based on all channels driven. Very few multi-channel power amplifiers can boast such a claim.

Since each module is a completely independent amplifier with its own regulated high efficiency power supply included, dealers can build mix and match power amplifiers of any configuration without regard to maximum available power.



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The six standard configurations

Understanding the six off-the-shelf configurations for the GCMC multi-channel is simple: it is based on filling the Power Frame with either 5 or 7 channels of the three available wattage modules, 100/250/500 watts.

- **GCMC-100.** Available as either a 5 channel or 7 channel monoblock multi-channel power amplifier. Features either 5 or 7 channels of 100 watts per channel into 8 Ohms, and 200 watts per channel into 4 Ohms, all channels driven. Balanced or XLR inputs with a gain-set switch, for each channel, to compensate for the increased volume of an XLR connection vs. a single ended RCA connection in the same setup. 5 channel models can be upgraded by the dealer to 6 or 7 channels in the field. **Retail prices, \$4,995/\$6,495.**
- **GCMC-250.** Available as either a 5 channel or 7 channel monoblock multi-channel power amplifier. Features either 5 or 7 channels of 250 watts per channel into 8 Ohms, and 500 watts per channel into 4 Ohms, all channels driven. Balanced or XLR inputs with a gain-set switch, for each channel, to compensate for the increased volume of an XLR connection vs. a single ended RCA connection in the same setup. 5 channel models can be upgraded by the dealer to 6 or 7 channels in the field. **Retail prices, \$5,995/\$7,495.**
- **GCMC-500.** Available as either a 5 channel or 7 channel monoblock multi-channel power amplifier. Features either 5 or 7 channels of 500 watts per channel into 8 Ohms, and 1000 watts per channel into 4 Ohms, all channels driven. Balanced or XLR inputs with a gain-set switch, for each channel, to compensate for the increased volume of an XLR connection vs. a single ended RCA connection in the same setup. 5 channel models can be upgraded by the dealer to 6 or 7 channels in the field. **Retail prices, \$7,995/\$9,995.**



Calculating prices per module and custom configurations

Calculating the price of multi-channel amplification for a custom configuration is relatively straight forward:

- Power Frame retails for \$1,495 as a 5 to 7 channel build, and \$1,995 as a 3 or 4 channel build.
- 100 watt modules retail for \$700 each.
- 250 watt modules retail for \$900 each.
- 500 watt modules retail for \$1,300 each.

Dealers may use these prices as a guideline for calculating the approximate cost of a custom configured GCMC



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amplifier of 3 channels or more. Actual prices, depending on configuration will vary somewhat and you should contact the PS Sales Team for an actual quote.

Selling the GCMC Series of multi-channel power amplifiers

GCMC multi-channel amplifiers are perfect for both home theater and multi channel applications.

Each GCMC amplifier can be configured in a way that best suits the needs of the application and because each module inside the GCMC has the identical gain and Gain Cell driving it, there's always a seamless presentation of the audio or cinema sound.

GCMC amplifiers can be coupled with any surround processor, multi-channel preamplifier or gain adjustable DVD player without worry about either interface or compatibility problems.

Key selling points:

- **Very little heat.** Traditional amplifiers waste a lot of energy, heat the room and are problematic in a rack of equipment. Even with a full complement of seven 500 watt SDAT modules inside the GCMC amplifier, there's very little heat and it can easily be placed in a rack mount situation with an optional Mid Atlantic rack shelf.
- **The correct wattage for the channel.** Surround and rear channel speakers don't typically need 500 to 1000 watts to drive them properly and are quite happy with 100 to 250 watts. Center channels and left and right front need as much power as they can get. Only with a GCMC multi-channel power amplifier can you custom design your customer's power amplifier to suit the system.
- **Ultimate upgradeability.** Each module can be field replaced with another by the dealer or installer. You can upgrade the wattage for your customer, you can replace a problem module without taking the system down and returning the amp to the factory.
- **Exact same volume per channel.** Regardless of the wattage module installed, each GCMC monoblock channel is identical in sound and gain. This helps create an seamless presentation for the cinema and music systems the GCMC is powering.



