



GBP £449  
USD \$449

# Summary

“Forged for Masters of Audio”

Ultraportable DAC/Amp for those who want the best of everything – with audio being the next step.

## USPs:

First ultraportable DAC with K2HD technology  
Japanese stainless-steel chassis

## Features and Functionality:

PCM 384kHz, DSD256 and MQA decoding  
XBass+ and XSpace analogue processing  
iEMatch and Turbo modes  
4 Digital filters  
Enhanced clock for ultra-low jitter  
Enhanced power supply

£449 GBP  
\$449 USD  
€449 EUR



# Section 1: Marketing

K2 HD •

MQA •

XSpace •

XBass<sup>+</sup> •

GO bar  
KENSEI

## Messaging & Tagline

Just as a Kensei deserves an exceptional blade, an audiophile deserves an exceptional DAC.

"Forged for Masters of Audio."

# Story

Our latest GO bar is akin to a legendary sword meticulously forged for a Kensei.

Embodying the dedication of a master swordsmith, we focused on purity, balance, and refinement to deliver an experience that cuts through the noise of everyday life and reveals the true essence of your music.

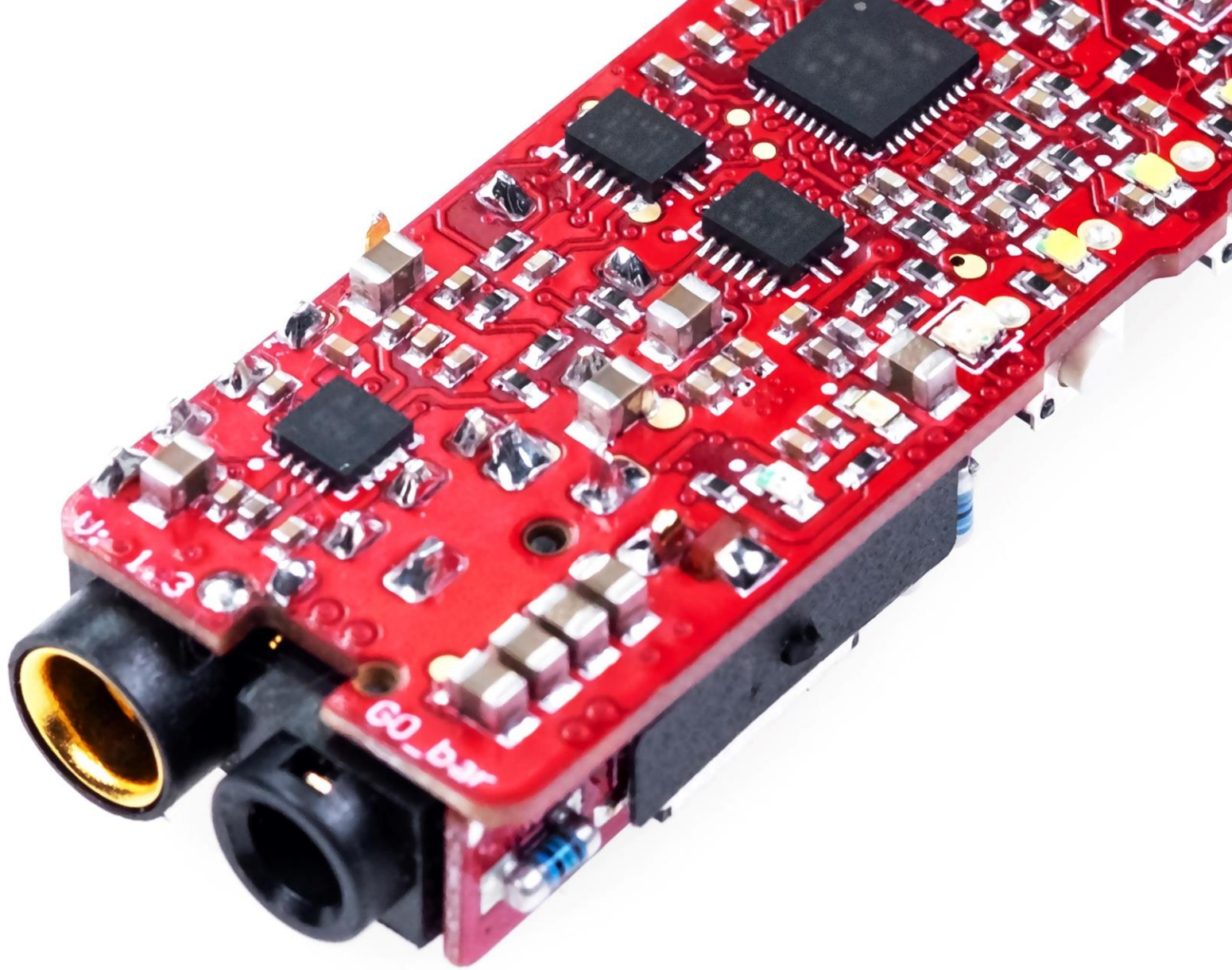
Echoing this philosophy with each of its components, the GO bar Kensei is the world's first ultraportable DAC to feature the renowned K2HD technology.

Where JVCKENWOOD's sound engineers meticulously compared many original masters with sub-masters by ear, drawing upon their extensive expertise and craft to add back the harmonics lost during digitalisation; restoring your music close to the original master.

Through our combined craftsmanship and tireless quest for perfection, we bring you a GO bar that is truly worthy of a Kensei.



