
Paradigm
PERSONA™
CRAFTED IN CANADA

...Shows just what 33 years of R&D can deliver.

Alan Sircom, *HiFiPlus.com*

MUSICAL TRANSPARENCY, **PERSONIFIED.**

Have you heard? You have, if you've listened to the new Paradigm Persona. You've heard everything you were meant to hear, pure and unadulterated, utterly untouched by coloration, undertone or the usual speaker-generated chromaticity.

Because the luxurious new Paradigm Persona is engineered to *"take on the persona"* of your audio performance, virtually disappearing behind an unprecedented level of realism and transparency.

Can luxury also 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 at a truly unexpected price point.

Whether you're passionate about classic two-channel stereo, or multichannel home theater, you will find that Persona's audio performance is not limited by your media, only by your imagination.





> *...[Persona] is loaded with both technology and hardware... equally adept at both ends of the scale... without sounding pinched or processed or adding too much of itself. This is a serious speaker from a serious company.*
>
> Roy Gregory, *The Audio Beat*

THE UNPRECEDENTED PERSONA

Since 1982, Paradigm Electronics has been building innovative loudspeakers that deliver superior performance and value.

The new Persona Series, from the astounding 9H hybrid tower to the compact Persona B bookshelf and startling Persona SUB, is the crowning achievement of Paradigm's design and engineering history.

Truextent® Pure Beryllium tweeters and midrange drivers with PPA™ lenses. Ultra-high-excursion X-PAL™ anodized aluminum woofer cones. Overmolded ART™ surrounds. Cutting-edge handcrafted crossovers of finely calibrated, custom components. Breathtaking enclosure designs with elegant furniture finishes. Persona reveals audio uncolored, elemental, and immediate.

An obvious luxury, indeed. And also a classic of Paradigm performance and value.

Experience Persona at your local Paradigm dealer today.

