Persona has stunned the industry with a combination of innovation, performance, and luxury in an indulgent new class of loudspeaker—all entirely Crafted in Canada. Persona has graced the cover of 3 industry-leading publications and received outstanding awards and accolades.

### Parsons 9H

**SoundStage!**

July 2019


[YouTube] SoundStage! Shorts - Paradigm’s Dual Voice Coils

**TONEAudio**

September 2017


"Paradigm has created one of the world’s finest loudspeakers the right way, by applying what they’ve learned from decades of research, design and manufacturing know how to produce a speaker with no compromises. There’s nothing they don’t do, nothing they won’t play and from what I can deduce, nothing they won’t partner with regarding electronics."

- Jeff Dorgay

**TONEAudio**

May 2017

http://bit.ly/2wXBzuQ

"The Paradigm Persona 9Hs not only provided the best overall bass response I’ve had in my listening room, it did so when playing back deep bass at subwoofer frequencies and loudness levels."

- Anthony Cordesman
The Paradigm Persona 7F is one of the most enjoyable speakers that I’ve had the pleasure of auditioning in my home. Beyond being a visually arresting example of fine industrial design, they are also sonically satisfying reproducers of music and a worthy addition to the top tier of Paradigm’s offerings. There is no doubt that Paradigm pulled out all the stops with this one, with the beryllium drivers, advanced cabinet design, and other technologies that they refined over the years. They were looking to make a statement, and boy, did they! If you are itching for a pair of be-all-end-all speakers, you owe yourself a listen to the Paradigm Persona 7Fs. Outstanding is an understatement! — Carlo Lo Raso

Paradigm engineers succeeded in a real “tour de force”: Persona 7F sounds so great that they can compete with speakers that are 2-3 times more expensive. Despite the considerable price, they can be safely given the title of Best Buy. — Alexander Chechelyov

Like any other high-end speakers, Paradigm Persona 7F requires careful selection of the system and attention to accessories. However, the result obtained can exceed all bold expectations. — whathifi.com/ru
**PERSONA.5F**

March 2019

“The Paradigm Persona 5F is easily one of the best performing speakers I’ve heard. It is a “perfect 10” on most elements of sound that music lovers and audiophiles alike care about: soundstage, neutrality, refinement, impact, and cohesiveness.” — Myron Ho

### Stereophile

**RC19 CLASS A**

September 2018

“Throughout my time with the Persona 5Fs, their sound quality repeatedly sidetracked me from my job of critical analysis. Often, I planned to only sample an album or work but found I couldn’t resist the temptation to enjoy the whole thing.” — Kalman Rubinson

### Audioholics

October 2017

“The midrange frequencies of the 5F speakers are easily the best of any speaker I have had in my home thus far. I cannot imagine a loudspeaker with more midrange clarity; in this range the Persona 5F were superb. The bass felt natural and not boosted or otherwise disconnected from the rest of the sound. It was powerful when it needed to be and extended quite deeply for a tower speaker of its size.” — James Larson

### TONEAudio

December 2018

“Everything comes together to perfection here: sound quality, ease of use and finish are all world class.” — Jeff Dorgay

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**PERSONA.3F**

### MAG@ZINE TED

October 2017

[Translated from French] “...a hearing with the help of these Personas is a very pleasant experience and I would not have believed, at the outset, that they could have responded as well. Beyond the shadow of a doubt, a beautiful success of Paradigm.” — Benoit Varin

### DIGITAL TRENDS

November 2018

“After months of listening to Paradigm’s newest musical spaceships, we’d be lying if we didn’t say that we now share an odd kinship with Ferrari owners. With a sprawling stereo image, pristine audio clarity and detail, all combined with the delicate balance of a world-class rock climber, the Persona B are easily the best bookshelf speakers this reviewer has ever heard.” — Parker Hall

### SoundStage! Hi-Fi

December 2017

“If you’re in the market for a state-of-the-art bookshelf speaker, look no further. You’d probably have to spend a whole lot more money to better the formidable performance of Paradigm’s Persona B — and even then, I’m not sure you could.” — Roger Kanno
For a complete list of Persona reviews, please visit: paradigm.com

July 2017
“...so astounding, so unequivocally brilliant in their performance that they will convince your ears that they don’t exist, despite what your eyes will try to tell you.”
– Darryl Wilkinson

April 2017
http://bit.ly/2wUhBzI
“From their exceptional dispersion characteristics to their wonderful tonal balance, exceptional clarity, and stunning detail, Paradigm’s Persona Series speakers leave one wanting for nothing, even way down at the bottom end of the line with the 3F tower. Or, I should clarify: they leave this reviewer wanting for nothing.”
– Dennis Burger