



# AURORA

Wireless music on the grandest scale.

Aurora is iFi's new, versatile, one-box speaker system that sounds as good as it looks.



This product guide provides information on the iFi audio Aurora for purchasers, resellers and reviewers.

# AURORA

## Light up your life with Aurora

Our new wireless music system, the Aurora, brings together a unique collection of proprietary technologies to deliver a sonic experience unlike any other table-top, all-in-one system.

Clad in bamboo and elevated by a distinctive aluminium frame, the Aurora's design is striking. The aesthetic was created by our French product designer Julian Haziza, inspired by the architecture in Tokyo's Omotesandō and Harajuku districts. Six drive units nestle behind the bamboo fins that curve around the Aurora's sides, with a further two bass radiators underneath. The system's control panel sits front and centre, with touch-sensitive controls and an OLED display inlaid with bamboo.

The Aurora's name is inspired by its sound. It delivers a remarkably expansive soundstage, tailored to the space in which it sits. It fills the room with sound as the Aurora Borealis fills the sky with light, electrifying your music and immersing you in the performance of your favourite artists.



## **The benefits**

- The Aurora connects to your home network quickly and easily via push-button WPS set-up. Stream music from your favourite app or play audio files from your computer or NAS.
- Use our superior Bluetooth implementation to stream directly from any smart device. The latest high-quality codecs are supported including Qualcomm's aptX Adaptive and aptX HD, Sony's LDAC and Huawei's HWA as well as aptX and aptX Low Latency, AAC and SBC.
- Play hi-res audio up to 32-bit/192kHz without conversion or down-sampling via WiFi, Bluetooth or Ethernet cable.
- Control the Aurora via the MUZO Player app – or any UPnP/DLNA streaming app. Airplay and Spotify Connect are also supported.
- Link several Auroras together on your Wi-Fi network to create a seamless multi-room system.
- The Aurora uses ART – Automatic Room Tailoring. This is a 'room correction' system so that it adapts to wherever it is placed and always performs at its best.
- Optical, coaxial, USB and Ethernet inputs cater for digital sources, while a 3.5mm socket provides an analogue input. You can also upload music onto a micro SDHC card and play it on the Aurora.
- Link to Alexa via Wi-Fi or Bluetooth using any Echo speaker.

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## A design statement

The Aurora was featured in a recent issue of Esquire and will soon be in Wallpaper, the world's number one global design magazine.

"An eye-popping clash of bamboo fins and aluminium girders with a touch-sensitive trapezium OLED display. It makes a statement."

## Esquire

"iFi Aurora wireless music system looks to the future and sounds huge."

## Inside CI

"...it's made from bamboo and sounds great. Certainly a statement product..."

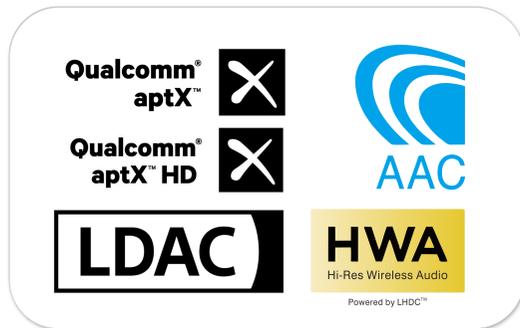
## Sean Hannam

"...is wrapped in bamboo, straddled by an aluminium pyramid, sounds great, designed by a French man."

## T3



## The technologies – Breathtaking Bluetooth



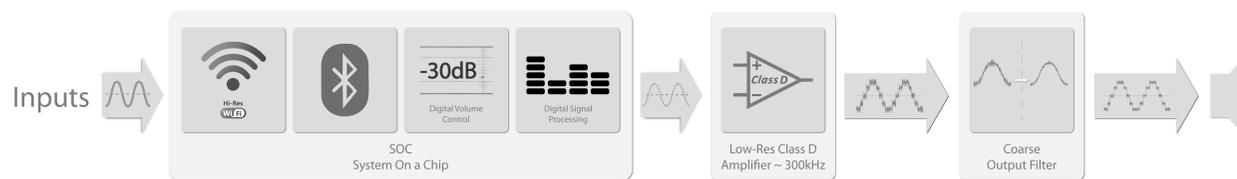
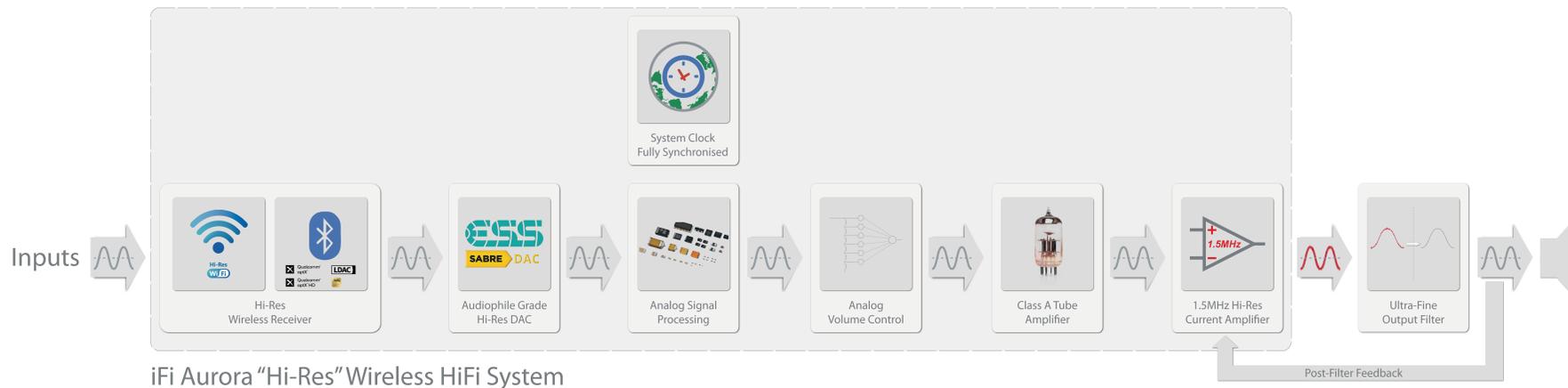
The Aurora uses Bluetooth5.0 – the very latest version with the newest Qualcomm 5100 series chipset. It also incorporates the super smooth ESS sabre DAC chip.