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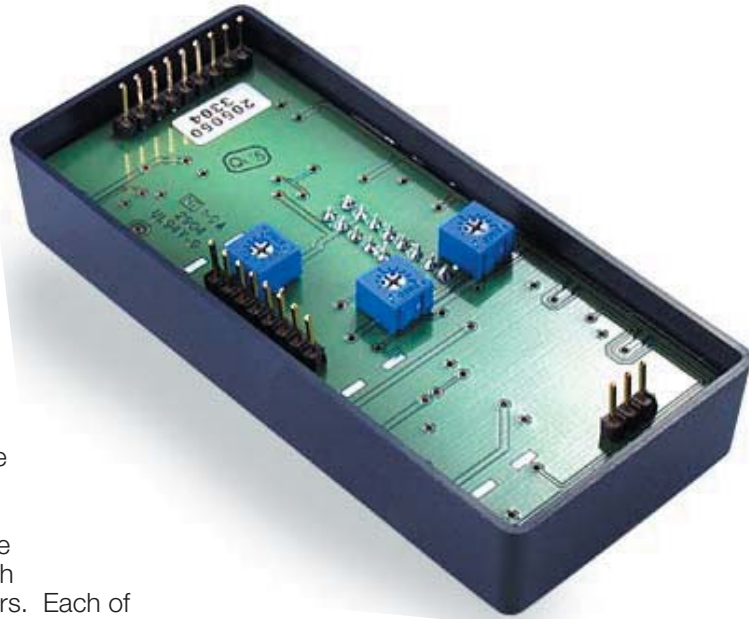
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- **Rack mountable.** Using a custom available Mid Atlantic shelf, designed specifically for the PS GCMC, you can easily and quickly rack mount the GCMC in your install. And because the GCMC produces little heat, you can rack mount the unit without having to air condition the rack. It's quick, it's easy, it's efficient.
- **Input gain set per channel.** One of the common problems in multi-channel power amp applications is the mixing of XLR balanced with RCA single ended in the same application. Typically, XLR balanced is 6dB louder than RCA single ended. Each channel of the GCMC has a gain set switch to compensate for this problem.
- **Amazing control of the loudspeaker.** Most amplifiers can't "take charge" of a loudspeaker, but a GCMC Series has the highest level of control of any power amp on the market.
- **No change in sound from the quietest to the loudest music.** Because of the SDAT's super linear operation, typical head-room problems of the sound changing when the music or cinema gets loud are avoided by the GCMC Series of power amps. From T-rex to the New York Philharmonic this amplifier sounds perfect.
- **Monoblock operation.** The only common element in a GCMC Series of power amplifier is the power cord. Each amp is 100% independent and one channel has no effect on the other.
- **Highest quality build and custom connectors.** Show the customer the level of fit and finish of the chassis and the connectors. Each of the output binding posts on a PS GCMC Series amplifier is designed and manufactured by PS Audio and are the highest quality connectors and components in the world.
- **Extremely low noise amplifier.** The GCMC Series of power amplifiers have some of the lowest noise specs on the market. Customers will have to place their ear in the speaker's tweeter to hear the hiss. Perfect for customer's expectations in a high end theater and music application.
- **Reliable and bulletproof.** The GCMC Series amplifiers are nearly indestructible and their outputs can be shorted, wires crossed, connected with and without the power being on. Absolutely reliable and resistant to customer abuse. This means few, if any service calls, for PS products. Your installers and customers will love this feature.



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GCP-200 Preamplifier



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The GCP-200 Preamp and associated accessories

The GC Series preamplifier is a single stereo preamplifier and control center with a growing number of accessories to support the preamplifier control center.

Accessories include an external power supply for the preamplifier, as well as a phono stage, headphone amplifier and eventually sources such as a CD player.

Accessories that support the GCP series of preamplification will also support the GCC Control amplifier series as well.

