Master Marketing Document – ADAM Audio T8V

**1. Key message:**

ADAM Audio's 8" entry-level monitor. Unrivalled, ranging to 33Hz with a max SPL of 118 dB per pair.

**2. Claim:**

T Series. Louder. Lower. (TBD)

**3. The T8V in 150 / 100 / 50 words**

**4. Acronyms for technical innovations: their meanings and pronunciations:**

* U-ART (pronounced ‘you-art’): The Uniformly Accelerated Ribbon Tweeter used in the T8V
* HPS (pronounced 'aitch-pea-ess’): ADAM Audio’s proprietary High Frequency Propagation waveguide
* S-ART (pronounced ‘ess-art’): The accelerated ribbon tweeter used in the high-end S Series monitors
* X-ART (pronounced ‘eks-art’): 1. The proprietary Extended Accelerated Ribbon Technology used in all ADAM Audio tweeters; 2. The name for the accelerated ribbon tweeter used in ADAM’s mid-tier AX Series monitors

**5. Product Overview:**

The T8V is the first 8"-ADAM monitor in the entry-level segment. It extends the product portfolio of the T Series, which was launched in 2018 with the T5V and T7V models and supplemented in 2019 with the T10S subwoofer. The T Series is ADAM Audio’s range of affordable, professional 2-way powered studio monitors, offering high performance for an extremely competitive price. All T series models use the same high-frequency driver (ADAM Audio’s unique accelerated ribbon tweeter); feature a beveled cabinet design, rear-firing bass reflex port, integrated

DSP-controlled crossover and equalization, and multiple analog input connections.

The T8V’s strengths in comparison to competitors' models lie in its superior audio performance, but also in its specs. At 33 Hz, the lower cut off frequency is the lowest of all market segment, and the sound pressure level of 118 db max SPL per pair also makes it stand out in its class. The T8V´s primary application is as a studio monitor for musician and producer owned project / home recording studios. For many users these speakers will be “My first ADAM” in their first recording system, allowing the user to move up within the brand as their applications and budgets increase.

**6. Embedded Technologies, Innovations:**

Many of the technical innovations implemented in ADAM Audio’s flagship S Series range of powered monitors have been leveraged for use in the T8V as well. The design for the T8V’s U-ART 1.9” tweeter is based on that used in ADAM Audio’s X-ART and S-ART tweeters employed in the company’s iconic AX Series and flagship S Series monitors. The U-ART tweeter is mated to a precision waveguide with the same dispersion-control attributes as the High Frequency Propagation (HPS™) waveguide used in ADAM Audio’s flagship S Series monitors. The T8V also features Class D amplifiers with increased power delivery (versus T5V and T7V) (20 W for the tweeter, and 70 W for the woofer), power supplies, and built-in DSP crossovers that are derived from technological advances achieved in the design and production of the S Series line.

**7. Connections and Controls:**

On the rear panels for the T8V, an XLR connector and RCA jack respectively accept balanced +4 dBu and unbalanced -10 dBV analog audio inputs. An associated 2-way switch activates either input connector to receive an input signal. The T8V automatically accepts AC voltages ranging from 100 V to 240 V, at 50/60 Hz. Thus, the monitor can be connected to professional and prosumer recording systems, and to both balanced and unbalanced I/O boxes for DAWs—virtually anywhere in the developed world with plug and play ease. Two filters boost or cut respective low and high frequencies ±2 dB controlled via 3-way switches and also provide a ‘flat’ setting. These EQslet you tailor the T8V’s frequency responses to adapt the audio reproduction when sitting on shelves, a table top, or a console’s meter bridge, and close to nearby walls.

**8. Features, Benefits, Advantages:**

The T8V impresses with a multitude of features that bring real benefits to the user:

* The U-ART tweeter’s 4:1 velocity transfer ratio, in combination with the new Class D amplifiers’ high dynamic range, yield respective maximum peak SPLs of 118 dB per pair. The T8V can therefore handle high monitoring volumes without distortion, which also allows a larger monitoring distance.
* The tweeter, which reaches up to 25 kHz, works as a team with the HPS Waveguide. This allows an optimal radiation of the high frequencies, which means the advantage of a larger, more controlled sweet spot for the user. In other words: its working area in your room is increased without any loss of quality. By the way, the T8V is also the only 8" loudspeaker in the entry-level segment with a high-resolution AMT tweeter.
* The T8V extends down to 33 Hz and is therefore especially suitable for users who produce bass-heavy music like drum'n'bass, house, ambient, dub, IDM, but also bass-heavy non-electronic music like funk, metal, blues or pop.

The T8V is the perfect studio speaker for those who have always wanted to work with an 8" monitor from ADAM Audio, but where budgets have been insufficient. The 5-year warranty gives users additional security and the certainty of having purchased a quality product.

**9. Pricing**

**10. Complete technical data**