

fact[®]



The definition of *fact* - **noun** - a thing known to be true with complete certainty

fact[®] is a groundbreaking range of loudspeakers that provides just that.

The unadulterated essence of the recording delivered by wholly elegant form.

fact[®]

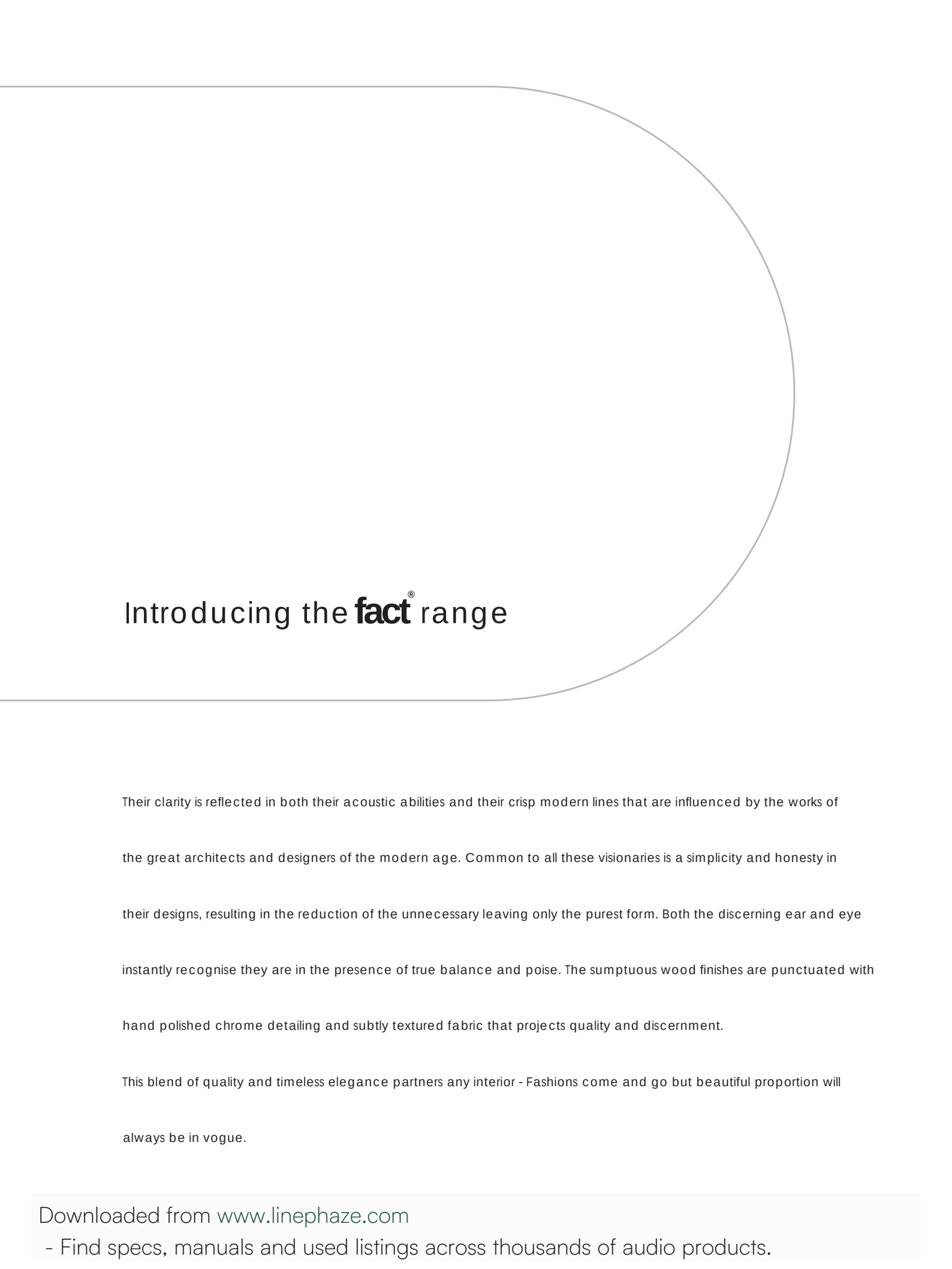
Such understated style has never been so bold



fact8 in Rich walnut

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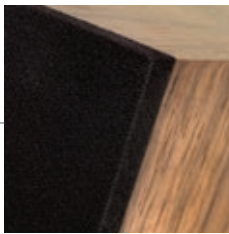
Introducing the **fact**[®] range