The GCP-200 Preamp has the following features:

- 6 inputs
- HT Bypass
- Polarity control
- 5 RCA 1 XLR
- Separate subwoofer output
- Dual XLR output and RCA outputs
- Remote control
- Programmable gain for each channel
- World's first preamp with no volume control degradation
- Gain Cell technology
- Available HCPS



The heart of the GCP-200 Preamp is the Gain Cell

As with all GC Series of products, the Gain Cell is the heart of the GCP-200 preamp.

In most preamps there are three basic sections to its operation:

- **Input selector.** This is a switch, or a series of relays that choose the appropriate input depending on commands from the user.
- **Gain stage.** Once the input has been selected the signal goes through a fixed gain stage that increases the signal by approximately 20dB.
- **Volume and balance controls.** Mechanical potentiometers, electronic attenuators or stepped attenuators are then used to reduce the volume of the gain stage



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by throwing the signal not wanted away. The amount of signal reduction is dependant on the user's need for loudness in the system.

This classic configuration describes nearly every preamplifier in the world. There are a few exceptions to this model, including the passive preamp which maintains the attenuator and input selector switch of the traditional preamplifier, but eliminates the active gain stage. Passive preamplifiers, while generally thought of as "cleaner and purer" tend to have two problems: they can

rob dynamics from the system and they may not have enough gain for the loudest applications.

In the GCP-200 preamplifier, there are only two sections to its operation:

- **Input selector.**
- **Gain Cell**

Instead of the traditional volume attenuator found in most preamplifiers, the GCP-200 preamplifier has a control that varies the **gain** of the PS Gain Cell and does not throw away or attenuate the signal. This is the cleanest most problem free approach to preamplification possible.

Selling the GCP-200 preamplifier

PS Audio recommends to its dealers and distributors that there are more reasons to steer your customers to the GCC Control amplifier than the GCP-200 preamplifier. GCC Control Amplifiers do not require a preamplifier and therefore have the shortest possible signal path.

Many customers will prefer the option of the separate preamplifier to the all-in-one box solution of the GCC Control amplifier despite the GCC's superior performance for some of the following reasons:

- Customers may not want to change their power amplifier and therefore are looking to upgrade only their preamplifier.
- There will be hesitation and disbelief on the part of some customers in the Control amplifier's superior-



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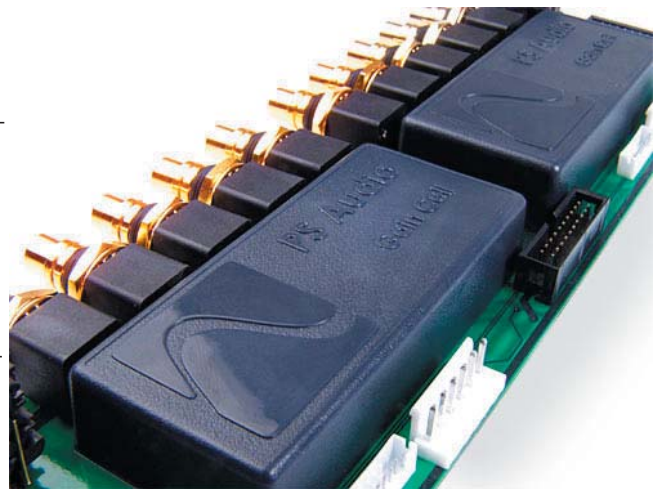
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- ity.
- Many customers will prefer to blend the attributes of one technology with another for best sound. For instance, using a tube power amplifier with a solid state preamplifier such as the GCP-200.
 - Customers traditionally have used the preamplifier in one location and their power amplifiers behind the loudspeakers. The GCP-200 is the perfect solution for this popular system configuration.



