



AURORA – SOUNDSPACE & TRUEBASS

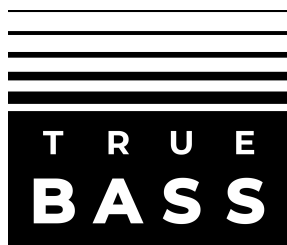
There are plenty of audio products on the market that claim to deliver a big, spacious, three-dimensional performance from a single box. Many of these use DSP (Digital Signal Processing) to manipulate the digital data in order to achieve this effect, this is a 'lossy' process that has an adverse effect on purity and resolution of sound.

iFi does not use DSP of this kind in any of its products; instead, the Aurora incorporates sound-tuning technologies that operate entirely in the analogue domain.



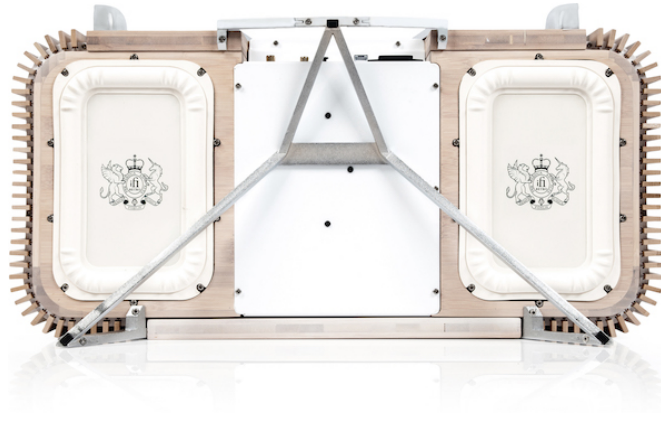
SoundSpace is one such technology – this combines the drive unit array with a proprietary matrix, which adjusts the level of output from specific drivers at certain frequencies.

SoundSpace is fundamental to the Aurora's immersive, room-filling performance, enabling the soundstage to extend beyond the confines of the cabinet with expansive width, height and depth. This gives music a tangible sense of scale and space you simply wouldn't expect from an all-in-one music system.



TrueBass is another proprietary sound-tuning technology that operates strictly in the analogue domain. The depth and quality of bass supplied by all-in-one lifestyle systems often leaves a lot to be desired.

The **TrueBass** system, incorporating the two downward-firing bass radiators, ensures Aurora delivers genuine bass with realistic depth and definition. Dual-level depth control means you can adjust the bass response according to taste – down to a deeply impressive 27Hz – so that everything from timpani, to a bass guitar, to an electronic bass line is conveyed with power and poise.



Left: Two passive bass drivers fire downward from the base of the Aurora

Compiled by Hashstar PR

About iFi

iFi audio is headquartered in Southport, UK. It is the sister brand of Abbingdon Music Research (AMR). They respectively design and manufacture portable and desktop 'ultra-fidelity' audio products and high-end audio 'home-based' components. The combined in-house hardware and software development team enables iFi audio and AMR to bring to market advanced audio products.

Full product info: <http://ifi-audio.com/>

High-resolution photos & official logos: <http://mediaportal.ifi-audio.com/>

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