# Unique Value Statements

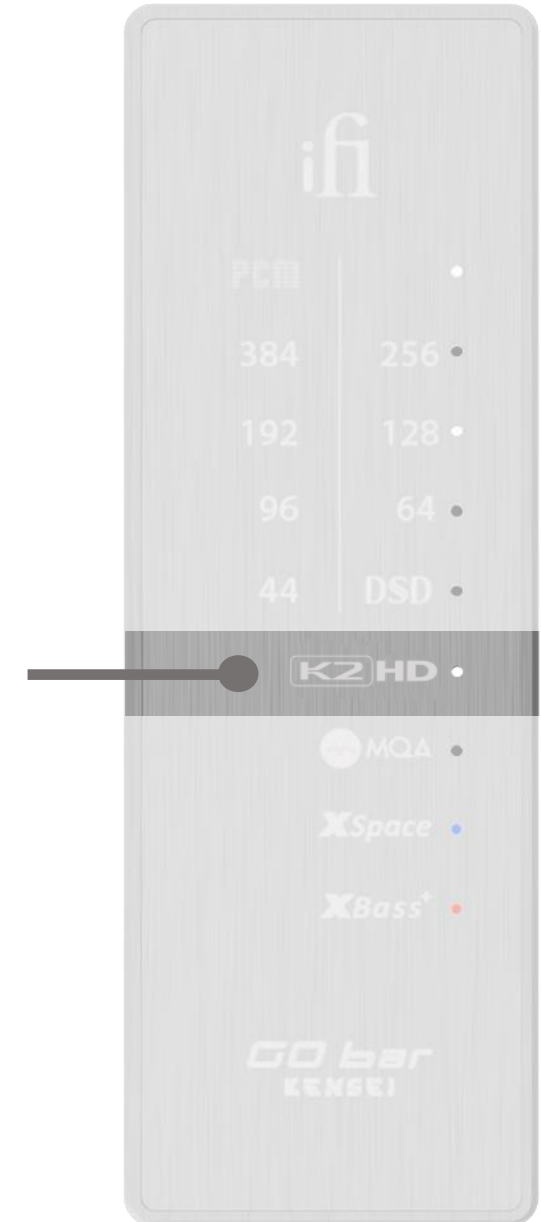


# Discover What's Been Lost

Relentlessly leading the way at the bleeding-edge of technology, K2HD is our latest 'new' technology.

The world's first ultraportable DAC to feature JVCKENWOOD's 'K2HD Technology'. Shaping waveforms and restores natural harmonics.

K2HD restores music data lost during digitalisation, **bringing your audio closer to the analogue master recording quality.**



# K2 Technology: A Testament to Emotion

Despite their pristine clarity, digital recordings sometimes seem **emotionally flat** and **lifeless**.

Engineers at the prestigious Victor Studio, troubled by the discernible lack of emotion between their original masters and digital sub-masters, embarked on a quest for a solution.

They meticulously compared countless finished recordings with the copy recordings by ear, relying on their instinctive feel and their human expertise.

Their solution; **K2 Technology**.

The **K2 Technology** process **revives rich, natural harmonics** into the sterile, detached digital sound, adding an organic quality unlike any other.

**K2 Technology** processing revitalises the studio recording, sound, infusing it with life once again.

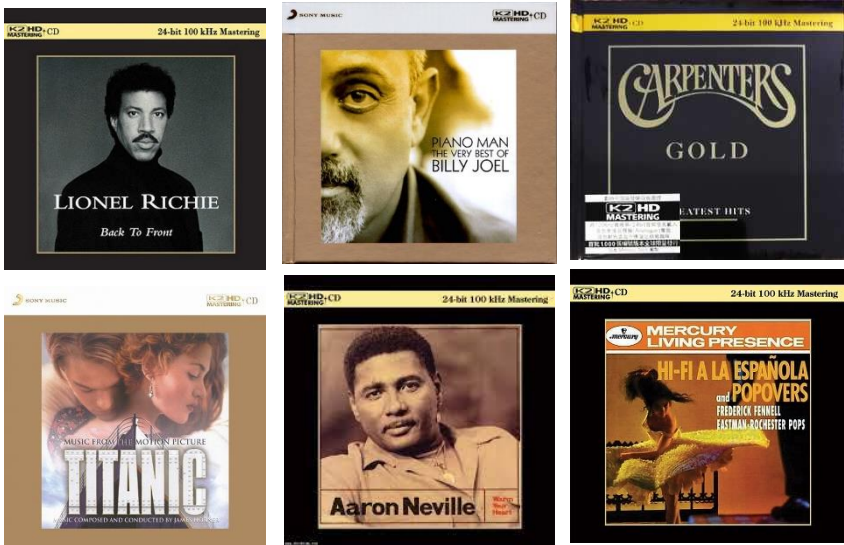


*Control room 401 inside Victor Studio, Japan, where K2 was created.*



# Devices and CDs featuring with K2 Technology

K2 Technology is not only used in studios; JVCKENWOOD has implemented it into music playback devices, including wireless earphones, DACs, mini-Hi-Fi, CD players and CDs.



K2HD CDs are held in the highest regard by music lovers.



"K2" CD players are popular with collectors.

"K2 Technology" and "K2HD" are registered trademarks of JVCKENWOOD Corporation. For more information, please visit <https://www.jvckenwood.com/en/technology/k2.html>

# K2HD: Restoring the Missing Data

The latest version of K2 Technology is known as K2HD.

