

## Product Announcement

### Opera Loudspeakers Announce Prima

**A new bookshelf speaker arrives from the Italian speaker specialists.**

*Didcot, Oxfordshire – 17<sup>th</sup> March, 2016*

Opera Loudspeakers are delighted to announce the newest addition to their *Classica Series* of hi-fi loudspeakers. Over an extended period the Italian specialists have developed Prima, a two-way reflex-loaded speaker that boasts a pleasing aesthetic and a well-balanced audiophile sound performance.

The new Prima is characterized by an excellent sound quality that places it at the top in terms of its size and value. But more than that, it has also been designed to be as efficient, stylish and easy-to-place as possible; suiting it to a wide variety of high-quality audio systems. Opera's experience, knowledge and select use of components have combined to make Prima a new proposition in the ever-competitive world of hi-fi loudspeakers.

The Prima's 25mm thick cabinet is less than 30cm deep and has rounded edges. Its size makes it suited not just to speaker stands, but it's also ideal for placement on a shelf in smaller listening rooms. The easy placement is further assisted by the front-firing reflex port, reducing interference from rear walls. Aesthetically, the design has notable similarities to the rest of the *Classica Series*, with finely polished veneered real wood on the sides and faux leather on the front, top and rear panels. Internally, a wooden brace connects the two opposite sides, forming a rigid reinforcement for the entire cabinet. Elsewhere in the cabinet a substantial amount of 3mm open cell polyurethane sound-absorbing material is employed to stabilise the sound performance.



Prima uses the same one-inch Scanspeak tweeter that features throughout the *Classica Series* because of its first-class characteristics. It's an extremely solid and powerful soft-dome design that boasts a large decompression chamber and a well-measured use of ferrofluid to cool and centre the voice coil. The tweeter has been specified for 1mm (peak-to-peak) linear excursion, ensuring outstanding power handling as well as very low harmonic and inter-modulation distortion.

The woofer is also from Scanspeak and has been specially developed for the *Classica Series*. It's a 6.5" (180mm) driver with a 38mm voice coil. The diaphragm is made from aluminium and the rubber surround has been sourced from Dr. Kurt Müller. It is characterized by a particular semi-exponential profile. There is also a copper ring utilised for the stabilization of magnetic flux, effectively reducing distortion in the midrange. Two series of holes are located on the voice coil in order to eliminate the effects of compression behind the dust cap. Internally, the die-cast basket is fully open, even below the internal suspension (spiders), and the driver is connected via gold-plated terminals. All these details contribute together to the Prima's high quality reproduction in the mid-range.

Opera have designed the Prima as a nominal 4Ω load, where to comply with DIN standards the impedance does not drop below 3.5Ω. They are also a very efficient speaker with a comparably high 91dB sensitivity rating. The technical design has therefore resulted in a speaker that's compatible with a wide range of amplifiers, from valve to solid state.

The crossover in the Opera Prima has been designed to be both simple and high-quality. Utilising Mundorf capacitors and MOX resistors (which are made to within very fine tolerances) in the signal path, as well as self-bonding coils for the tweeter and the woofer, the whole design has been optimised to eliminate any interference between the low and high frequencies. The crossover also uses a classical configuration with symmetrical slopes of 12 dB per octave, and the cut-off frequency is set around 2000 Hz.

The Prima is an expertly engineered, audiophile-grade loudspeaker that is well suited to a wide variety of home audio systems. Try them now to experience the best of Italian speaker design.

**SRP £1,400.00**

**The Opera Prima will be available on stock in the UK from April 2016**

**It will be available from stock in Cherry finish. Mahogany or Black Ash finish are special order.**

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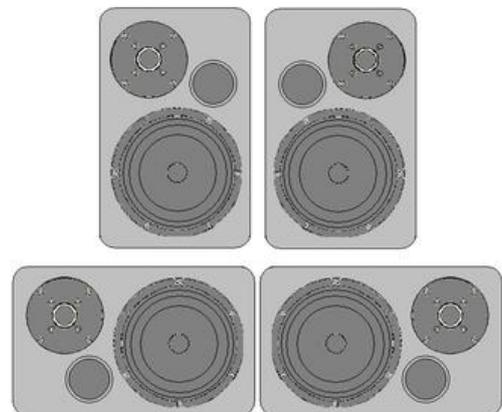
## Technical Information

System:	Two-way reflex loaded stand-mount speaker
Loudspeakers:	1 x 6.5" woofer (aluminium diaphragm) 1 x 1" soft-dome tweeter with ferrofluid
Frequency Response:	40 – 20,000Hz
Cross-Over:	12dB/octave for the woofer 12dB/octave for the woofer
Cross-Over Frequency:	≈ 2000Hz
Power:	70W (RMS)
Recommended Amplifier:	From 10W (RMS) without clipping
Sensitivity:	91 dB (@ 2.83Vrms, 1m)
Nominal Impedance	4Ω (Minimum >3.5Ω)
Dimensions :	33 x 20 x 28 cm (h x w x d)
Weight:	19kg (pair)

## Speaker Placement

The Prima is provided in mirror-image pairs that can be arranged vertically or horizontally, as shown on the right.

It's recommended that the speakers are placed no closer than 30cm from the side walls. It is not recommended to place these speakers in room corners. If the speakers are mounted on stands, optimal location within the room should be determined through careful experimentation. The distances between the side wall, the bottom wall and the floor must be different and they should not be a multiple of each other.



## Notes for Editors

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### About Opera Loudspeakers

*Opera Loudspeakers* was founded in 1989, but the experience of their dedicated team far pre-dates that time. Since their first speaker, the Caruso, Opera have produced a variety of premium loudspeaker designs that give a nod to the genre of music with which they share their name.

All Opera speakers benefit from a fusion of traditional Italian craftsmanship in cabinet making and the most advanced acoustic technologies available. All are built with top-quality materials and have sound performance at their core. But as well as being pleasant to listen to, all Opera speakers also boast a sophisticated visual design that easily fits into the modern home.



### About Henley Designs Ltd.

Everyone has a different interpretation of what good sound is, and at Henley Designs we're no different. We strive to bring customers the best possible selection of hi-fi equipment from a variety of international manufacturers.

Formed in 1997 as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. are one of the UK's premier distributors of quality hi-fi equipment. The brands we distribute are not only highly-regarded in their own right, but they also often share a symbiotic relationship with other brands in our portfolio.

For more information, visit [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk)

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