



NEW PRODUCT INFORMATION – 30th April 2012

Naim updates its power supplies with a new discrete regulator (DR)

Naim has updated its power supplies to feature a new discrete regulator (DR). This is the first time Naim has made such a major change to its power supplies in over 35 years.

The new DR power supplies will be unveiled to UK press at Naim in Salisbury Monday 14th May. Further technical information about the discrete regulator will be supplied at this time.

Please note that all information relating to this update is strictly under embargo until 5pm Monday 14th May 2012. Thank you for respecting this embargo.



The new Naim Discrete Regulator (DR)

The 555 PS, 552 PS, XPS, SuperCap and HiCap have had their designs updated to include a new Naim discrete regulator that greatly improves performance. The new DR supplies can be identified by a rear panel DR logo.

Power supplies have always been at the heart of the Naim philosophy since the company was founded over 35 years ago. Naim has always considered the use of an external power supply the best way to optimise a system's performance, keeping the noisiest components away from the sensitive signal electronics.

Naim has always been driven to deliver the best possible sound from its products and as a result often revisits its existing designs to consider where improvements could be made. Power supplies are included within this development work; however investigations have always concluded that the designs were already optimised. That is, until now.

Naim decided that paying attention to the power supply's regulator would be the best place to look to for new levels of performance gains. Further information about the new Naim discrete regulator's technical specification will be issued nearer to the time of the official press launch.

Updates to existing units

It will be possible to retro-fit the new discrete regulator, however the task is complex. As such units can only be updated by a highly trained technician. Only a handful of operatives outside of Naim's Salisbury offices will be able to undertake this. At present Naim is still exploring options for updates to existing units and more information about this will be released at a later date, however as a gesture of goodwill Naim plans to offer a special reduced price to trade and end customers who have purchased an affected power supply after 1st February (outside UK) and 1st March (in the UK) and would like an update to the new specification.

Further information about this special price will be released next week in advance of the 14th May press launch.

Pricing & Delivery

The new DR supplies are due to enter production w.c. 14th May and will replace the current models.

Prices will be as follows:

555 PS	£5,725 (UK RRP)	£4,770.83 (list)
NAC 552 (inc 552 PS)	£17,540 (UK RRP)	£14,616.67 (list)
XPS	£3,355 (UK RRP)	£2,795.83 (list)
SuperCap	£3,795 (UK RRP)	£3,162.50 (list)
HiCap	£1,195 (UK RRP)	£995.33 (list)

Marketing Material

Images, a press release and a white paper for the DR launch will be available to download from Naim Resources Friday 11th May in advance of the press launch Monday 14th May 2012. If you require additional materials that are not available, please contact chelsea.hinton@naimaudio.com

Sales Enquiries

For more information about the new DR power supplies, please contact your Naim representative:

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