

For Immediate Release

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Genesis Shows the Prime+ at the Pacific Audio Fest 2022

Woodinville, WA – Genesis Advanced Technologies is proud to announce the new Genesis Prime+ Loudspeaker system at the Pacific Audio Fest, July 29 – 31 in the DoubleTree Hilton Airport, SeaTac, WA. This is the first time that the *Genesis*® flagship loudspeaker system is being shown at an Audio Show in the USA.

Since the original IRS launched in 1980, the four-tower line-source loudspeaker featuring separate midrange/tweeter “wings” and servo-controlled woofer towers has set the reference standard for *absolute fidelity*® in music reproduction in the home. It shows what a large, no-compromise, line-source dipole can achieve and each succeeding generation of the speaker system in the last 40 years has achieved greater transparency and coherence across the musical frequency spectrum.

The Genesis Prime+ is the 10th generation of the design started by Arnie Nudell. The first four iterations were designed by Arnie at Infinity and the 5th and 6th iteration at Genesis. The 7th generation was designed jointly between Arnie and Gary Leonard Koh who brought a whole systems approach to loudspeaker and amplifier design. Gary carried on with design when Arnie retired in 2006, with the Dragon, the Prime and now, the Prime+.

This state-of-the-art loudspeaker system is designed to reproduce music effortlessly with virtually no restrictions on dynamic range, clarity, or width, breadth and height of soundstage. Designed with a huge listening “sweet spot,” there are several “best seats in the house” for enjoying the ultimate listening experience with friends and family.

“The objective of all of my designs is to get out of the way of the music,” said Gary Leonard Koh, Chief Designer and CEO of Genesis Advanced Technologies. “I don’t want to hear the system, I want to listen to the performance. That is my definition of ‘transparency’ – like there is nothing there at all and the musicians miraculously appear before you. Live!”

As one of the very few speakers in the world that is capable of recreating the size, weight, impact and listening levels of a live performance, we have scheduled activities during PAF 2022 that focus on the delivery of music: “Live vs Recorded”, Reel-to-Reel tape, Rock music recording, Direct-to-Disc and LP pressing. We also bring a big band live to music lovers for their enjoyment and to showcase how closely the Genesis Prime+ is capable of recreating the dynamic complexity of big band music.

The Prime+ shown at PAF 2022 is a raw prototype. “During the pandemic years, which are not over yet, we suffered supply issues as well business disruptions.” Said Vice President and COO, Carolyn Koh. “We plowed through the challenges and are confident in showing the Prime+ in its prototype state. Still more refining of the system and manufacturing process is to come.”

The Genesis Prime+ is a custom commission—built in the USA for discerning music-lovers worldwide and retails at \$680,000.00. This is a once in a life time opportunity to experience the superlative sound of the Genesis Prime+.

For more information and development details, please refer to page two.

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The Genesis Prime+ is the 10th generation of the four-tower line-source loudspeaker system. The first 6 iterations were by Arnie Nudell – the IRS 1 through V (there was no 4), then the Genesis 1 and 1.1 . The 7th generation, the G 1.2 was designed jointly between Arnie and Gary Leonard Koh who brought a whole systems approach to the design. Prior to acquiring Genesis, Gary's background was in definition and design of complex nation-wide IT systems in Singapore. The 8th to 10th generation, the Dragon, Prime, and now the Prime+ were designed by Gary after Arnie's retirement in 2006.

The whole systems approach that Gary brought to Genesis design can be seen in the development and improvement of various parts of systems and brought to the whole. From major structural changes that utilize new materials and construction techniques to working with suppliers to improve transducers, capacitors and transformers. These improvements are then implemented throughout the product line in incremental rolling product updates.

The detailed improvements and development of the Genesis Prime may be downloaded from the product page on the Genesis website: <https://www.genesisloudspeakers.com/prime>

The Prime+ continues this development with:

Improved structural design. Isolation of the midrange/tweeter baffle from the “wings” so that bass energy absorbed by the carbon-fiber/composite sandwich wings is not transferred to the Corian/HMWA sandwich midrange/tweeter panel. The first carbon-fiber/composite constrained-layer damped sandwich was introduced by Gary in the Genesis Dragon in 2021. The current Prime+ features an improved sandwich, as well as a different sandwich for the midrange/tweeter baffle.

Adjustable suspension. The first adjustable suspension was launched on the Genesis 5.2 (currently the Maestro) which allowed for precise alignment of the speakers per Gary's loudspeaker tuning and placement process. The Prime+ suspension is machined out of solid aluminum, shock absorbers tuned to the precise weight of the product, and stainless steel spikes to anchor the suspension frame to the ground. Much like a race car's suspension system, the acoustic suspension protects the Prime+ from floor- or structure-borne vibrations while allowing set-up and alignment.

Improved capacitors lower the time-constant in the crossover. The pandemic created a crisis of supply disruptions. This however, created an environment where smaller companies could step into the breach with a willingness to work with specialty customers to develop and improve their offerings. Gary found such a company and working with the designer, improved their capacitors with different material and construction techniques.

Improved servo-system. Very few loudspeakers use servo drives, either because of design difficulty, expense, or because of the extraordinary demands a servo system makes on the amplifier and the transducer. It demands an extremely powerful and current-capable amplifier, and a tremendously strong transducer. Genesis has had 30 years of experience with servo-systems. This latest iteration, developed and launched with the Maestro in 2019, results in a more responsive system and faster, more dynamic bass.

Improved DPDS (Dynamic Power Delivery System). In 2007, Genesis introduced a revolutionary new power supply that is designed to deliver current into a non-linear, dynamic musical load, leading to a sense of power with finesse. Applied to the Servo-Subwoofer Amplifiers, the DPDS delivers greater speed, dynamics, and definition in the bass - resulting in floor-shaking musical bass. The latest DPDS uses the pure perfect fifth of the Pythagorean progression to calculate the time constant of power capacitors in the power supply.