INTRODUCING
PERSONA



CRAFTED IN CANADA

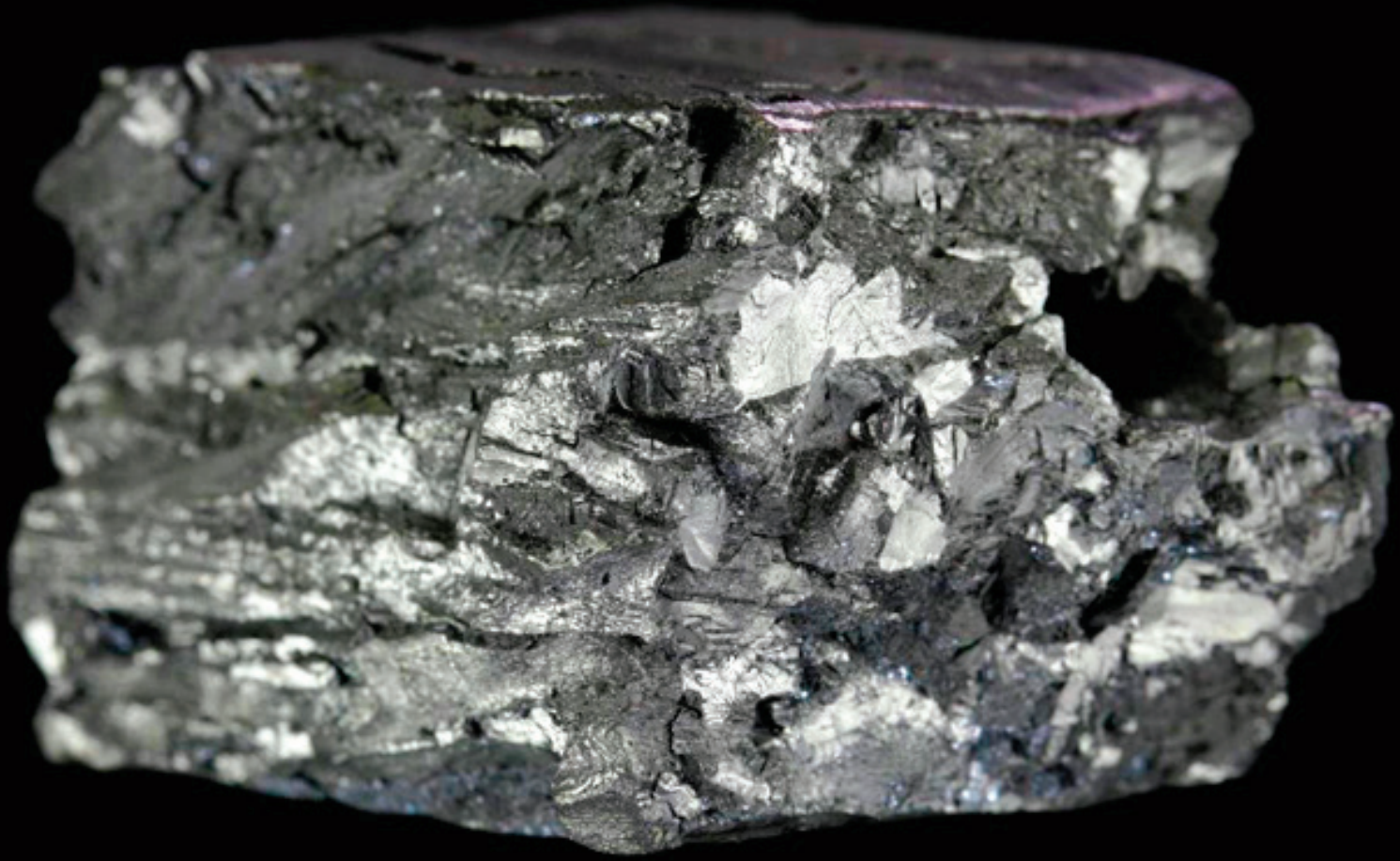
ANTHEM ARC®
Room Correction Technology



Appearing from left to right:

PERSONA C (mounted on a B-18C stand) ,
PERSONA B (mounted on a B-29 stand),
PERSONA 5F, PERSONA 9H HYBRID,
PERSONA 7F, PERSONA 3F, PERSONA SUB.





> *The beryllium midrange and tweeter sounded as clear as could be, and the bass was prodigious…[Persona] is going to give some far more expensive speakers some sleepless nights…*
>
> Jeff Fritz, *SoundStage! Ultra*