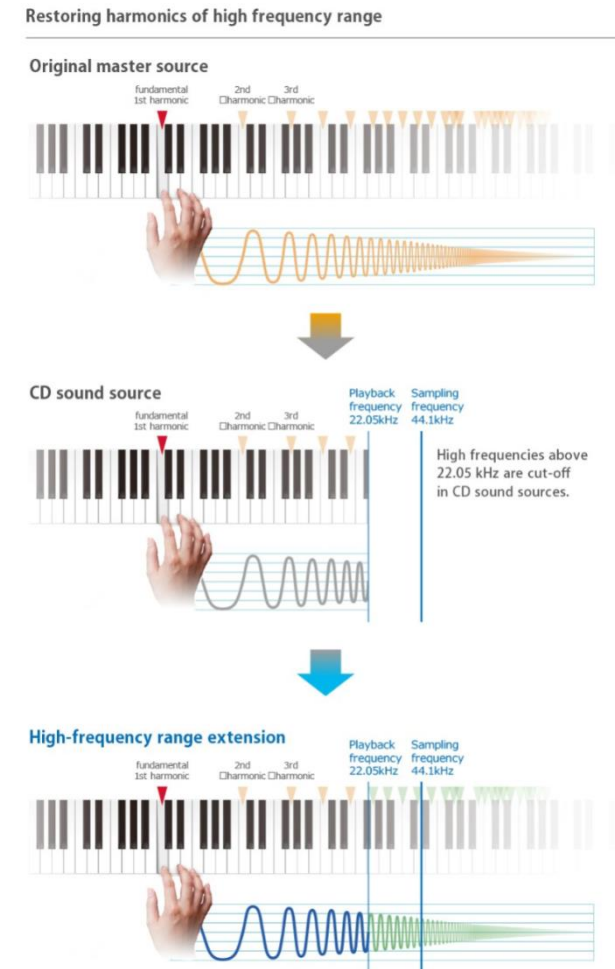
When mastering to match CD specifications, all data above 22kHz is cut off, and resolution is diminished by 256 times.

This isn't even limited to CDs specifically – Spotify's entire library is compressed to 44.1kHz/16-bit.

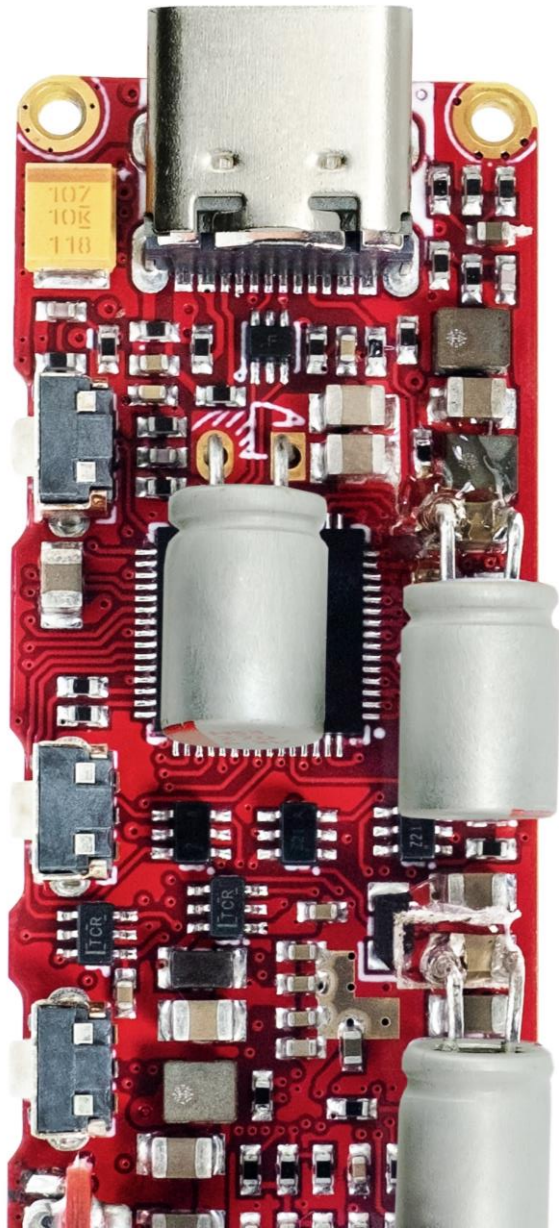
K2HD gets back your lost data.

This advanced processing optionally upscales a file to 192kHz/24-bit and applies their hand-selected K2 parameters for waveform shaping – which processes the time-domain, **not** the frequency domain.

The unparalleled originality of K2HD lies in its advanced high-frequency extension, enabling the restoration of natural harmonics and overtones beyond 22kHz, delivering audio quality that is close to the original master.



Visual explanation of K2HD Processing. Source: JVCKENWOOD website.



## Compact *and* Powerful

With 4.4mm balanced output, a symmetrical twin-mono output stage and 477mW maximum output power; this DAC is an instrument to that stands heads and shoulders above others.

