

ifi

# AURORA

ELECTRIFY YOUR MUSIC  
IMMERSE YOURSELF IN SOUND



# THE AURORA



## Aurora is a wireless music system like no other.

With a design inspired by Japanese architecture and a cabinet fashioned from bamboo, it makes a striking statement. Its sound is equally engaging, thanks to the unique collection of proprietary audio technologies nestling within.

Aurora connects to a Wi-Fi network so you can stream audio from a smartphone, tablet or computer. You can play music from services such as Spotify and Tidal, listen to thousands of radio stations via an app such as TuneIn, or play audio files stored on your computer or an external NAS drive.

Connecting with Wi-Fi couldn't be simpler, with DLNA compliance and support for AirPlay and Spotify Connect. Alternatively, you can stream directly from your smart device using Bluetooth – expertly engineered to deliver the best possible sound quality. You can even link several Auroras together to make a seamless multi-room set-up.



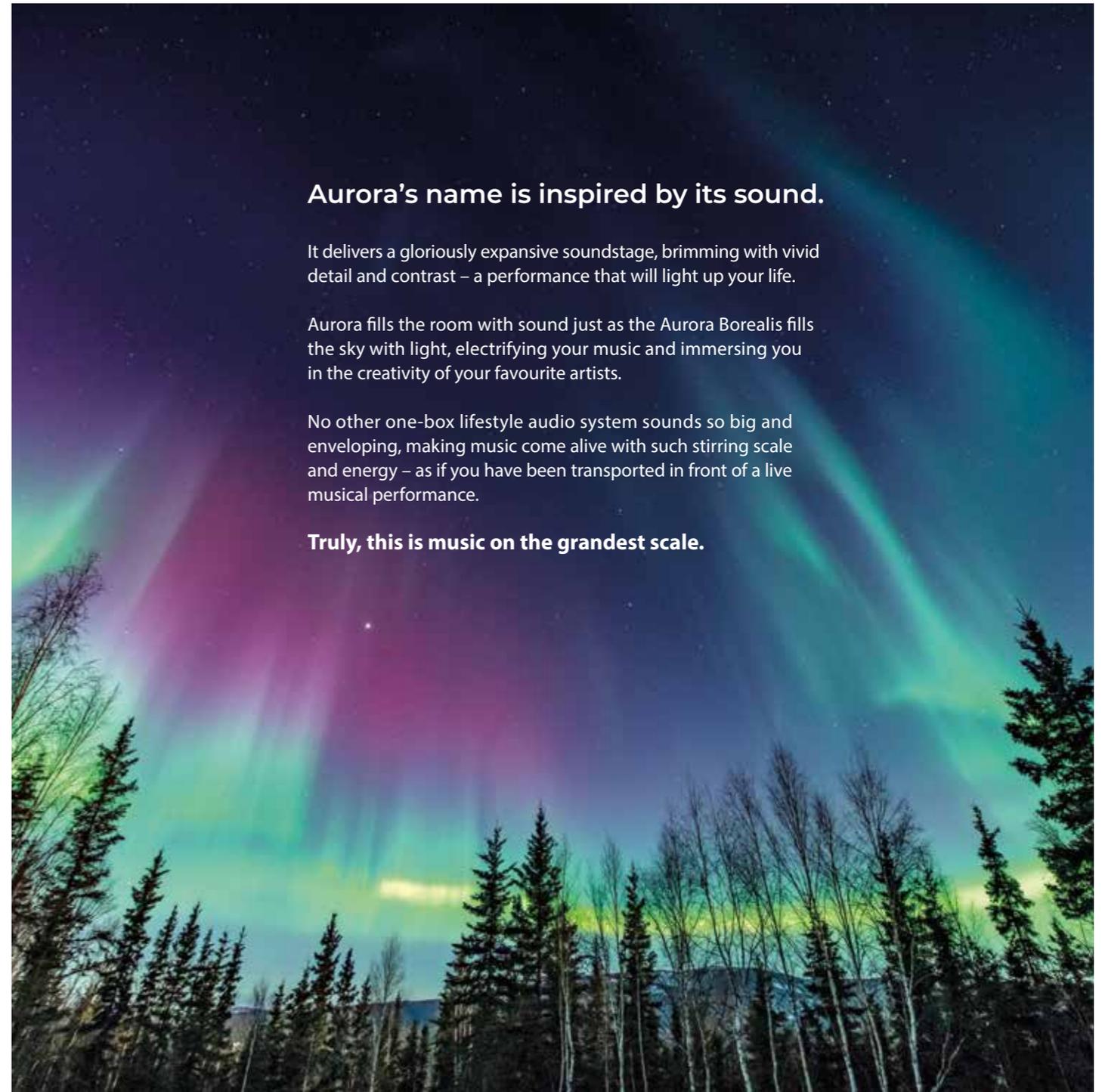
## Aurora's name is inspired by its sound.

