

# PRODUCT INFORMATION

Elettromedia October 2017



# audison

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ideato,  
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**audison**



## THE NEXT AUDIO EXPERIENCE

Audison Full DA HD technology opens the door to a new era of mobile audio reproduction. This breakthrough technology provides pure digital signal transfer from the source through the processor into the amplifiers, all in Hi-Res digital format.



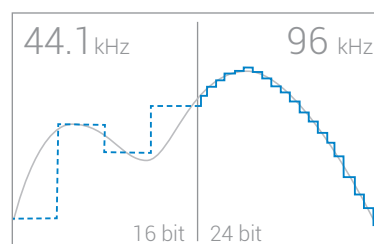
ORIGINAL AUDIO



AUDIO FILE  
(MP3, ACC, ETC.)



HIGH-RESOLUTION  
AUDIO



On single conversion  
of the signal



High resolution  
24bit/96kHz



Minimal  
connection points



Noise free  
signal transfer



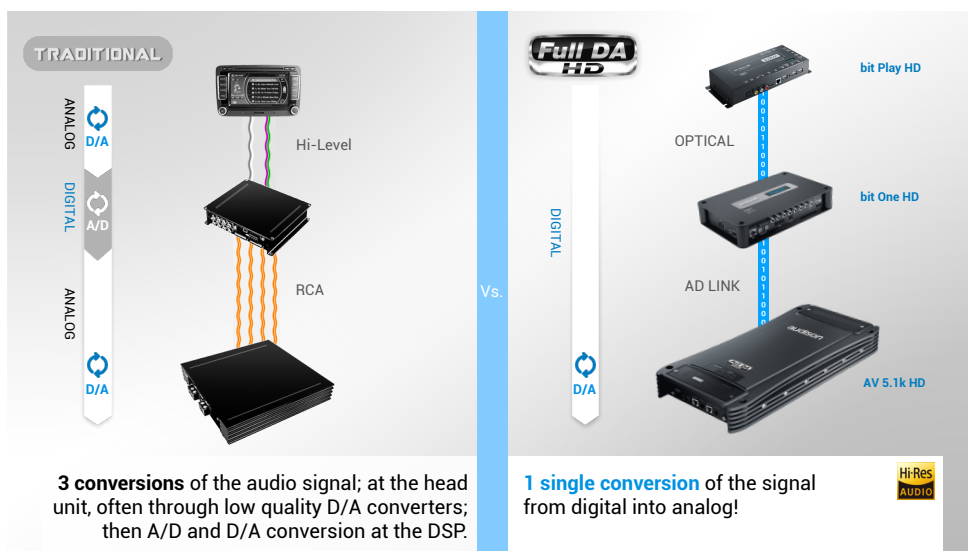
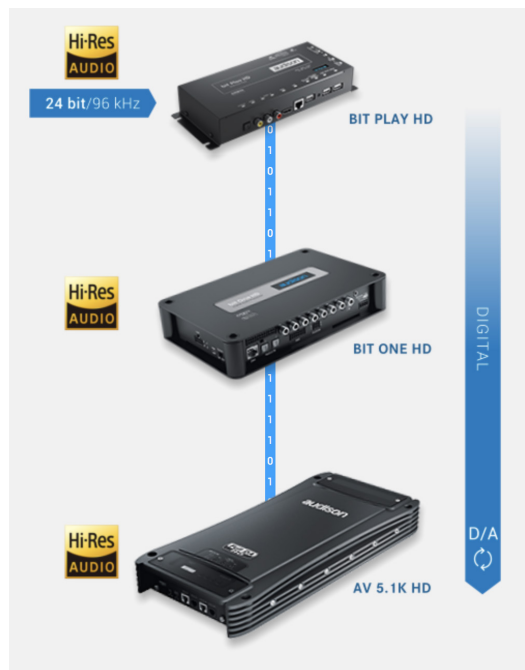


## THE ADVANTAGES OF FULL DA HD ARE SIMPLY AMAZING

### One single conversion of the signal

In traditional audio systems, the music is being transformed from digital to analog, and back to digital multiple times before it reaches your ears: the first one at the head unit, often through low quality D/A converters, followed by further A/D and D/A conversions at the DSP. And because of these multiple conversions you lose sound quality.

The Audison Full DA HD technology performs just one single conversion of the signal from digital into analog through high quality converters inside the amplifier: you keep your Hi-Res music full digital until the point where the music is amplified and sent out to the speakers.