# Master your Sound

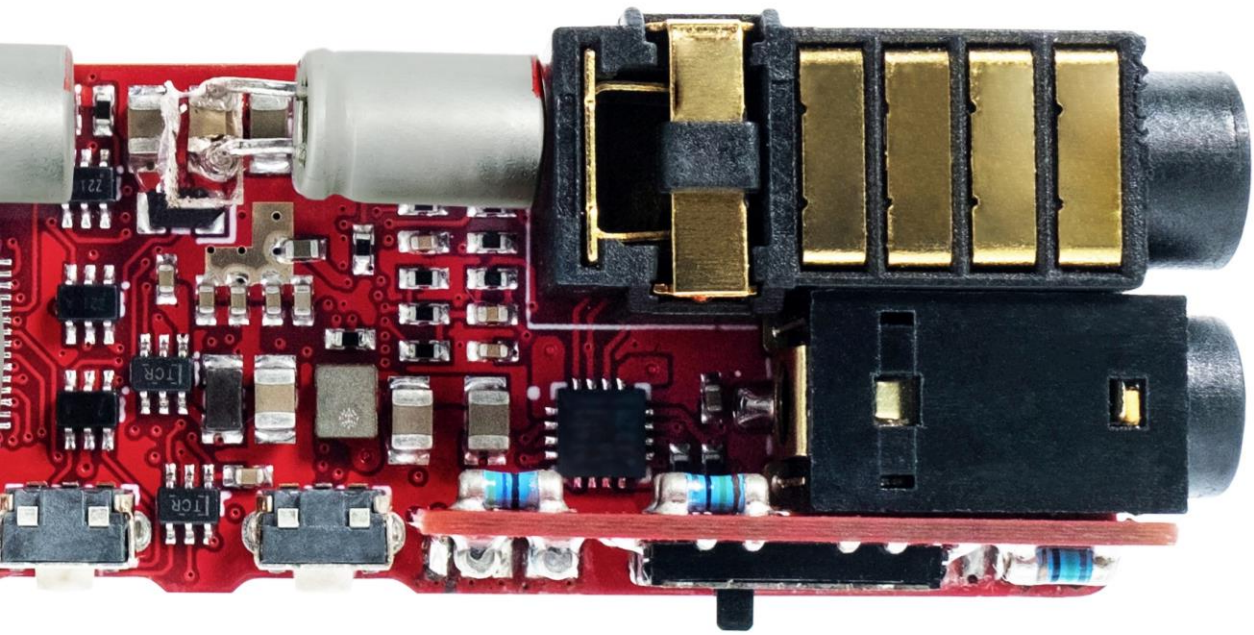
**Audio is subjective.** You select from 4 digital filters:

Bit-Perfect, GTO, Standard and Minimum Phase

Two expert analogue processing modes: XBass+ for accurate bass response and XSpace for a spacious sound field

Various output modes for different headphones: Turbo mode for big CANs and iEMatch for sensitive IEMs.





Unique Selling Points

# Key Features

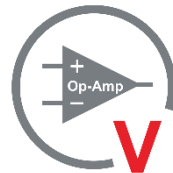
Enhances audio to near master quality with JVCKENWOOD's 'K2HD Technology'

**K2 HD**

Four digital filter options, and XBass+ and XSpace analogue processing modes

**XBass+**  
**XSpace**

Delivers up to **477mW** of continuous power



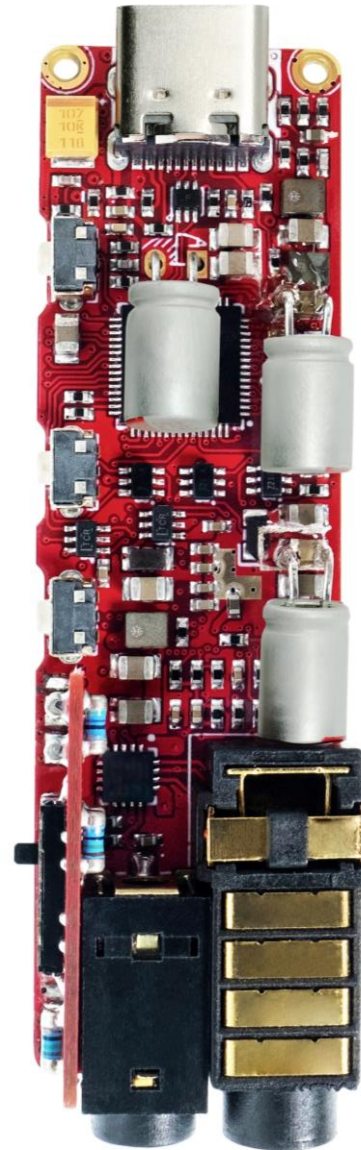
Enhanced clock and power supply circuitry

