



MASTERS

**NAD ANNOUNCES THE MASTERS M28 SEVEN CHANNEL  
POWER AMPLIFIER**

*First amplifier of its kind to feature HybridDigital™ Purifi Eigentakt™  
amplifier technology*

**PICKERING, ONTARIO, CANADA, AUGUST 4, 2020** -- NAD Electronics, the highly regarded manufacturer of high-performance audio/video components, today unveiled another new and unique Masters Series product. The M28, a seven-channel high performance amplifier that can serve as a powerful engine for a state-of-the-art multi-channel system for music or home theatre. Of note, the reference amplifier is the first multi-channel amplifier to utilize Purifi's Eigentakt™ (self-clocking) amplifier technology. The M28 (\$4999 U.S. MSRP) is available now to order and will begin shipping in August, 2020.



**HYBRID DIGITAL™ PURIFI EIGENTAKT™ AMPLIFIER**

First embraced in the NAD M33 Masters Series BluOS Streaming DAC Amplifier, the Masters M28 uses the Eigentakt™ amplifier, manufactured by NAD under license from Purifi, a Danish technology company that brought together several of the industry's leading engineers.

While there are many good sounding amplifiers on the market today, Purifi has taken a fresh look at every aspect of amplifier performance and found many seemingly small non-linearities that, when corrected, can make a dramatic difference in the overall sound. Advanced technology, well thought-out PCB layouts and advanced mathematical modelling solved the last remaining limitations of audio amplifiers. The measured result is less noise and lower

distortion, but the audible result is something more. The detail and transparency of the sound provides new levels of refinement at any volume level.

In common with previous generations of NAD HybridDigital technology, but unlike most Class D amplifier designs, the M28 is not only able to easily handle long cable runs but is impervious to the loudspeaker load it is presented with, maintaining the same wide and even bandwidth response irrespective of the speaker's impedance and at the same time providing high current capability. On tap is 200W into 8 Ohms of continuous power for all channels driven at the same time and 560W of dynamic power into 4 Ohms.

Eigentakt technology is very analogue-like in behaviour in the unlikely event the amplifier is driven into clipping. Whereas many Class D designs can become unstable, Eigentakt behaves in a way like the benign way of clipping with instant recovery of well executed traditional Class A/B amplifiers.

“NAD has always been known for great sounding amplifiers that punch way above their weight and the M28 does this at a reference level and then some” states Cas Oostvogel, NAD's Product Manager. “Using the Purifi Eigentakt technology, the M28 delivers massive amounts of power with sound quality that has to be experienced to fully appreciate. Even better, NAD engineers have managed to deliver all this performance at a cost less than traditional technology.”

#### *CONNECTIVITY*

For ease of installation in a variety of systems, the M28 accepts both single-ended RCA and balanced XLR inputs, the latter being the same efficient audio interface as used by professional studios to provide the highest level of signal integrity with the lowest noise floor for the best possible performance. The high-quality binding posts provide rock-solid speaker connections.



The M28's styling is designed to match the NAD Masters Series M17 V2i preamp/processor, for a seven-channel home theatre system that will astound you with its power and grace.



#### *M28 KEY FEATURES*

- HybridDigital™ Purifi Eigentakt™ Amplifier
- 200W x 7 channels into 8 Ohms (20-20,000 Hz) at 0.003% THD
- 4-Ohm stable for use with a wide range of speakers
- Locking XLR connectors and special interface electronics allow long cable runs without noise pickup or signal loss
- Balanced and single-ended line inputs
- 12-Volt trigger

#### *ABOUT NAD ELECTRONICS*

Founded in 1972 and now sold in over 80 countries, NAD Electronics is renowned for its award-winning line of high-quality components for audio, home theatre and custom installation applications. Since the beginning, NAD's commitment to four core values – innovation, innovation, simplicity, performance, and value – have earned it a cult-like following that catapulted it to becoming a household name amongst audiophiles and music lovers alike. To this day, the brand continues to design and manufacture some of the most acclaimed and affordable hi-fi components that include modern features and technologies meant to appeal to a new generation of audiophiles.

#### *CONTACTS*

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NAD ANNOUNCES MASTERS M28

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