Their clarity is reflected in both their acoustic abilities and their crisp modern lines that are influenced by the works of the great architects and designers of the modern age. Common to all these visionaries is a simplicity and honesty in their designs, resulting in the reduction of the unnecessary leaving only the purest form. Both the discerning ear and eye instantly recognise they are in the presence of true balance and poise. The sumptuous wood finishes are punctuated with hand polished chrome detailing and subtly textured fabric that projects quality and discernment.

This blend of quality and timeless elegance partners any interior - Fashions come and go but beautiful proportion will always be in vogue.



It's all in the detail



Many great painters have been reticent to try their hand at sculpture, as the form can be viewed from all angles causing many more dilemmas. With **fact**[®], every angle and feature has been harmoniously combined to create a whole that is obviously right.

The mix of tactile soft feel surfaces, textured fabric, luxurious timber and the lustre of hand polished chrome create the air of solidity and a marque of taste.

The simple function of removing and replacing the grille from the front baffle becomes a pleasure. Concealed rare earth magnets within the cabinet gently pull the grille into its rest position. With the drive units exposed, the front baffle, uncluttered and free from the usual grille mounting points, continues the **fact**[®] design ethos.

The cabinets

To create the perfect cabinet, one that pleases both the eye and the ear, requires a partnership forged from cutting-edge, computer-controlled machining and an intimate knowledge of traditional craftsmanship and materials.

Structural integrity and accuracy are the most crucial elements when making any loudspeaker enclosure, and with **fact**, every element has been considered to enhance performance. Forming both the cabinet and housing the sophisticated **ATL**[™] (Advanced Transmission Line) are precision machined panels, some as much as 18mm thick, that are prepared both inside and out with veneer that guarantees their stability and long life.

The accuracy of the joints, together with modern bonding agents creates one homogeneous, flawless structure that acts as the ideal, inert platform for the drive units to deliver pure, uncoloured audio.

Leaves of the world's premium veneers, all sourced from sustainable forests, are hand-selected and matched so that each cabinet face appears as a perfect mirror image. They are finished with a delicate lacquer to give a faultless, deep and lustrous sheen that will compliment both modern décor and fine, classical furniture.



Our heritage

PMC, the authority for quality sound.

Prince

Stevie Wonder

Francis Rossi (Status Quo)

BBC

Tony Bennett

JVC Studios

Tori Amos

Rough Trade

Coldplay

Damien Hirst

Over two decades, PMC have earned an unrivalled reputation for creating the

world's finest professional loudspeakers.

Simply put, our loudspeakers provide a

reference for the world's highest profile

productions and events. They are found

at every stage of the creative process,

from conception to recording and

broadcast, and of course in, the home.

Our client list reads like a who's who of the

sonically aware with Prince, Stevie Wonder,

Coldplay, Robbie Williams, Brian May,

Universal, Sony, Dreamworks, Deutsche

Grammophon and the BBC among

the makers of movies and music.

Our loudspeakers were used in the

production of Titanic, Spiderman III,

Monsters vs. Aliens, Finding Nemo,

Pirates of the Caribbean III and during

broadcasts of the Beijing Olympics, 2008.

UNIVERSAL MUSIC GROUP

Robbie Williams

Royal College of Music

Brian May

Kraftwerk

Warner Music

Underworld

Emil Berliner/Deutsche Grammophone

Google

Siemens

The combination of accumulated technical knowledge and the experience gained from being close to the creators of music has been distilled into the **fact** range - you will hear it exactly as the artist intended with all the passion and emotion of the performance.





PMC[®]

ATL[™]
Advanced Transmission Line

Technology

Basically speaking

The world's leading professionals rely on the accuracy of PMC's designs everyday to create much of the music and sound you hear. You can rest assured that what you hear from a PMC speaker is identical to the version approved by the artist themselves.