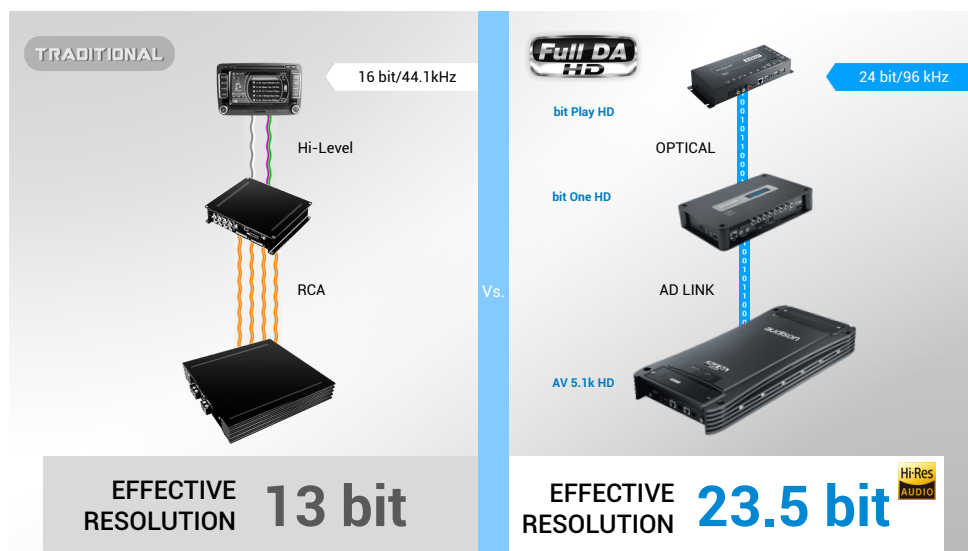
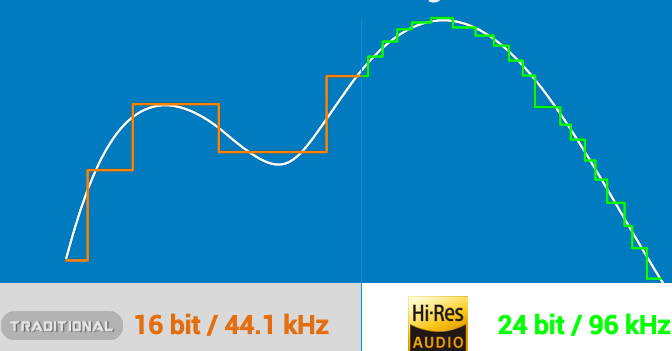


## Higher Resolution

Full DA HD provides the flexibility to listen to Hi-Res audio such as DVD-A discs or Hi-Res liquid music files, delivering stunning 24 bit resolution, thus surpassing the 16 bit sound quality barrier of the CD format used in traditional systems.

Transmitting a digital audio signal filled with detail and emotion, Full DA HD lets you experience your music with the quality of the studio master audio files!

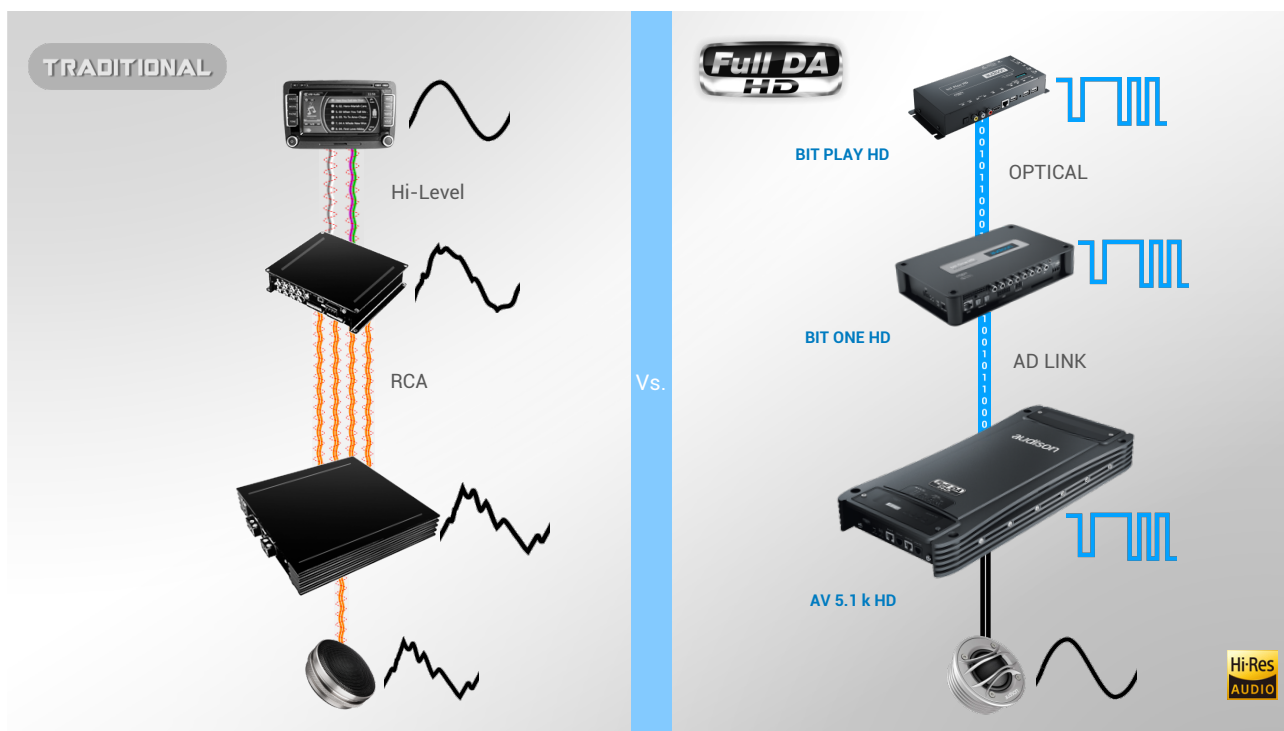
High-Resolution Audio converts analogue to digital at 24bit/96Hz - much higher than CDs





## Noise-free signal transfer

Radiated noise and signal degradation common in traditional signal cables are greatly reduced, so that you can experience noise free, crystal clear sound.