Key selling points of the GCP preamplifier

- **Gain Cell superiority.** With the Gain Cell as the heart of the GCP-200 pre-amplifier, superior sonics due to the Gain Cell's near-perfect specifications are ensured.
- **No volume or balance control degradation.** The Gain Cell controls the actual gain of the preamplifier rather than attenuates the signal.
- **Huge internal power supply.** Inside the GCP-200 is a huge oversized toroidal transformer and 50,000 microfarads of capacitance.
- **Individual control of each input's gain.** From the front panel user's can adjust the gain of each input for smooth transitions between sources.
- **Individual input labels.** The front panel VFD display can be programmed to display the name of each input. 10 characters are available.
- **Dual XLR and RCA outputs.** Bi-amping is a snap with the extra outputs provided on the GCP-200 preamp.
- **Additional buffered output.** Subwoofers and external amplifiers can now be driven through extraordinarily long cable lengths, up to 50 feet in fact, without any degradation of the preamp's main output signal.
- **GCPS external power supply input.** For even greater sonic benefits, the GCP-200 has an external power supply input available as an option.
- **HT Bypass mode.** The GCP-200 has a home theater bypass mode accessible from the remote control. This gives the home theater enthusiast the ability to use the two channel preamp/power amp combination for the front two speakers in a multi-channel setting and easily revert back to a two-channel setting.



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Power Cable Products



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Selling power cables

Power cables are one of the best attachment sales a Specialty Audio retailer can make. They provide extra margin on every piece of equipment they are attached to.

Video sales are more lucrative when you attach a power cable as are audio equipment sales and, for that matter, even power products.

In fact, there are few products you sell that do not benefit from attaching a power cable to the sale.

Power cables can help the customer achieve an immediate improvement in their system's performance. Few manufacturers of high-end audio and video equipment include a decent power cable and the attachment sale of these cables is a no-brainer for every level of audio and video products.

Why do power cables make a difference?

There are numerous reasons power cables make a difference. Included are:

- Improvement in wire gauge. Most stock power cables have relatively small wire gauges and can restrict power, especially to power amplifiers and video projection devices.
- The quality of the connectors. Most connectors on off-the-shelf stock power cables are made from stamped brass. Brass has a tendency to "barnacle" or build up small protrusions that limit the conducting area of a plug's connector thus limiting current flow.
- Shielding. Most power cables are either not shielded or are poorly shielded. Shielding is important both from incoming noise and from outgoing noise. Most equipment produces EMI on its own and without a shielded power cable these emissions radiate to other equipment.
- Quality of the copper inside the cable. Most stock power cords use the lowest possible copper quality to reduce costs. Use of PCOCC and OFC copper can enhance current flow and improve sound and video.



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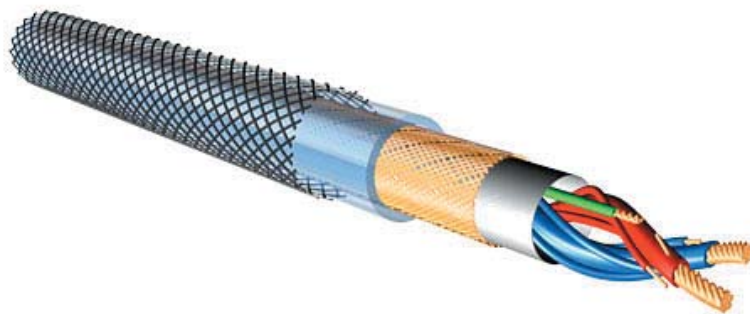


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How can a power cable help if attached to the house wiring?

Many customers want to understand why a short length of a well shielded power cord makes any difference when that very power cord is attached to your home's internal wiring that is perhaps 100 feet in length and acting like a superb antenna for noise!

Every piece of equipment in your system radiates RF in the air as well as places switching noise from your equipment's power supplies onto the line. The walls in your home pickup noise, but the strength of that noise is quite low relative to one of the single biggest sources of radiated noise in your home; your AV system. Protecting your power from radiation with high quality, well shielded aftermarket power cables, helps reduce noise at the source of the most noise; the AV equipment itself.



What products benefit the most from an aftermarket power cable?

Power amplifiers and projectors, TV's, LCD's and plasmas tend to benefit the most from an aftermarket power cable of high quality because these devices draw far more power from the AC wall socket. As most stock power cables have limited amounts of copper, AC current is not optimized. Use of a 12 gauge shielded power cable or larger is recommended.

