

# FOCAL INNOVATING TO OFFER "LIVE" SOUND IN YOUR CAR...

*Superior sound quality can now live side by side with a daily use of your car ! Awarded by 2013 CES innovation, DSA 500 RT active subwoofer is the last all in one solution designed by FOCAL to achieve that technical challenge.*

## PERFORMANCE RANGE DSA 500 RT: digital active subwoofer, for a real 2.1 system!

Even though most vehicles nowadays have a factory-fit audio system, more demanding consumers require uncompromisingly superior in-car sound quality... With direct inspiration from the requirements of its Performance Range, Focal is able to provide the last word in ultimate amplification solutions, the DSA 500 RT.

DSA 500 RT is a revolutionary "All In One" concept which transforms your installation into a true hi-fi system. For a musical, vibrant in-car listening experience, high-performance amplification with bespoke sound corrections driving specific speakers is a given. The final requirement for comfortable listening is a bass component. With its DSA 500 RT, Focal has solved the installation conundrum: just one item to be installed, to be connected to quality speakers if owners wish to replace the original-fit solution. DSA 500 RT is an active

bass unit integrating a subwoofer, a signal processor and a Class D three-channel amplifier providing output to two front speakers and the subwoofer. This innovative concept provides a significant improvement on the usual weak points of original-fit equipment: sound precision, thanks to its DSP adjustable in real time by its FOCAL MANAGER RT software, the power and dynamism of its on-board digital amplification, and finally, its bass with a high linear excursion subwoofer. Thanks to its high and low-level connectors, this unit is compatible with every car radio, including factory-fit (OEM). Compact (just 14 litres internal), the DSA 500 RT fits into the boot of even the smallest city car. Its FOCAL MANAGER RT software finally means every audiophile can share or recover the most appropriate pre-set for his or her vehicle, while beginners can meet experienced systems setters on the dedicated web service.



DSA 500RT : awarded by 2013 CES innovation

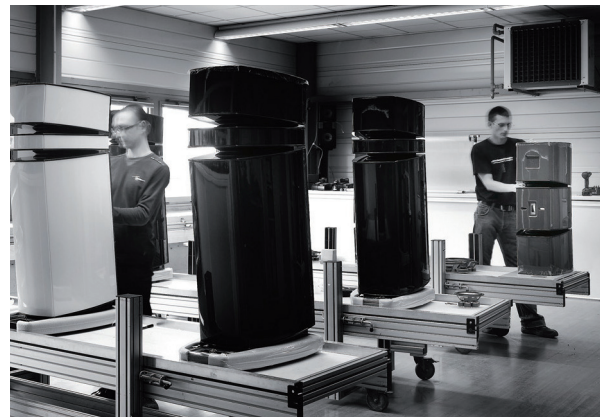


## About Focal

Since its foundation, Focal-JMlab has grown to become one of the main manufacturers of high fidelity, integration and multimedia systems. Headquartered in Saint-Etienne, France, it is now internationally recognised as a world leader in the design and manufacture of loudspeakers for the home, speaker drivers for the car, monitor speakers for recording studio and headphones. Focal-JMlab has a wide range of high-technology high-performance loudspeakers from 190 to 135,000 Euros per pair and 99 to 2750 Euros for car audio. Market-leader in France, it exports around 77% of its output mainly to Europe, North America and South East Asia. The company's key strength is its complete integration and quality control of the loudspeaker manufacturing process, from the design of drive units, cabinets and crossovers,

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

Focal-JMlab currently employs over 200 people in modern facilities of 17,400m<sup>2</sup> that concentrates production, R&D and management on the same site. In 2011 Focal-JMlab merged with Naim Audio Limited the market-leading high-end electronics brand in the UK. Focal & Naim, the resulting holding company, has a turnover of over 62 million Euros.



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