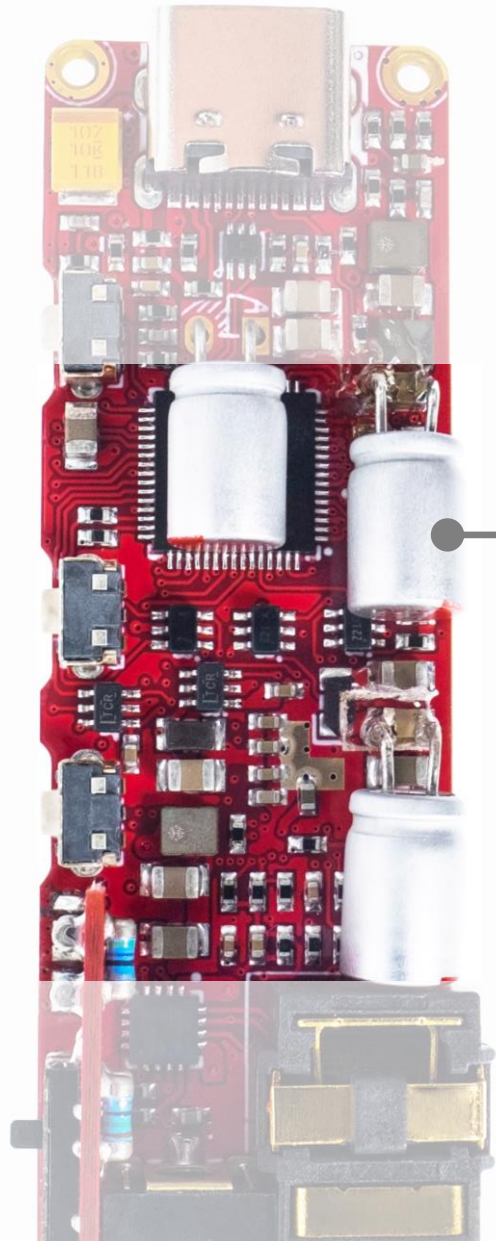
**iEMatch** 

Optimising output for high-sensitivity headphones/IEMs

**Balanced Performance**

Symmetrical, twin mono output stage





## Enhanced Circuitry. Enhanced Quality.

Kensei employs enhanced power and clock circuitry, **far surpassing** the original GO bar in audio quality:

Wider **soundstage**, resolution of every **musical nuance** and deeper, cleaner **bass**

Target  
Audience





# Audience Groups

## Characteristics:

- **Demographics:** Male individuals aged 20+
- **Income:** Earning 4k+ USD per month
- **Need for DAC/Amp:** Seek a portable DAC/Amp to enhance their headphone audio. They already own B&O headphones. Want the best of everything, audio the next step.

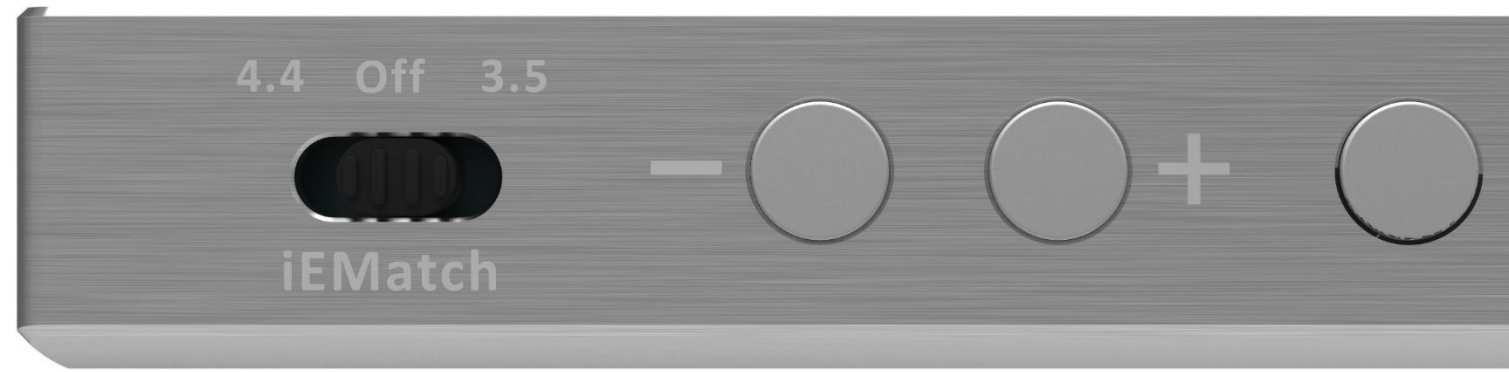
## Categories:

- Tech Enthusiasts, Audio Enthusiasts, Daily Commuters, Frequent Travelers, Everyday Carry, Mac Pro users.