The technology behind PS xStream Power Cables

PS Audio is the leader in aftermarket power cables. In fact, PS Audio sells more aftermarket power cables in Specialty AV Retailing than any other vendor in North America.

PS Audio's power cable line is the best built and best performing line of aftermarket power cables in the world.

The xStream series of power cables is not a step-up from other aftermarket power cables, but an entirely new class of power delivery devices. From the connectors, to the conductors, to the outer jacket to the geometry of the cable itself: every single facet of these power cables represents new thinking, new technology and improvements in the art of delivering power.

- Custom machined connectors
- Contacts machined from a solid block of material
- Polished nickel conductors
- Hot and cold welding of the connections
- Hermetically sealed connectors
- Multiple shields



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- Outer jacket impregnated with ferrite to clean as it powers
- Pure OFC copper conductors
- Removable Ground pin

Custom machined connectors

xStream power cables use our custom male and female connectors. Typical connectors on even the most expensive aftermarket power cables are made from stamped brass. Connectors may be plated afterwards but are still stamped from cheap materials.

The problem with the typical power connector is several fold: multiple pieces are prone to oxidation, corrosion and poor fit, and using a steel screw to pressure copper against the brass prong is not the best connection in the world and holds little promise of longevity.

To solve the problems of longevity, connectivity and loss of surface area, PS Audio machines our prongs out of a solid block of high copper content brass, and then polishes both the female and male prongs and then nickel plate all surfaces and polished again.



Cold and Hot Welding

Traditional off-the-shelf stock power cords squeeze the brass end over the wire and high-end off-the-shelf power cables use a tightened steel screw to hold the conductor against the prong; both methods are prone to oxidation and corrosion as well as loss of connectivity due to repeated twisting of the connector.

The PS xStream series employs two forms of welding to fuse the conductor to the machined prong: cold and hot.

Cold welding exerts thousands of pounds of pressure supplied through the force of a hydraulic press to squeeze the two metals together such



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that the metal structure of the two pieces actually fuse together. Each welded joint is then soldered with high silver content solder in a hot welding technique that creates the perfect bond.

Hermetically sealed connectors

To address the issue of long term conductivity and eliminate problems such as oxidation, PS engineers designed an outer shell that is molded over the machined, cold and hot welded connectors.

This molding process, which also incorporates a built in strain relief, will keep the outer elements away from the all-important fusion of the prongs to the conductors.

Multiple shields

Shielding a power cable is critical for two reasons: to protect the power from any noise radiated from the outside environment and to protect the other equipment from the radiated noise of the AC power line itself.

Multiple Shields

Each xStream power cable has multiple shields to keep the noise from the power line contained and unwanted radiation from entering the power stream. The Statement has four shields, two braided and two foil. The Plus Cable has one braided and two foil shields the Prelude, Radian, Punch and Plasma series have both a braided and a foil shield plus a layer of conductive plastic.

The outer jacket cleans as power is delivered

PS power cables do more than just deliver power properly. PS Power Cables actually clean the AC as it is being delivered.

Ferrite powder is distributed along the outer jacket of all PS Power Cables. Ferrite is a powdered iron material that you see on nearly every modern consumer electronic and computer equipment cable made today. Ferrite acts as an inductor and reduces high frequency noise.

PS Audio is the only manufacturer in the world that produces power cables that self clean through a distributed inductive shield that actively cleans some of the high frequency noise on the AC line itself!



Removable ground pin

The xStream series of power cables features a removable ground pin. This eliminates the need for a cheater plug in installations.

The xStreams are the finest power cables in the world

From the machined prongs hewn from a solid billet of material, to the cold and hot welding, over molded and hermetically sealed connectors, multiple shields and finely stranded spirally wound OFC copper, conductive PVC



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shield and multiple braided and foil outer shields, the xStream power™ cables, Radian and Power Punch series will open your eyes and your ears with a level of improvement your customers probably never dreamed of.



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