



NAD Brings Masters Level Innovation and Performance to the Affordable Classic Series

Venerable Company Rewrites the Playbook for Affordable Component Audio

CEDIA Expo Dallas, TX September 13, 2016 – **NAD Electronics**, the highly regarded manufacturer of high-performance audio/video components, announced three new Hybrid Digital DAC Amplifiers that cover a wide range of technologies, power and price points yet all provide best-in-class performance and value. The **C 338** (\$649) is a compact yet powerful integrated amp designed in the classic NAD tradition by offering high end sound and specifications at a remarkably affordable price. Wireless network and streaming audio are fully supported by Wi-Fi and Bluetooth. The **C 368** (\$899) and **C 388** (\$1599 MSRP) are Future Proof Hybrid Digital DAC Amplifiers that are as intelligent as they are powerful. All three models will be available in October.



Top to bottom: NAD C 338, C 368 and C 388

Technology Advancements

Deploying the three major technology innovations recently debuted in the company's High End Masters Series components, NAD has upped the ante for competitive features and performance in this most important and profitable category of Stereo Separates. While appearing traditional, the combination of these three technologies, create high performance components overflowing with cutting edge digital technology and future-proof features and operation.

- Hybrid Digital Amplification bring new levels of performance to the category
- Modular Design Construction is future ready for feature upgrades
- BluOS™ Wireless Multi-room Audio - the Hi-Res option for streaming music

The C 388 and C 368, shipping now and launching at CEDIA 2016 in Dallas, are Hybrid Digital DAC Amplifiers that bring together all the critical elements of a top performing music system; music sources past, present, and future, in addition to providing a nearly unrestricted reservoir of power that allows your speakers to reveal every nuance of musical detail. Inputs include MM Phono, Stereo Line, Optical Digital and Coax Digital. Their advanced amplifier stages include many cutting-edge technological breakthroughs developed by NAD over decades of creating affordable ultra-high performance audio components. The C 388 delivers 2 X 150W (350W Dynamic @4 Ohms) while the C 368 offers 2 X 80W (240W Dynamic @4 Ohms) both conservatively rated and with virtually no audible noise or distortion.



NAD C 388 Hybrid Digital DAC Amplifier

Future Proofing with Modular Design Construction (MDC)

Found on both C 388 and C 368, MDC this exclusive feature from NAD allows you to customize your NAD amplifier with additional capabilities and features, now or in the future. The two available MDC slots can accommodate a variety of upgrade modules including 4K video capable HDMI switching, additional Digital Inputs, and one of the most advanced Hi-Res Audio multi-room wireless systems available, the BluOS™ music

management system developed by Bluesound. BluOS connects to your network and is controlled via smartphone, tablet, or desktop device to manage your music collection and connect to a growing list of high-quality streaming music services.

Adding the optional BluOS Module provides instant access to your local area network via Wi-Fi or wired Ethernet connection and adds Hi-Res Audio streaming. The BluOS Module also makes the C 388 a single-zone streamer in a multi-room wireless music system fully compatible with BluOS-enabled music systems and wireless speakers.



NAD C 368

C 338 Hybrid Digital Integrated Amplifier

This model is previewing at CEDIA 2016 in Dallas, and arriving to market in late autumn. On the surface, the C 338 appears to be the latest iteration of carefully engineered, great-sounding integrated amplifiers from NAD. A more in-depth look reveals the C 338 features a 2 X 50W continuous amplifier utilizing NAD's Hybrid Digital amplifier technology. This produces a remarkable 150 Watts of Dynamic Power at 4 Ohms, all with virtually no noise or distortion.

The C 338's active power supply, controlled by NAD's latest Asymmetrical PowerDrive, is capable of 160 watts continuously and over 300 watts instantaneously to allow for short-term musical transients. Yet it consumes less than half the power as the similarly powered Class AB NAD C 326BEE. It can operate flawlessly with any AC mains voltage from 100 to 240 volts and provides pure DC power to all the various stages of the C 338. This highly efficient supply also provides near perfect regulation of voltage across a wide range of conditions and provides a solid noise-free foundation for the amplifying stages.

The preamp stage is no less impressive featuring a solid state volume control, with a hi-res dynamic range of 120dB in precise 0.5dB steps, as used in ultra-high end preamps. The onboard DAC, using established high-end practice, uses eight DAC channels configured as a Dual Differential array to also boast 120dB dynamic range. Vinyl lovers rejoice at the return of the famous NAD MM Phono stage: wide dynamic

range, with high overload margin and low noise, super accurate RIAA equalization, and a capacitor-less infrasonic filter extracts every ounce of energy from your LPs.



NAD C 338

So while it is indeed a powerful state-of-the-art amplifier, the C 338 also embodies important technologies such as Wi-Fi and Network. It also provides access to internet radio stations and can serve as an UPnP Client for network streaming from a local NAS library.

Connectivity Plus

On all three models (C 388, C 368, C 338), users can connect instantly with Bluetooth[®] allowing them to stream music wirelessly from any Bluetooth-enabled device. The high performance aptX[®] codec is fully supported for true high fidelity sound on the top two models. The advanced Bluetooth can also be used to listen to other sources connected to the amp via wireless Bluetooth headphones. There is even a control app that allows smartphones or tablet to control all functions of your NAD amp.

“Ever since the NAD 3020 burst on the scene more than forty years ago, the company’s reputation is forever linked to superb sounding, high value integrated amplifiers and these three models proudly carry on that tradition” commented Greg Stidsen, Director of Technology and Product Planning for NAD Electronics. “NAD has continued to push the boundaries of digital amplification with our Hybrid Digital architecture and Asymmetrical PowerDrive. We have eliminated obsolescence with Modular Design Construction while expanding the frontiers of connectivity with Wi-Fi streaming and BluOS wireless multiroom.”

NAD will be exhibiting at CEDIA Expo 2017 in Booth 5716, September 15-17, at the Kay Bailey Hutchinson Convention Center in Dallas, Texas. NAD personnel will be on hand to answer questions about the company’s CI products as well as other NAD models. Sister brands PSB and Bluesound will also be featured in the same exhibit.

About BluOS

BluOS is a proprietary operating system shared by high-end audio brands Bluesound and NAD Electronics. Unlike other solutions that rely on 3rd party software like UPnP, BluOS is a dedicated 'music only' operating system that allows for interoperability among enabled devices and provides connectivity to numerous cloud and network music sources. BluOS fully supports High Resolution Audio (HRA) and Master Quality Authenticated (MQA), as well as all popular lossless and lossy codecs. It is also features seamless integrations with common smart home controls like Control4, Crestron, and RTI, among others. BluOS-enabled devices can be controlled with a free app available for Apple or Android devices, and PC desktops.

About NAD

Founded in 1972 and now sold in 100 countries, NAD Electronics is renowned for its award-winning line of high quality components for audio, home theater and custom installation applications. The company's products consistently deliver outstanding performance, value and simplicity. With over forty years of innovation and value, NAD products are proudly distributed in North America by Lenbrook Americas.

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