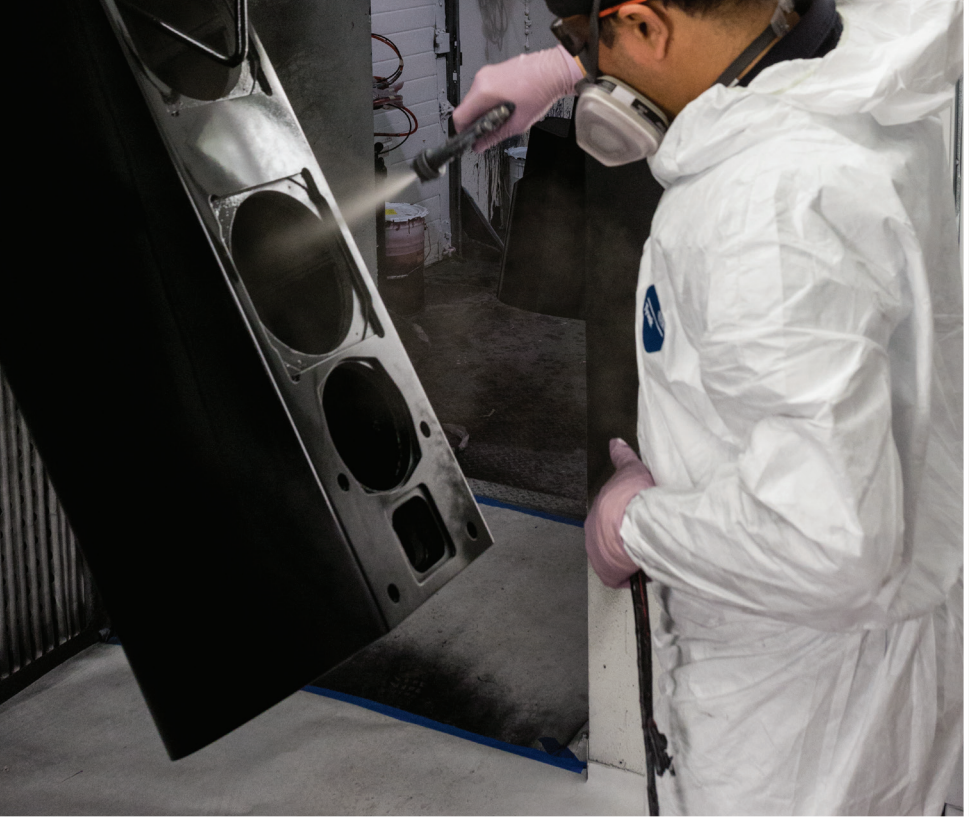
BERYLLIUM
SETS PERSONA APART

Imagine the best possible driver material, lightweight and stiff. Now meet Beryllium. This rare mineral is exponentially stiffer and lighter than other premium diaphragm materials. It delivers superior transient response and transparency, with vanishingly low audible coloration. But Beryllium is typically found only in the most expensive loudspeakers. *Until now.*

Persona shatters performance limits by utilizing Truextent® Beryllium in both the tweeter and midrange driver systems. The delivery of the complete audible spectrum by this timbre-matched Beryllium driver array is an astonishing aural experience.









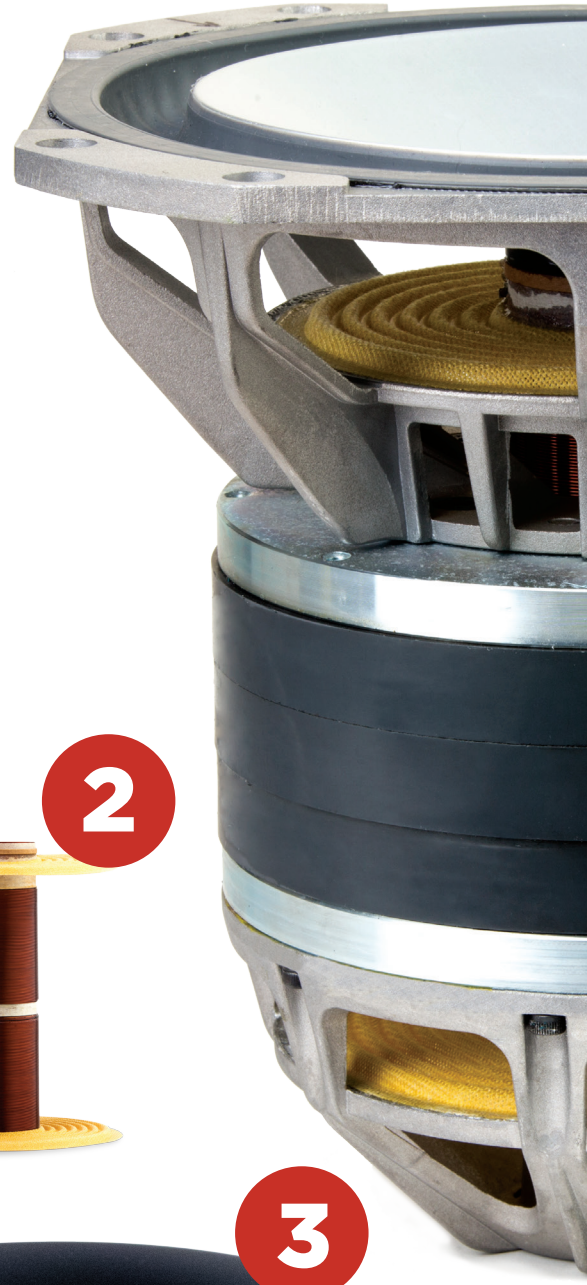


CRAFTED IN CANADA
FOR A LIFETIME OF PERFORMANCE

Completely designed, engineered, and *Crafted in Canada*, Persona celebrates the technological abilities of Paradigm engineering, untamed. Its exceptional craftsmanship (and meticulous attention to detail) makes a bold, beautiful statement. And it features performance innovations that no other speaker in this class can match.

