NOW WITH 18 PREMIUM COLORS!
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.

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

Alan Sircom, HiFiPlus.com
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.


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

Experience Persona® at your local Paradigm dealer today.

[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
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.
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.

*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*
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*). This achieves greater excursion for a 3db gain in output and a 50% reduction in distortion, when compared to drivers using standard surrounds. 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.
Paradigm’s patented Perforated Phase Aligning (PPA™) (US Patent 10,003,896) goes beyond traditional phase plug designs by blocking more sound-degrading, out-of-phase frequencies all the while protecting the delicate Beryllium drivers.

FEATURES:

1. Truextent® Beryllium Midrange Driver
2. Dual Voice Coils with Kapton Formers and high-exursion Nomex Spiders
3. Truextent® Beryllium Tweeter
4. X-PAL™ Anodized Aluminum Woofer Cones with overmolded ART™ surrounds (US Patents D654,479S and 8,340,340B2)
5. Patented Perforated Phase-Aligning (PPA™) lenses (US Patent 10,003,869)
CHOOSE YOUR **PERSONA**

**STANDARD COLORS***

- Vanta Black Gloss
- Harmony White Gloss
- Carbon Black Gloss
- Aria Blue Metallic
- Sonic Silver Metallic

- NEW!

**PREMIUM COLORS****(can be matched to black or silver metal)

- Diamond White Metallic
- Parchment Gloss
- Blush Metallic
- Seafoam Green Metallic
- Taupe Metallic
- Toffee Metallic
- Desert Gold Metallic
- Burnt Orange Metallic
- Saffron Yellow Metallic
- Vermillion Gloss
- Candy Apple Red Metallic
- Laguna Blue Gloss
- Anthracite Metallic
- Amethyst Gloss
- Dakota Brown Metallic
- Merlot Metallic
- Viridian Gloss
- British Racing Green Metallic

**Six week lead time for Premium colour orders**

Grilles can be ordered in Black, Silver or Slate for all Persona Models (sold separately).

*Standard finished cabinets may be customized with driver cone (Black or Silver) and PPA lens colour (Black or Silver). Ask your Persona dealer for details.

* DIN 45 500. Indicates -3 dB in a typical listening room. † With typical program source provided the amplifier clips no more than 10% of the time. ‡ Product dimensions include spikes, terminal posts and base.
<table>
<thead>
<tr>
<th>PERSONA 9H HYBRID</th>
<th>PERSONA 7F</th>
<th>PERSONA 5F</th>
<th>PERSONA 3F</th>
<th>PERSONA B</th>
<th>PERSONA C</th>
<th>PERSONA SUB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design</strong></td>
<td>6-driver, 3½-way hybrid floorstanding with active high acoustic suspension</td>
<td>4-driver, 3-way floorstanding bass reflex</td>
<td>5-driver, 3-way floorstanding bass reflex</td>
<td>4-driver, 3-way floorstanding bass reflex</td>
<td>2-driver, 2-way bookshelf bass reflex</td>
<td>6-driver, 3-way center channel bass reflex</td>
</tr>
<tr>
<td><strong>Crossover</strong></td>
<td>3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order at 400 Hz (mid/front bass), 2nd order at 200 Hz (rear bass)</td>
<td>3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order at 450 Hz</td>
<td>3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order at 450 Hz</td>
<td>3rd order electro-acoustic at 2 kHz (tweeter/mid/bass)</td>
<td>3rd order electro-acoustic at 2 kHz (tweeter/mid/bass)</td>
<td>3rd order electro-acoustic at 2 kHz (tweeter/mid/bass)</td>
</tr>
<tr>
<td><strong>High Frequency Driver</strong></td>
<td>1&quot; (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly</td>
<td>1&quot; (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly</td>
<td>1&quot; (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly</td>
<td>1&quot; (25mm) Truextent® Beryllium dome, ferro-fluid damped / cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Midrange Driver</strong></td>
<td>7&quot; (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™), Lens, 15° high-temp voice coil</td>
<td>7&quot; (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™), Lens, 15° high-temp voice coil</td>
<td>7&quot; (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™), Lens, 15° high-temp voice coil</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Bass</strong></td>
<td>100 lbs. (45.4 kg)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Midrange</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Amplifier</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>ARC</strong></td>
<td>Anthem Room Correction - ARC®, with included calibrated microphone</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Input Power†</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Input Power</strong></td>
<td>400 Watts</td>
<td>350 Watts</td>
<td>200 Watts</td>
<td>200 Watts</td>
<td>200 Watts</td>
<td>200 Watts</td>
</tr>
<tr>
<td><strong>Overall Dimensions (W x H x D)</strong></td>
<td>53-3/4&quot; x 11-7/8&quot; x 20-2/3&quot; (132 cm x 30 cm x 52 cm)</td>
<td>51-3/4&quot; x 11-3/8&quot; x 20-1/2&quot; (132 cm x 30 cm x 52 cm)</td>
<td>46-1/2&quot; x 9-1/2&quot; x 16-9/16&quot; (118.5 cm x 24.1 cm x 42.7 cm)</td>
<td>44-1/8&quot; x 9-1/2&quot; x 16-3/8&quot; (112.6 cm x 241 cm x 42.7 cm)</td>
<td>17-1/8&quot; x 8-7/8&quot; x 13&quot; (43.5 cm x 21.5 cm x 33 cm)</td>
<td>10-1/4&quot; x 8-7/8&quot; x 13&quot; (26.1 cm x 21.5 cm x 33 cm)</td>
</tr>
<tr>
<td><strong>Weight (Unpacked)</strong></td>
<td>190 lbs. (86 kg)</td>
<td>144 lbs. (65 kg)</td>
<td>95 lbs. (43 kg)</td>
<td>75 lbs. (34 kg)</td>
<td>31 lbs. (14 kg)</td>
<td>84 lbs. (38 kg)</td>
</tr>
</tbody>
</table>

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