## Section 2: Tech

# Features and Functionality

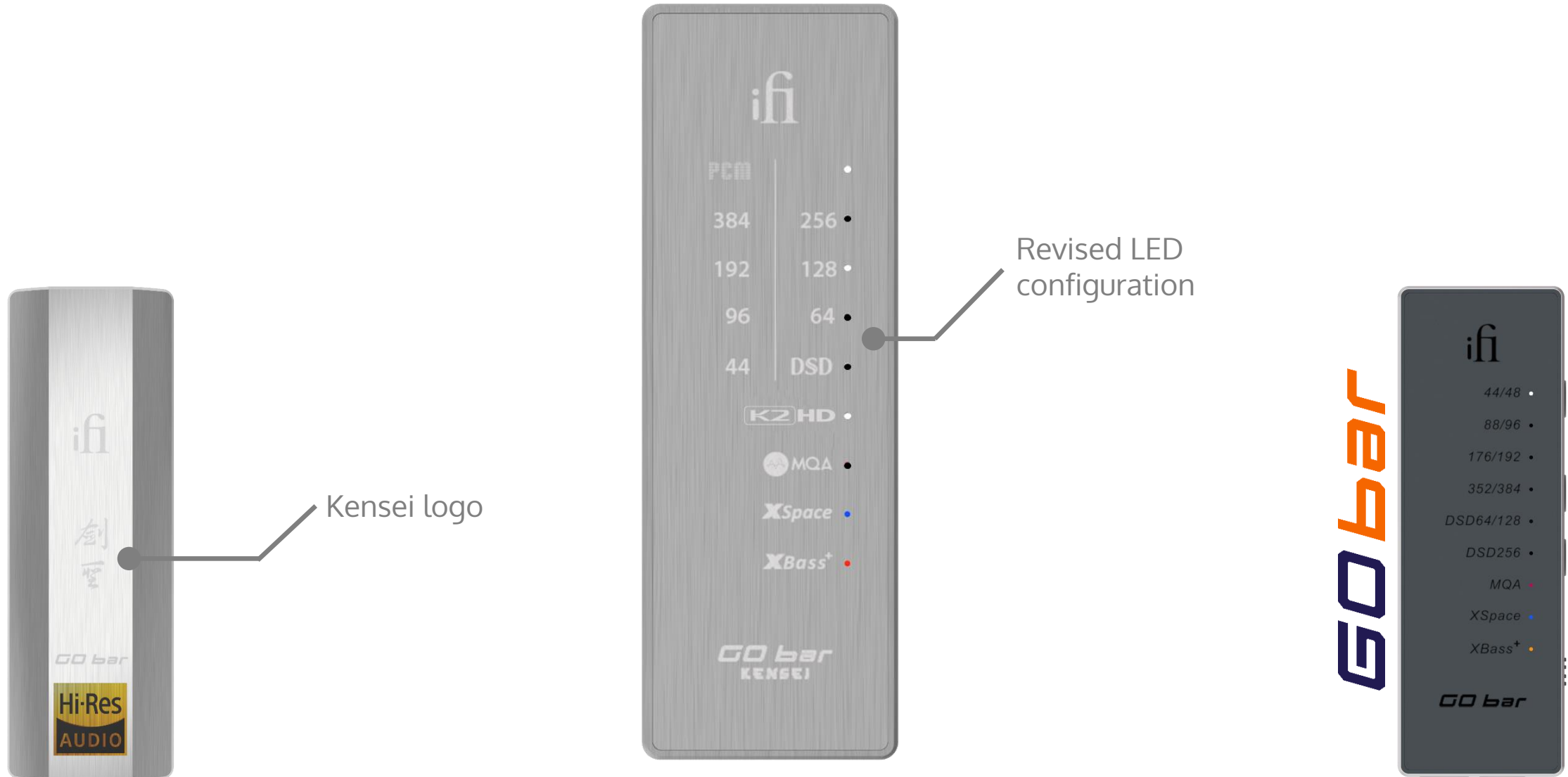


# Comparison



	GO bar Kensei	GOld bar – 10 <sup>th</sup> Anniversary	GO bar
Material	Japanese Stainless Steel for maximum rigidity	Copper	Aluminium Alloy
K2HD Processing	Yes	No	No
Clock	Ultra-Low Jitter	Standard Low Jitter	Standard Low Jitter
Power supply	Enhanced	Enhanced	Standard
Presentation	Engraved Wooden Box	Eco-Packaging	Eco-Packaging
XBass+ & XSpace	Yes	Yes	Yes
Digital filters	Yes	Yes	Yes
iEMatch	Yes	Yes	Yes
Turbo mode	Yes	Yes	Yes
Headphone outputs	4.4mm Balanced, 3.5mm S-Bal		
Power (4.4mm)	477mW @ 32Ω; 7.2V @ 600Ω	475mW @ 32Ω; 7.2V @ 600Ω	475mW @ 32Ω; 7.2V @ 600Ω
Power (3.5mm)	300mW @ 32Ω; 3.8V @ 600Ω		
Formats supported	DSD256, PCM 384kHz, MQA Decoder		
Input	USB-C		

# Kensei vs. GO bar Looks



# XSpace, XBass+, or Both.

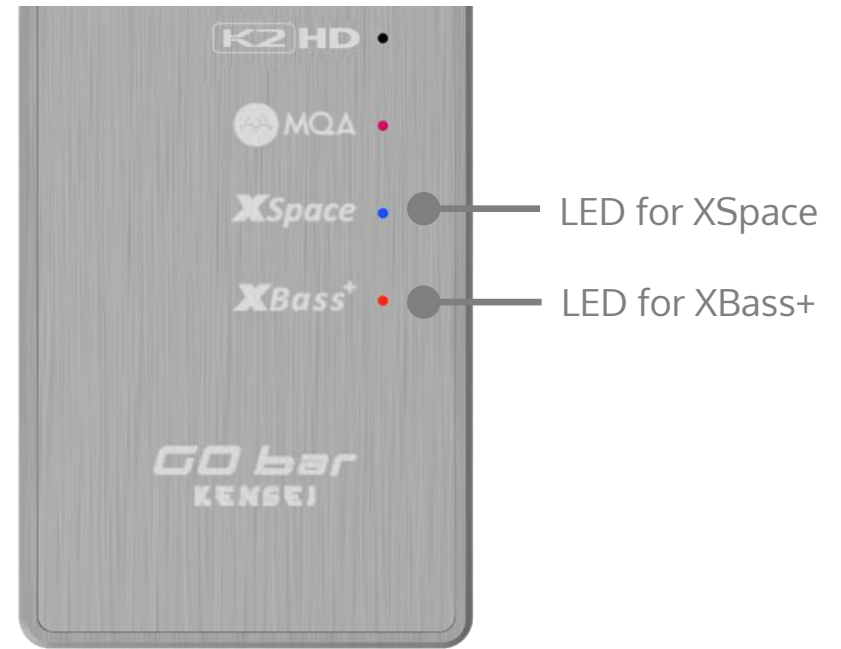
iFi signature **analogue processing**, all in the palm of your hand.

