



FOCAL POINT

...Bringing You and Convergence Together

Newsletter for the Audio & Video Sales Professional - August 18, 2005

Spotlight on ARCAM

This week's Focal Point features new Home Theater product from ARCAM. When we mention ARCAM you may think of high quality CD players and integrated amplifiers and you'd be right – but what you may not know is ARCAM make a broad line of technologically advanced product for theater and custom installation. Spending over 2 years and \$1.5 Million R&D on the AV8 processor alone, ARCAM have shown they are serious about the US Theater and CI markets. Perhaps more importantly the importer – Audiophile Systems in Indianapolis – have a proven track record of 30+ years of supporting the Independent Audio/Video Specialist, and are second to none when it comes to dealer friendly programs and a maniacal policing of the Internet. If you wish to hear & see more about ARCAM give us a call – or see below for a CEDIA Open House Invitation at Audiophile Systems' Indianapolis offices.

Best regards from Mark, Fred, Denise, Jessica, and Mike.

AVR300 - World's Best Receiver



"The Arcam AVR300 is easily the world's best A/V receiver."

Widescreen Review, April 2005

"And it is also far more than that. The Arcam AVR300 utterly and completely transcends the label and category of A/V receiver. ...the Arcam AVR300 takes its place alongside the finest, most expensive high end A/V separates, and deserves to be considered with them as its true competition."

"Also, at it's modest price of \$1,999, the Arcam AVR300 is more than a bargain, it is actually five bargains, for the price of one... best sounding basic power amplifier... best sounding surround processor... best sounding analog line section... best sounding multi-channel D/A converter... and a bargain way to add Pro Logic IIx. Of course, the Arcam AVR300 is actually all five bargains, all rolled into one unit, which gives you all five perfectionist high-end components for the ridiculous high-end bargain price of \$1,999, plus a tuner, plus the convenience of a receiver."

"The Arcam AVR300 transcends categorization. It is an A/V receiver, but is is also so much more. The Arcam AVR300 gets my vote as best product of the year. Not just in one category. Best product of the year, period."

[Download a PDF of the entire Widescreen AVR300 review.](#)

For more information on the AVR300 visit our [Arcam page](#).

New AV Separates

AVP700 Pre/Pro & P1000 Amp Now Shipping

What do you do when you're already making the "world's best A/V receiver" (see story below)? If you're Arcam, you follow it up with what promises to be one of the world's best separate processors and power amps.

The AVP700 takes the processor technology from the acclaimed AVR300 receiver, removes the power hungry amplifier stages from the box, adds HDMI video switching, balanced audio outputs, a massive dedicated preamp power supply, a more sophisticated volume control stage, and dozens of other tweaks to provide a level of performance never before available in a set of moderately priced separates.

The AVP700, at a suggested retail of \$2199, began showing up in dealer showrooms in July. The matching 135 Wpc (all channels driven) P1000 retails for \$2299.



For more information on the AVP700 and P1000 visit our [Arcam Page](#).

Press Raves About Solo

Audio Press Raves about Arcam SOLO.



We've never seen anything quite like this. Review, after review, after review all praise the performance of the new Arcam SOLO music system. Retailing at \$1,599, the SOLO incorporates a CD player, AM/FM tuner, Preamp, and Power Amp all in one attractively styled enclosure. Here's just some of the things they're saying:

*If Apple made amps and CD players, the ARCAM SOLO is what they'd look like... Build quality and attention to detail are all superb... ...refined sonics and consistently involving musical performance. Strongly Recommended. **Stereophile, July 2005***

*In action, Solo is a genuine heavyweight performer that betters all the lifestyle competition we've heard previously by some considerable margin. - **Hi-Fi Choice, July 2005***

*My immediate impression of the Solo was of my jaw dropping to the floor... the Solo could handle subtle recordings with the sort of grace you don't expect from all-in-one units... To me, it looks like we've already found the winning Budget Product of 2005. - **Hi Fi News, June 2005***

*The overall quality is way above that found in the better marketed brands in this sector (i.e., Bang & Olufsen and Bose), and it has a degree of integrity which is clearly related to the Arcam's separates heritage. - **AVReview, May 2005***

*The Solo is capable enough to reveal the intricacies of a CD's production, but polite enough never to sound rude no matter how sub-standard the recordings. Sit back, listen, and enjoy — that's what the Solo is about. - **What Hi-Fi, March 2005***

[Visit our Arcam Page for more info on the SOLO.](#)

Audiophile Systems Open House at CEDIA

YOU'RE INVITED TO THE LAST ANNUAL AUDIOPHILE SYSTEMS CEDIA OPEN HOUSE!

With CEDIA moving to Denver next year, this is their last chance to have their annual CEDIA open house and they plan to make the most of it! Food, libations, and our friends from ARCAM will be there. And ARCAM claims they have a couple of surprise announcements to make, so you won't want to miss this one! Here are the details:

Dates: Thursday, September 8th
Friday, September 9th
Saturday, September 10th
Time: 6 PM to 10 PM
Place: Audiophile Systems World-Wide Headquarters
8709 Castle Park Drive
Indianapolis, IN 46256

Transportation Details: Limos will be cycling between the Convention Center and Audiophile Systems, leaving approximately every 30 minutes. Pickups start at 5 PM and the last pickup is at 7 PM. Return transportation, directly to your hotel, will run until 11 PM.

Limo pickups will be at the Convention Center Motor Lobby, which is on Maryland Street (the Convention Center entrance right across the street from the Westin Hotel). You'll recognize the limos by the big ARCAM sign on the side. If you find yourself waiting for a limo and want to check when the next is scheduled to arrive, give us a call at the office: 317-641-4100.

HOPE TO SEE YOU THERE!

FYI: ARCAM Web Site

Need a spec sheet or review for a client presentation? Visit the ARCAM section of Audiophile Systems' web site - <http://www.aslgroup.com/arcam/index.htm> - for a treasure trove of reviews, user manuals, and other useful information.

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