What they offer above a standard HiFi speaker

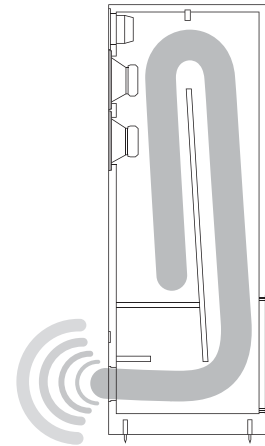
Detail - They are extremely detailed and sound natural -

As if the musicians are with you in the room

Room filling - The sound they produce covers a massive area, so wherever you sit you still hear everything

Full, rich sound at any volume - You can listen at low level and still hear bass - Ideal for low level or late night listening

Reliability - all the components are tried and tested in the professional world



fact:8 cross section
showing ATL[™]

Ease of drive - They are efficient and therefore can be driven by the vast majority of good quality amplifiers

Ideal for surround - They all have an identical tonal balance and can be mixed and matched to create the ultimate surround sound system

Easy to position - They sound superb in a vast array of rooms, large and small

Feel good - They are made in England by hand, by nice people who care, and love audio

Boast - You have joined the long list of world famous music makers and recording studios using PMC's **ATL**[™] technology - See www.pmc-speakers.com and click on key clients

Technically speaking

PMC's (Advanced Transmission Line) enclosures have taken loudspeaker design to the highest level.

A PMC transmission line design utilises sophisticated cabinet construction, PMC designed drive units and patented absorption materials and techniques.

The benefits are enormous compared to the relatively simple sealed and ported models currently available elsewhere.

The bass driver is placed at one end of a long tunnel (the transmission line), which is heavily damped with absorbent acoustic material. This material is specified to absorb the upper bass and higher frequencies that radiate from the rear of the bass driver. The lowest frequencies, which remain in phase, then emerge from the large vent at the end of the line, which essentially acts as a second driver. One advantage to this approach is that the air pressure loading the main driver is maintained, thus controlling the driver over a wide frequency range,

which in turn significantly reduces distortion. A spin-off from the lack of distortion is that the upper bass and midrange detail is not masked by harmonic distortion residing in the

very low frequencies. The result is PMC's characteristic transparent midrange and fast, attacking bass notes, all reproduced with outstanding clarity.

A further advantage of the transmission line approach is a cabinet that produces a higher volume and greater bass extension than a ported or sealed design of a similar size, even if identical drivers were used. Moreover, as the loading on the main driver is maintained at all volumes, the frequency response also remains consistent regardless of listening level.

Casual late night listening or analytical studio sessions can be conducted without the need for high volumes to achieve maximum bass response. A characteristic that is especially suited to both the home enthusiast and recording professional alike.

'No other technology provides such a huge, rich room filling sound'

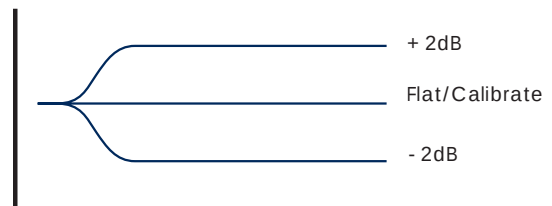
Take control

One of the most common questions asked by clients; will these loudspeakers integrate well in my room?

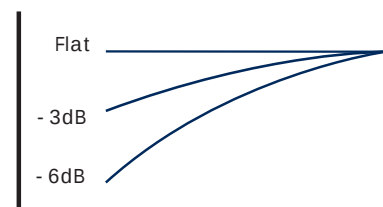
With **fact**® the answer will always be yes.

With **fact**® the problems of combining the various sound signatures of electronics, cables and above all room acoustics are now resolved. Our design team have engineered an elegant and effective solution to this previous insurmountable issue.

Set within the solid, brushed anodised rear panel are audiophile grade switching that allow the tailoring of the loudspeaker's bass and high frequency response. This fine-tuning will ensure the perfect sound balance in any room and with any source combination.