**XSpace**

XSpace enhances the audio by creating a **spacious sound field**

**XBass+**

Add back the lost bass frequencies from open headphones



# Tailor Your Sound.

Four digital filters to tailor sonic characteristics according to the song

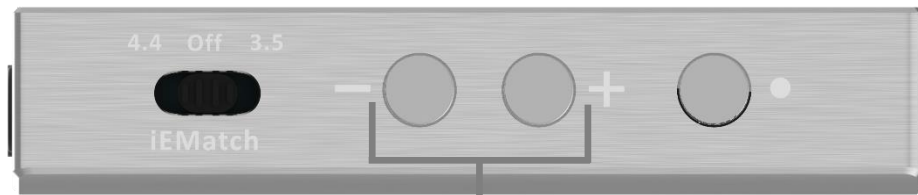


- Bit-Perfect:** No Digital Filtering for natural tones
- GTO:** Recovers inner resolution and music body
- Minimum Phase:** More life-like sound, between BP and STD
- Standard:** Taut dynamics with controlled highs

LED shows filter selected

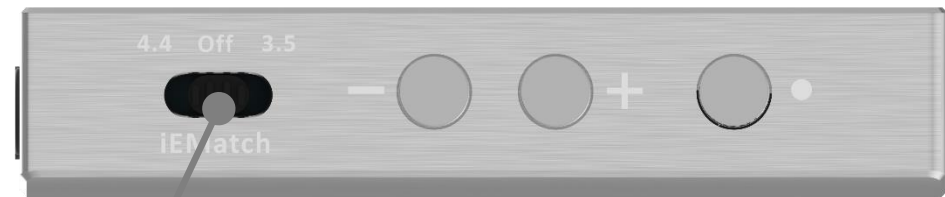
# Supercharged or Super Silent.

**Turbo mode** a 6dB gain boost for hungrier headphones



Press and **hold** for 3s to activate

**iEMatch** for sensitive IEMs.  
Cuts annoying background noise and hiss



Slide to match headphone output



# Balanced or S-Balanced.

Kensei supports a wide gamut of headphones with 3.5mm S-Bal and 4.4mm Balanced outputs.

4.4mm balanced output with symmetrical twin-channel output stage.

iFi S-Balanced technology **cuts crosstalk by 50%** at 3.5mm headphone jack.





## Appendix

# Specifications

GO bar Kensei	
<b>Digital</b>	
Formats supported	384kHz; DSD256 (12.3MHz); full MQA
Digital filters	Standard, Bit-Perfect, GTO, Minimum Phase
K2HD Processing	Yes
<b>Output power (RMS)</b>	
Headphone outputs	4.4mm, 3.5mm
4.4mm	477mW@32Ω; 7.2V@600Ω
3.5mm	300mW@32Ω; 3.8V@600Ω
<b>Headphone output (4.4mm)</b>	
Output impedance	<0.62Ω
SNR	132dBA (with software mute)
DNR	109dBA
THD+N	<0.002% (6.5mW/2.0V @ 600Ω)
<b>General</b>	
Power consumption	<4W max.
Dimensions	65 x 22 x 13.2 mm
Net weight	65.5g

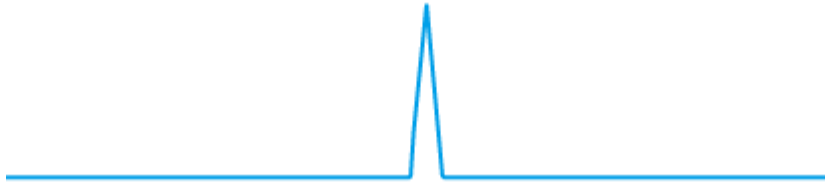
Connectivity	
Digital inputs	1x USB-C
Headphone outputs	1x Balanced 4.4mm; 1x S-Bal 3.5mm



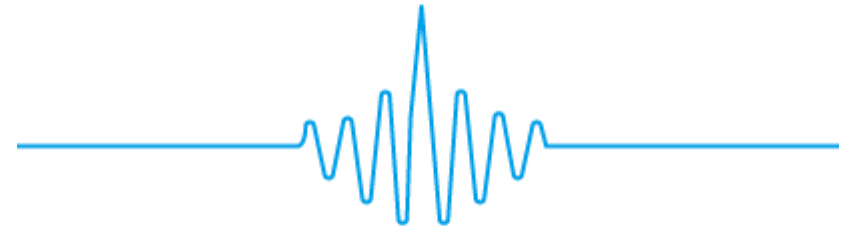
# Explanation of Digital Filters

There's no one-size-fits-all solution; it's about finding what suits you best. The following four digital filters are available:

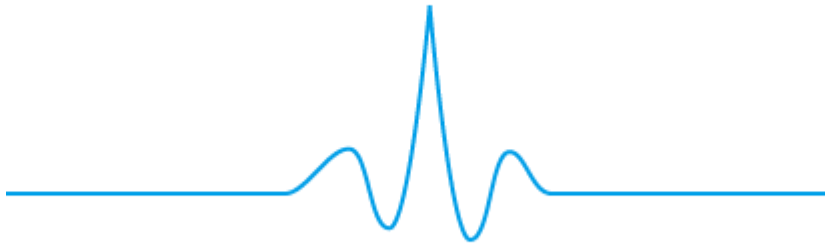
'BP' **Bit-Perfect**, with no digital filtering or pre/post ringing. Delivers crisp, robust sound, sharp natural tones, and a fuller midrange.