It delivers a gloriously expansive soundstage, brimming with vivid detail and contrast – a performance that will light up your life.

Aurora fills the room with sound just as the Aurora Borealis fills the sky with light, electrifying your music and immersing you in the creativity of your favourite artists.

No other one-box lifestyle audio system sounds so big and enveloping, making music come alive with such stirring scale and energy – as if you have been transported in front of a live musical performance.

**Truly, this is music on the grandest scale.**



## THE TECH



At Aurora's heart lies proprietary amp technology – a hybrid design incorporating classic valve-based pre-amplification and advanced solid-state power amplification with ultra-fast switching. This ingenious fusion of amp technologies enables a sound combining purity of tone with a high level of engagement, speed and dynamic gusto, capturing the emotive quality of music in full effect. That's why we call it PureEmotion.



Aurora's unique, custom-made speaker array combines with a special matrix to deliver an incredibly immersive, room-filling sonic experience. The soundstage extends beyond the confines of Aurora's cabinet, with expansive width, height and depth. Whether you're listening to a favourite band, a jazz quartet or an orchestra, it feels like they're performing live in your home owing to a tangible sense of scale and space you simply wouldn't expect from an all-in-one music system.

## THE TECH



**AUTOMATIC  
ROOM  
TAILORING**

Our ART (Automatic Room Tailoring) system calibrates Aurora's sound to suit the space around it. Six microphones (two pictured right) measure the distance to the surrounding walls using ultrasonic sound, then a microprocessor adjusts the output from the speaker array to precisely tailor Aurora's performance – entirely in the analogue domain, for maximum fidelity. Wherever you decide to place it – in a large room or a smaller one, in a corner, against a wall or in free space – you can be sure Aurora will always perform at its best.



The depth and quality of bass supplied by all-in-one lifestyle systems often leaves a lot to be desired. Our TrueBass system, which incorporates a pair of 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 bassline is conveyed with power and poise.



## THE LOOK



JULIEN HAZIZA

Aurora's distinctive styling was created by French product designer Julien Haziza, who was inspired by high-end Japanese architecture. Here's what Julien has to say about the design...

From the start, iFi's intention was to create a wireless music system that makes a bold design statement, with styling that's both classic and timeless. I began by looking at the work of Raymond Loewy and Walter Dorwin Teague to spark ideas about streamlined design with a vintage twist. I also looked at architects such as Eero Saarinen to add a mid-century neo-futurist touch.

Later, whilst walking through Tokyo's Omotesandō and Harajuku districts, it hit me – the architecture created by Shigeru Ban and Tadao Ando, with its razor-sharp lines and contrasting materials, was the perfect inspiration for the design.

Using bamboo for the cabinet was a logical extension of this concept – it's a sustainable resource and also a natural sound absorber. We're certain that with this design, we've created a music system that will become a major talking point in your home – for the way it looks, as well as its magnificent sound.



## OUR STORY



iFi is a British-owned audio company that was started by three music-loving friends.

In 2004, their passion for sound and desire to build exceptional audio equipment led them to form AMR (Abingdon Music Research) – a high-end manufacturer of hi-fi components fusing classic design and cutting-edge technology.

AMR's sister-company iFi was formed in 2012 to bring AMR's core technologies to a wider audience. Its mission is to create aspirational yet affordable desktop, portable and lifestyle audio products, delivering exceptional sound through innovative design.

Technical design for both AMR and iFi is led by Thorsten Loesch, whose ingenious circuit designs have earned global acclaim. In-house hardware and software development teams and a 'music first' approach enable both companies to manufacture award-winning audio products that deliver new levels of design, functionality and performance at their respective price points.



THORSTEN LOESCH

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