

est. 1991

**GENESIS**  
ADVANCED TECHNOLOGIES

# Prime

## Flagship Loudspeaker

The Genesis® Prime loudspeaker system is the latest iteration of the flagship Series 1 loudspeaker system from Genesis. Created for the music lover who accepts no compromises in the reproduction of the musical event, it is the culmination of a 30-year legacy of reference-level line-source dipole flagship loudspeaker systems dating back to the Genesis I in 1993, and even further back to the IRS™ in 1977.

This state-of-the-art system is designed to reproduce music at live listening levels with virtually no restrictions on dynamic range, frequency response, or width, breadth and height of soundstage. It is one of the very few loudspeaker systems in the world capable of recreating the size, weight, impact, and listening levels of a live musical event in-home *with ease*.

The Genesis Prime is commissioned, not simply bought off the shelf – it is custom-built in the USA for the most dedicated and discerning music-lovers worldwide. Each part is custom-designed and hand-built to perfection. The crossover is point-to-point wired with meticulously matched components.

The Prime is a four-tower loudspeaker system featuring separate midrange/tweeter “wings” and servo-controlled woofer towers. This separation allows the mid/high frequency panels to be placed



to optimize soundstage and imaging for the listening position, and the bass towers to be placed for smooth and extended bass response.

The high frequency wings are dipole line-sources. That means that there is minimal vertical dispersion and horizontal cancellation in the plane of the drivers. The result is minimal floor and ceiling bounce and very much reduced side-wall reflection, resulting in pin-point imaging, and a wide and spacious soundstage. The listening “sweet spot” is also hugely extended, which



means no more listening alone, and no more having to sit in only one position to best enjoy your music.

With the Genesis Prime, the separate bass towers are bipolar with horizontally opposed woofers. They can be correctly located within the room independent of the midrange/tweeter wings for the best bass response without affecting the soundstage and image at the listening position. With a column of bass drivers extending almost the height of the room, there are no standing waves between the floor and ceiling. This results in tightly-controlled, extended, smooth, and dynamic bass response in any room.



Servo-Controlled Bass Amplifier (one side)  
(six channels, three modules; two power supplies not shown)

The Genesis Prime also features its own servo-controlled bass amplification for each of the woofer towers. This means that there is no need to have to choose between using a muscle-bound amplifier with enough power to drive the woofers and a lower-powered amplifier having better harmonic, tonal and spatial characteristics. Servo-control results in extended bass response down to 16Hz, and vanishing low distortion throughout the range.

The sonic result of all this is to suspend belief as the majesty and intimacy of the actual musical event unfolds in your listening room. Soloists appear to materialize before you as the intimacy of the performance make it seem like you can almost smell the perfume (or cigar smoke) of the singer. Concert halls, cathedrals and stadium events are rendered in life-like scale. The dynamics of a full-scale symphony orchestra or rock band will quite literally give you goose bumps. The Prime loudspeaker system presents the performance in life-like scale, be it large or small.

When you have a Genesis Prime system, you have live music in your home and you have the best seats in the house. No rain checks, no lost tickets, no concertmaster with the flu, no substitute divas. The Genesis Prime is the ultimate expression of your love for music.

## Specifications

### Genesis Advanced Technologies Prime

Frequency Response	16Hz to 40kHz, $\pm$ 3dB
Sensitivity	91 dB 1 watt 1 meter
Input Impedance	4 ohms (nominal)
HF Transducers (per side)	Twenty-six 1" ring ribbon
Midrange Transducer (per side)	Single 75" ribbon
LF Transducers (per side)	Twelve 12" ribbed-aluminum cone
Loudspeaker Controls	Rear Tweeter level ( $\pm$ 1dB) Upper Midrange Contour ( $\pm$ 0.75dB)
Servo-Controlled Bass Amplifier Power Rating	
Bass Control Module:	Gain/Low Pass/High Pass/Phase
Servo-Amplifier Module:	400W x 6 channels per side
Power Supply Module:	1.8kVA x 2 units per side
Dimensions (system comprises four towers)	
Mid/Tweeter Panel (each)	H 90" x W 41.5" x D 5"
Woofer Tower (each)	H 90" x W 15.5" x D 19"
Servo-bass Amplifier Modules (per side)	H 11" x W 17" x D 13"
System Total Net Weight	2,000 lbs (approx.)
Finish Options	Dragon-plate Carbon Fiber Brazilian Rosewood

\* Specifications are subject to change without notice

**absolute fidelity™**