

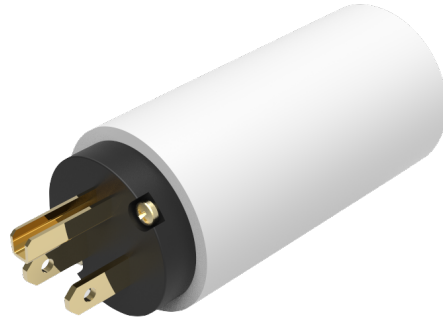


Southport, UK – 18 December 2017

AC iPurifier

**Press Release**

## **AC iPURIFIER**



### **PURE SILENCE, PURE MUSIC, PURE JOY**

December 14 sees the launch of iFi audio's AC iPurifier, the latest in its stable of 'power products' designed to clean-up noisy mains supplies to audio systems. But this is no ordinary mains purification product. Technologically advanced, it's Active Noise Cancellation (ANC) circuitry can eliminate far more noise across the frequency range than other passive devices. At -40dB the difference is as pronounced as night and day.

### **ACTING ON INTELLIGENCE**

The AC iPurifier is clever too. When used with USA and EU type mains plugs, its Intelligent Polarity feature will automatically tell you whether you've got them plugged in the right way for whichever country you're in. A green LED indicates you have, a red LED means you haven't.

It also has an Intelligent Ground feature that it will check that your existing system isn't already earthed before its own high quality Ground/Earth becomes active to avoid creating a ground loop.



The AC iPurifier has been designed to be used in any mains-powered audio setup. It is particularly good at dealing with modern audio systems which typically use a plethora of mains plugs – all of which add noise and pollution to the local mains supply. Due to its modular design, the AC iPurifier is even more effective if several are used to ‘contain’ the same type of noisy sources. Where extension blocks (sockets) are used, it can isolate certain types of power supplies for maximum noise reduction. You can insert it into the AC mains wall outlet that supplies the audio system and/or into the mains extension block for the audio system. Try both locations to discover which has the greatest impact.\*

It’s no surprise that all of iFi audio’s iPower products, right up to the micro-iUSB3.0, now feature its in-house designed Active Noise Cancellation (ANC) system.

### **SAFE FROM SURGES**

Last but not least, for the rare instances where there is an overvoltage spike (eg a mains power surge or lightning strike), the AC iPurifier will automatically shut off and stop electricity from passing through your system. This should protect your valuable and highly-sensitive mains equipment from harm.

### **SAFE FROM SURGES**

The AC iPurifier targets every noise source, is simple to use and clever in action. If you think of mains power as the ‘gasoline’ fuelling your audio system, the AC iPurifier ensures that it’s getting a clean, super premium blend to deliver the best possible audio fidelity.

Here are its main features:

- \* The most advanced noise-cancellation system available
- \* A Wireless Purification System that significantly reduces power-line noise without audible or visible side-effects
- \* A Ground/Earth connection diagnostic



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- \* A Polarity connection diagnostic
- \* An Audio Earth connection with ground-loop prevention circuit built-in
- \* Overvoltage surge protection

The retail price of the **AC iPurifier** is **US\$99 (ex-tax) or €129 /£99 (incl. VAT)**

## SPECIFICATIONS

Noise Reduction:	>40dB (> 100x)
Surge Protection:	max. 30,000A @ 1,000V/10uS
Operating Voltage:	90V – 265V

Full product info: <https://ifi-audio.com/portfolio-view/accessory-ac-ipurifier/>  
High-resolution photos & official logos:  
<http://mediaportal.ifi-audio.com/Power.html>

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## About iFi

iFi audio is headquartered in Southport, UK. It is the sister brand of Abingdon Music Research (AMR). They respectively design and manufacture portable and desktop 'ultra-fidelity' audio products and high-end audio 'home-based' components. The combined in-house hardware and software development team enables iFi Audio and AMR to bring to market advanced audio products.