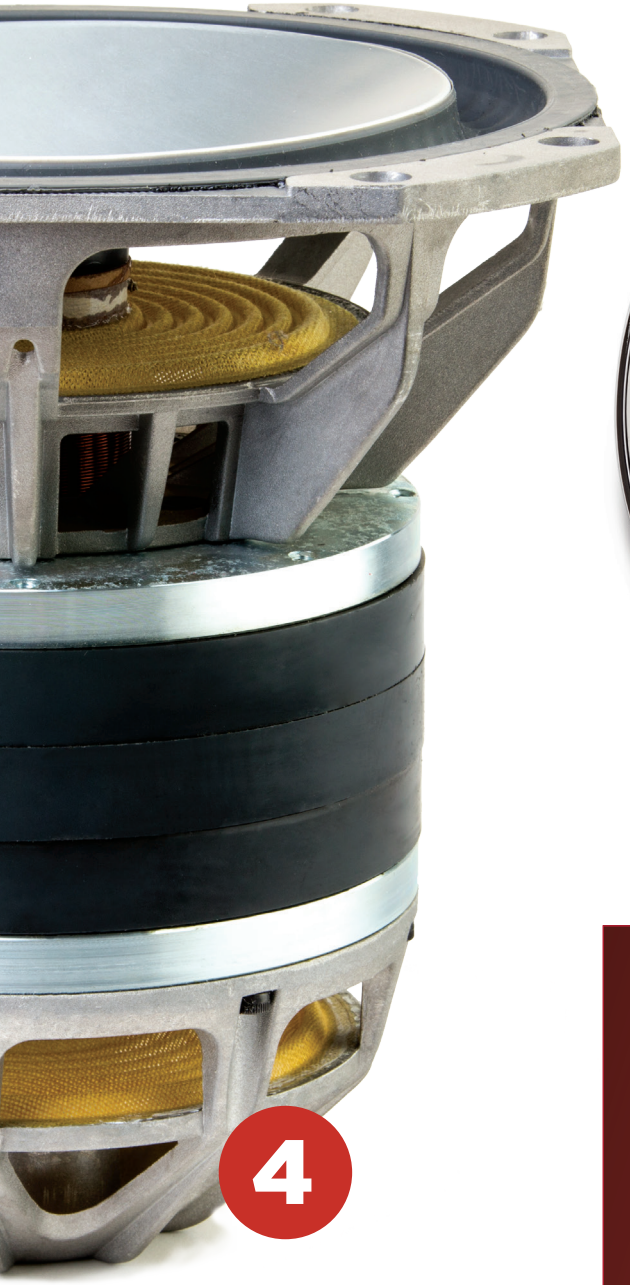
Compact high-temp voice coils power big impact from high-excursion drivers with overmolded ART™ surrounds *(US patents: D654,479S and 8,340,340B2)*, achieving greater excursion for a 3dB gain in distortion-free output (50% greater). Handcrafted crossovers, with colossal new components, control blending and eliminate anomalies. Gracefully curved and elegantly finished enclosures are custom-pressed from 7-layers of HDF and viscoelastic adhesive that is cured with radio-frequency (RF) energy. Each cabinet conceals an intricate internal bracing system that dampens vibrations and isolates resonances to eliminate coloration.

