



Press Release

EVEN PURER - IPURIFIER3.0



INTRODUCTION

Right from the outset, one of iFi audio's key objectives has been to reduce the noise and degradation that can build up as music, copied to a digital format, passes through a USB audio chain. The iPurifier3 encapsulates everything the company has achieved to this end and throws in a host of new features.

PURE OBSESSION

In 2012, iFi invented the first USB power regenerator – iUSB Power. Soon afterwards it designed and manufactured its own professional USB audio cables – Mercury and Gemini. Then came the original iPurifier, followed in 2015 by iPurifier2 and now the iPurifier3.

Bigger in size but still only 69(l) x 19(w) x 20(h)mm, the iPurifier3 is packed with new components, not least of which is a further optimised version of its award-winning ANC® (Active Noise Cancellation) system adapted from military radar defence technology. Other additions include:

- **OS-CON capacitors** – these have a low Equivalent Series Resistance (ESR), excellent noise reduction capability, ideal frequency characteristics and a long life span.



- **Tantalum capacitors** – these polarised electrolytic capacitors have superior frequency and stability characteristics, giving them a super high volumetric efficiency.
- **High-precision MELF resistors** – metal electrode leadless face resistors have excellent accuracy, stability, reliability, and pulse load capability.
- **New copper-alloy shielding** – this excellent EMI shielding isolates devices and cables to block radio frequency electromagnetic radiation.

Please note that the iPurifier3 Type B will be available from Thursday 5th July 2018. The iPurifier3 Type A will be available from the end of July 2018.

HOW IT WORKS

iFi's ANC2® system is the key here. Emulating the way in which air defence radar technology works, it identifies noise frequencies then generates identical but opposite frequencies, which actively cancel all the incoming noise. In comparison to the Common Noise Filter, ANC decreases noise by 100 times – that's 40dB – thereby enhancing the fidelity of background and inner resolution of audio recordings by several levels.

Another core element is REbalance®, which removes the DC offset in a USB audio signal to 're-balance' it. This noticeably decreases the threshold of background noise and helps to achieve an overall noise reduction of 40dB on the input signal and a levelling from 100mV to 5mV on the audio band through the USB signal. Then there is REclock®. Made for all downstream DACs, REclock® is a '3-in-1' feature that re-clocks, re-generates and repeats the USB audio data stream to eliminate jitter.

FUTURE PROOFING

iFi benefits greatly from the breakthroughs in 'ultra-fidelity' audio made by its sister company Abbingdon Music Research, launched in 2001. Both companies are ahead of the pack when it comes to new high-resolution formats such as PCM, DSD and DXD. The iPurifier3 will improve your audio playback experience for many years to come.

The retail price of the **iPurifier3.0** is **US\$129 (ex-tax) or €149/£129 (incl. VAT)**.

Ends.



Southport, UK – 5 July 2018
iPurifier3

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Full product info: <https://ifi-audio.com/portfolio-view/ipurifier3/>

High-resolution photos & official logos: <http://mediaportal.ifi-audio.com/Digital.html>

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