All the latest 24-bit-capable Bluetooth audio formats are supported, including Qualcomm’s aptX Adaptive and aptX HD, Sony’s LDAC and Huawei’s HWA. Other codecs covered include regular aptX and aptX Low Latency, AAC (the favoured format of Apple iOS devices) and SBC (the ‘plain vanilla’ Bluetooth codec).

This means that every possible source device is covered, at the highest resolution its Bluetooth audio specification will allow.

## The technologies – Wireless signal processing

As with all our implementations, we like to push everything to be the best it can be. This includes the wireless signal processing inside the Aurora. It combines quality components and state of the art engineering to ensure Aurora performs to the best of its abilities at all times.



## The technologies



At the Aurora's heart lies proprietary amp technology that we call 'PureEmotion' – a hybrid circuit design comprising several key stages.

It incorporates 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.



AUTOMATIC  
ROOM  
TAILORING

The Aurora incorporates a 'room correction' system called **ART (Automatic Room Tailoring)**. At the press of a button, six ultrasonic sensors measure the distance to the surrounding walls using ultrasound. Then, a 32-bit ARM Cortex microprocessor adjusts the output from the driver array to precisely tailor Aurora's performance. Wherever the Aurora is placed – in a large room or a smaller one, in a corner, against a wall or in free space – it always performs at its best.

## The technologies



The Aurora's custom-made driver array combines with our **SoundSpace** matrix, which adjusts the output from specific drivers at certain frequencies. **SoundSpace** is fundamental to the Aurora's immersive, room-filling performance, enabling the soundstage to extend beyond the confines of the cabinet with expansive width, height and depth. This gives music a palpable sense of scale and space you simply wouldn't expect from an all-in-one music system.



The **TrueBass** system, incorporating the two downward-firing bass radiators, ensures the 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 bass line is conveyed with power and poise.

All of the above technologies operate entirely in the analogue domain to ensure maximum fidelity, without resorting to DSP (Digital Signal Processing) which can have an adverse effect on the purity and resolution of sound.

There is a detailed Tech Note available on our website.

## Specifications

### Inputs

- Hi-Res Bluetooth audio with aptxHD/aptxAdpative/aptX/LDAC/HWA/AAC
- Networked Audio with playback from NAS or server, Airplay, streaming audio (Spotify/Apple Music/Amazon Music/Tidal hifi/Deezer etc.) and USB storage /SD Card 44.1kHz/16Bit - 192kHz/32Bit
- Coaxial and optical S/P-DIF (Blu-ray Player, Games Console, smart TV etc) 44.1kHz/16Bit - 192kHz/24BitRCA & 3.5mm (for Alexa or analogue audio)

### Speaker System

- 4 x 4.5" (120mm) coated paper cone wideband driver
- 2 x 1.1" (28mm) silk dome tweeter (8 kHz crossover)
- 2 x 4.5" x 8" (120mm x 200mm) steel passive radiators
- Frequency Response: 27Hz – 40kHz
- Maximum SPL: 115dB / 1m

### Amplifier

- Hybrid with tube class A amplification
- Power buffers operating at: 1.411MHz/1.536MHz clock-locked
- Frequency Response: 15Hz to 150kHz
- Maximum Power 320VA (12v input for marine/car power supplies)
- Distortion: < 0.05%

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## About us

iFi was born in 2012 with one goal in mind: to produce 'ultra-fidelity' audio products that push the sonic envelope - whilst still priced within the mainstream.

iFi audio is under our parent company, AMR, Abbingdon Music Research, which designs and produces top-end luxurious audio products. AMR saw in 2010 that customer demand for wireless and portable headphones was expanding as the whole audio dynamic was changing. Thus, iFi was launched.

iFi offers small but prodigious personal audio products thanks to the superior knowledge of AMR's technology. Today, we are proud of our British (and international) roots. We continue to design and manufacture over 35 different products. We are headquartered in Southport, UK with distribution including retailers such as B&H and etailz with production overseas.

We source parts from around the world from manufacturers including AMOS (UK), GE Valves (USA), WIMA (Germany) and TDK (Japan).

High-resolution photos & official logos: <https://media.ifi-audio.com/portfolio/aurora>

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