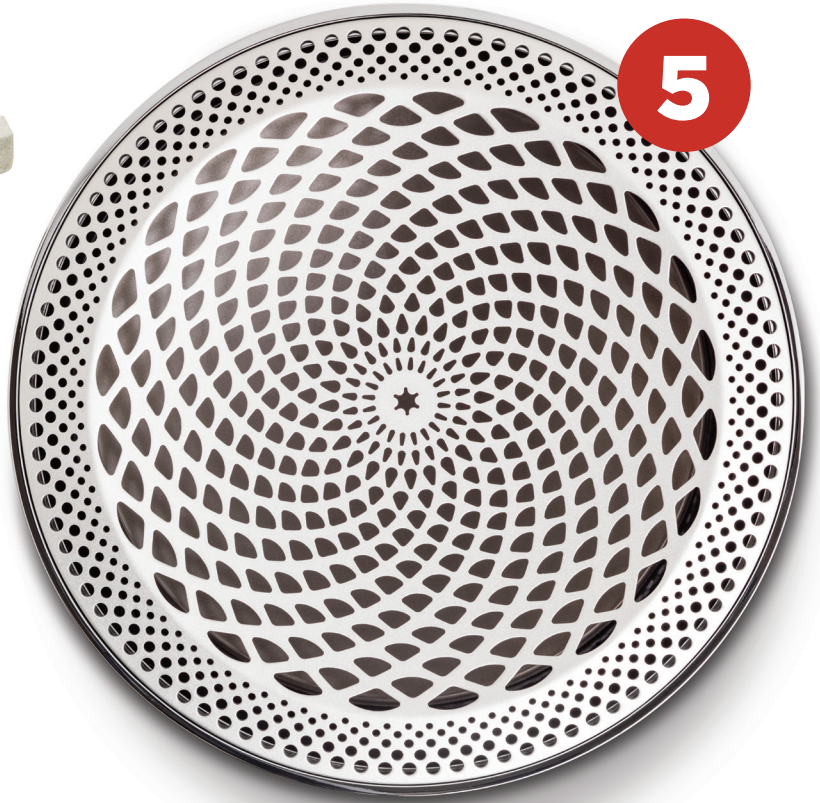
To achieve this level of pure performance, we took complete control over processes, materials, construction and finish, all in our own state-of-the-art manufacturing facility. The result is a loudspeaker that defies convention, and truly changes the paradigm.

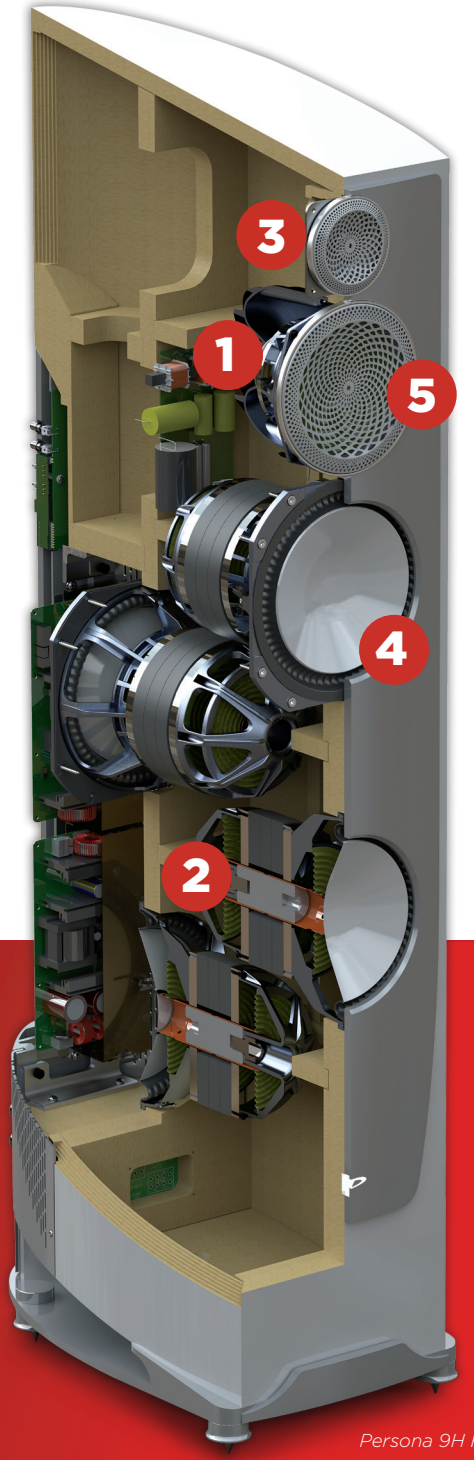












Persona 9H Hybrid

FEATURES:

1. Truextent® Beryllium Midrange Driver
2. Dual Voice Coils with Kapton Formers and high-excursion Nomex Spiders
3. Truextent® Beryllium Tweeter
4. X-PAL™ Anodized Aluminum Woofer Cones with overmolded ART™ surrounds
5. Perforated Phase-Aligning (PPA™) lenses











INCREDIBLE BRILLIANCE, DEPTH AND LUSTER.