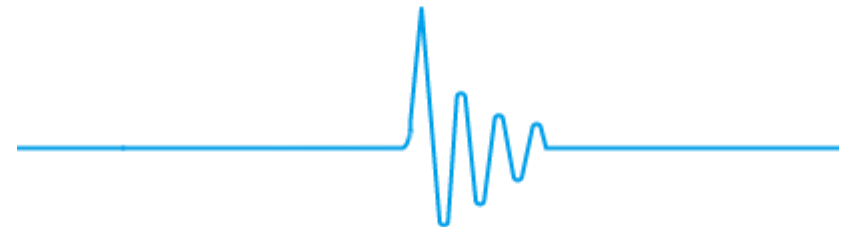
'STD' **Standard** provides balanced filtering with modest pre and post ringing. With its fast roll-off and subtle post-reverb, delivering a powerful sound. It reduces high-frequency noise, resulting in a tighter sound with controlled highs.



'MIN' **Minimum Phase** offers slow roll-off with minimal pre and post ringing, slight reverberation, and a warmer sound. It balances data metrics and listening experience, between STD and BP.



'GTO' **Gibbs Transient-Optimised**, up-sampled to 352.8/384kHz, offers minimal filtering with no pre-ringing and minimal post-ringing. With its precision characteristic, it enhances sound details and density.



# Explanation of Analogue Processing Modes

## **XSpace**

The XSpace Matrix on/off recreates a holographic sound field using purely analog signal processing, designed for headphones **as if one was listening to speakers.**

It addresses the 'music inside the head' sensation that can be uncomfortable.

## **XBass<sup>+</sup>**

XBass is an analogue circuit designed to 'add back' **the lost bass response for more accurate reproduction** of the original music.

Cycle through to select:

**Off** > **XBass<sup>+</sup>** > **XSpace** > **XBass<sup>+</sup>**  
**XSpace**

*Note: Research into headphone frequency response showed that a purely flat response may not be correct. Our long present XBass fits the profile of the low-frequency correction required.*

*Note: Sonically-hindering DSP is NOT used for XBass+ nor XSpace matrix systems. They use the highest-quality discrete components and operate purely in the analogue domain. Hence all the clarity and resolution of the original music is retained.*

# Contents

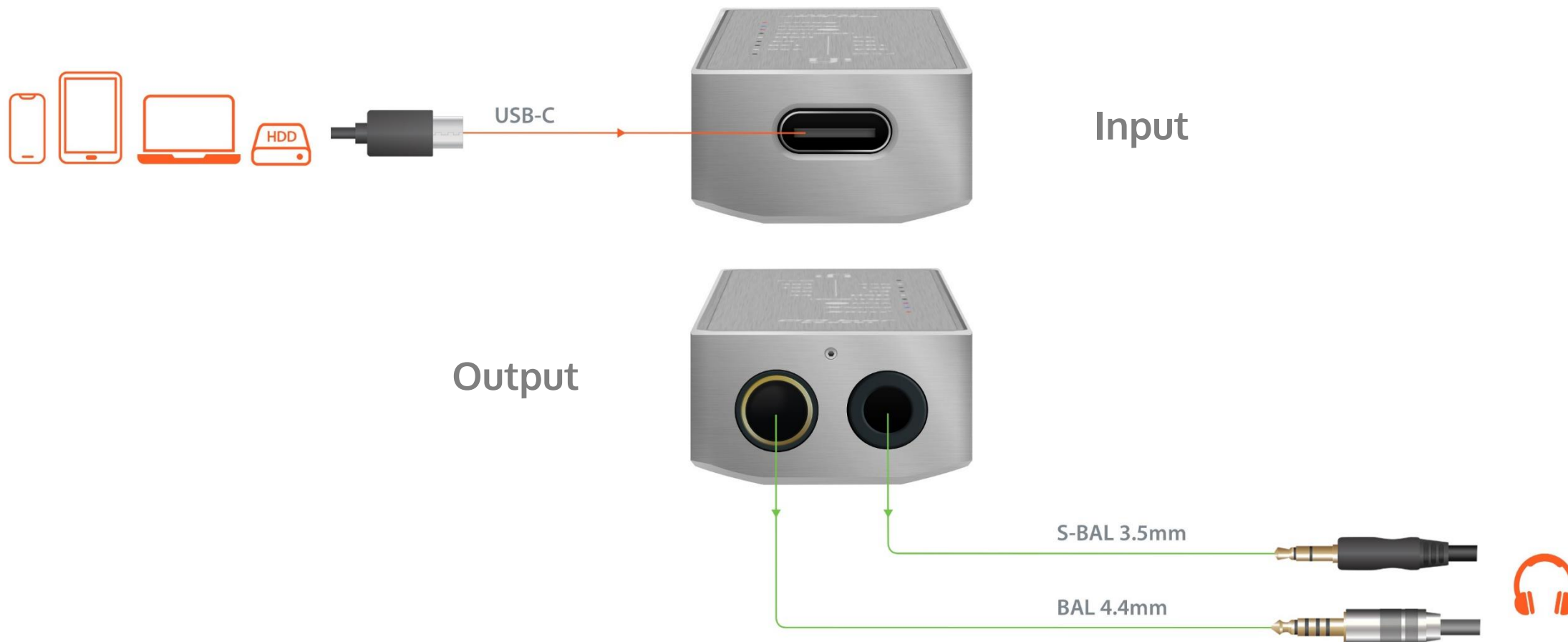


# Packaging

Kensei comes delicately housed within a wooden box adorned with intricate Japanese-inspired designs.



# Connections





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