## Minimal connection points

The Audison Full DA HD system requires minimal and simplified connections compared to a traditional system. An electric coaxial or optical TOSLINK digital cable runs from the source unit to the DSP. From there, a single AD Link LAN cable (CAT5S), capable of transmitting up to 8 channels of digital audio, runs from the processor to the amplifiers.

**TRADITIONAL**

4x Hi-Level

8x RCA

**Full DA HD**

UNEXPENSIVE

1 CABLE to 8 CH

Hi-Res AUDIO

- Optical TOSLINK digital cable
- A single **AD Link connection** capable of transmitting up to 8 channels of digital audio

Vs.



## The emotions of a live performance!

FULL DA HD allows the system to play at concert sound levels giving you pure, clean sound as it was created



"The availability of high-resolution digital audio files is a great opportunity to reach new hi-fi milestones, also in car. This is why in 2014 we introduced the bit Play HD, the multimedia player dedicated to car audio, which can contain and play your entire Hi-Res music collection. Thanks to bit One HD processor, Audison introduces FULL DA HD technology delivering a full digital audio signal from the bit Play HD to the Audison amplifiers in Hi-Res resolution. Full DA HD preserves the superior quality of Hi-Res audio, as it is free from the typical noises caused by analog connections and performs only a single digital-to-analog conversion."

**Emidio Vagnoni**

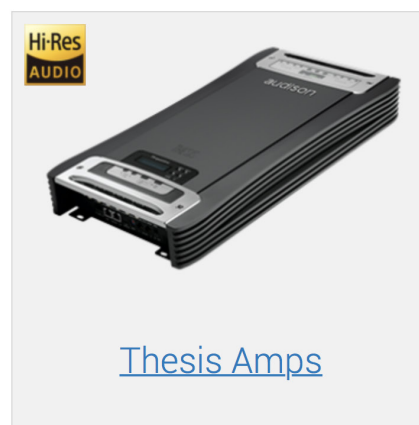
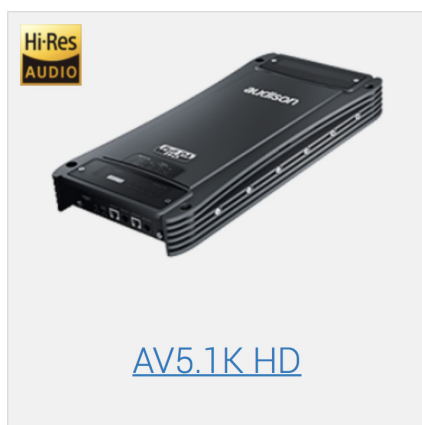
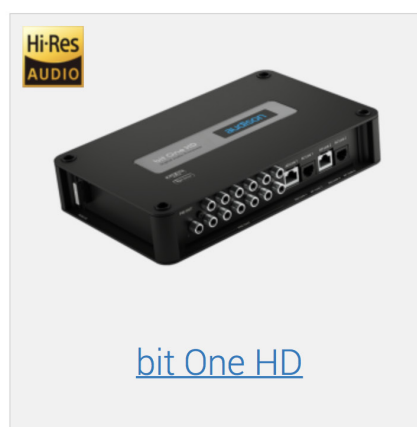
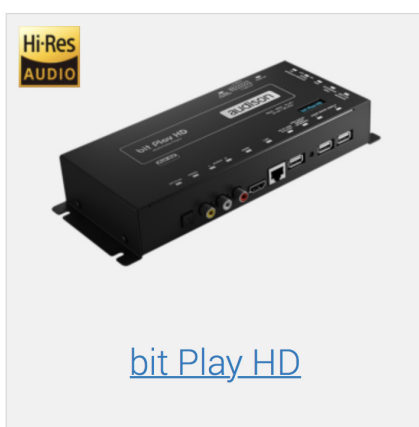
*Technical Director and Audison co-founder*

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## CREATE YOUR FULL DA HD SYSTEM!



# elettromedia



## ABOUT US

Elettromedia, an Italian company, is a leader within the world-wide car Hi-Fi market. Born in 1987 in Potenza Picena by a group of friends who shared the same passion for in-car high fidelity, throughout the past years Elettromedia has been walking the path of excellence: its products are distributed in more than 60 countries; the company has received many awards and acknowledgements from the most authoritative leaders within the car audio industry; it also can boast reviews of more than 3000 pages published in 30 different languages (visit: [www.elettromedia.com/media-centre/press-review/](http://www.elettromedia.com/media-centre/press-review/)).

The Elettromedia brands are Audison, Hertz, Connection and AZaudiocomp. Through a co-branding strategy, the company offers all of the components required for a complete, top-level car audio system.

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## AWARDS





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