HIGH GLOSS:



Vanta
High Gloss Black



Harmony
High Gloss White

METALLIC GLOSS:



Sonic
Metallic Silver



Aria
Metallic Blue

	PERSONA 9H HYBRID	PERSONA 7F	PERSONA 5F	PERSONA 3F	PERSONA B	PERSONA C	PERSONA SUB
Design	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
Crossover	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 @ 450 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 450 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 450 Hz	3rd order electro-acoustic at 2 kHz (tweeter/midbass)	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
High Frequency Driver	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	N/A
Midrange Driver	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	N/A	4" (100mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1" high-temp voice coil	N/A
Bass / Midrange	N/A	N/A	N/A	N/A	7" (178mm) Truextent® Beryllium driver, Perforated Phase-Aligning (PPA™) Lens, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	N/A	N/A
Bass Driver	Four 8-1/2" (215 mm) ultra high-excursion X-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp dual voice coil	Two 8-1/2" (215 mm) ultra high-excursion X-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp dual voice coil	Three 7" (178 mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	Two 7" (178 mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	N/A	Four 7" (178mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	Six 8" (203mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, 1-1/2" (38mm) four-layer long-excursion voice coils, high-temperature composite Nomex® formers, advanced spiders, 9.2-lb (4.16 kg) hard ferrite magnet / motor structure, AVS™ die-cast heatsink chassis
Amplifier	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)	N/A	N/A	N/A	N/A	N/A	1,700 W RMS (3,400 W Dynamic Peak)
ANTHEM ARC Room Correction Technology	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
Low Freq. Extension*	15Hz	18Hz	23Hz	24Hz	36Hz	24 Hz	12Hz
Freq. Response *(On-Axis)*	+/- 2dB from 19Hz - 45kHz	+/- 2dB from 24Hz - 45kHz	+/- 2dB from 45Hz - 45kHz	+/- 2dB from 48Hz - 45kHz	+/- 2dB 60Hz - 45kHz	+/- 2dB from 43Hz - 45kHz	+/- 2dB from 19Hz - 220Hz ***(by pass option)***
Freq. Response *(30° Off-Axis)*	+/- 2dB from 19Hz - 20kHz	+/- 2dB from 24Hz - 20kHz	+/- 2dB from 45Hz - 20kHz	+/- 2dB from 48Hz - 20kHz	+/- 2dB from 60Hz - 20kHz	+/- 2dB from 43Hz - 20kHz	+/- 2dB from 19Hz - 220Hz ***(by pass option)***
Sensitivity - *Room*	96 dB	92 dB	93 dB	92 dB	92 dB	93 dB	100 mV (mono)
Sensitivity - *Anechoic*	93 dB	89 dB	90 dB	89 dB	89 dB	90 dB	100 mV (mono)
Suitable Amp Power Range	15-500 Watts	15-500 Watts	15-500 Watts	15-400 Watts	15-250 Watts	15-500 Watts	N/A
Maximum Input Power*	400 Watts	350 Watts	300 Watts	200 Watts	150 Watts	250 Watts	N/A
Impedance	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
Overall Dimensions *(h x w x d)*[1]	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)
Weight *(unpacked)*	190 lbs. (86 kg)	144 lbs. (65 kg)	95 lbs. (43 kg)	75 lbs. (34 kg)	31 lbs. (14 kg)	84 lbs. (38 kg)	118 lbs. (53.6 kg)
Available Finishes	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver	***High Gloss:*** Vanta Black, Harmony White ***Metallic Gloss:*** Aria Blue, Sonic Silver

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Photography by Jason Hartog.

*For more information visit **paradigm.com***

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