High Frequency



Low Frequency

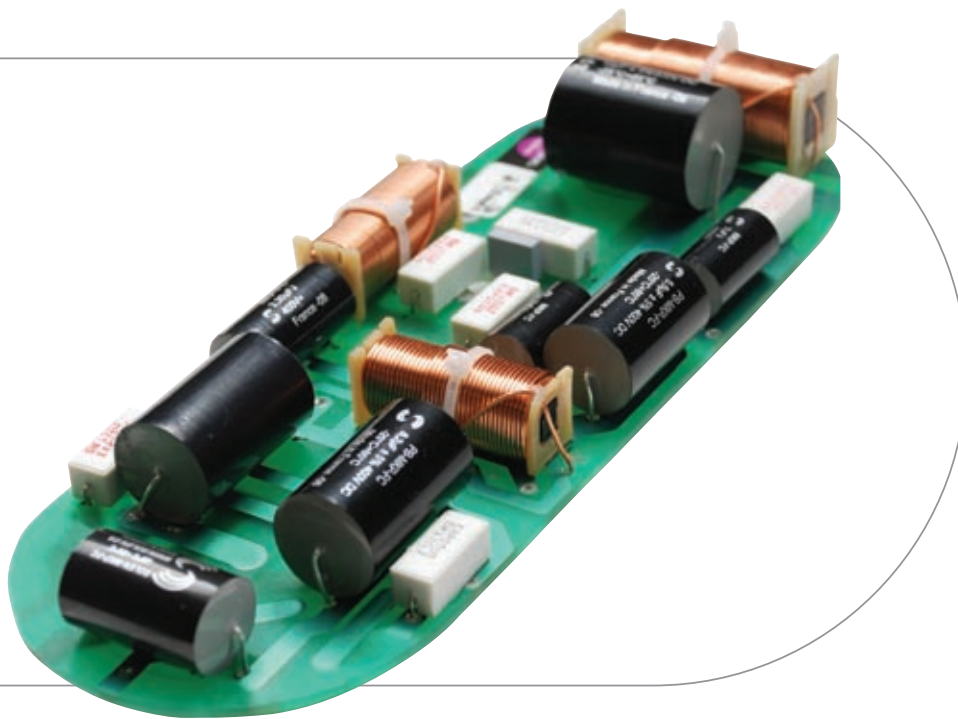


The **fact Ag** binding post

For the fact range a very special binding posts has been created. With absolute transparency of audio in mind the **fact Ag** pure silver coated binding post provides the ideal connector for 4mm plugs or spades and ensures the perfect transfer of untainted signal from cable to speaker -

The **fact Ag**, is the sound connection.





The crossovers - hidden perfection

The purpose of a crossover is to divide the incoming signal from an amplifier into the frequencies best suited for each of the drive units within a loudspeaker, a key design element that demands the utmost precision. All **fact**® designs feature extremely accurate and sophisticated crossovers that incorporated steep, 24dB per octave filters. Their foundation is a military-grade glass-fibre board, cut in the signature **fact**® “lozenge” shape, upon which ultra-thick, pure copper tracks are aligned to optimise unrestricted current delivery.

Only components that have passed extensive

comparative listening tests were selected, and even their mounting orientation was carefully evaluated to eradicate any electromagnetic interaction that could potentially impair signal transmission.

This holistic approach, where all design elements are treated with the same significance, is a signature of the **fact**®'s design excellence. This guarantees supreme power handling and ultra-low distortion, both of which play a major role in the exceptional clarity and wide, three-dimensional soundstage to be enjoyed across a wide listening area.

The lifeline of just one component

When designing the **fact**[®] crossover, the value of the capacitors was first calculated, and then the best-sounding example - chosen from many different manufacturers - was selected.

Upon delivery, each capacitor is tested to ensure it matches the required specifications and a record of the measurement results are kept. Pairs of capacitors with identical specifications are used in each pair of loudspeakers, ensuring that their characteristics are indistinguishable.

The capacitors are then soldered, bonded and anchored by hand onto the military-grade crossover circuit board, which is also individually inspected and tested.

The crossover can then be considered for installation, but only after its performance characteristics are approved following both critical listening tests and exacting computerised measurements.

But it's not just capacitors and crossovers; every single component of PMC's **fact**[®] loudspeakers is subject to the same rigorous test procedures, ensuring that each loudspeaker is a precise replica of our reference.



The drive units

For almost twenty years, PMC has been manufacturing drive units for the most analytical and critical professional clients, for whom quality and reliability are of paramount importance. **fact**[®] raises the bar yet further, an intensive research and design process resulting in an even higher standard of performance.

Through the standardisation of both tweeter and bass units, every **fact**[®] model is not only visually consistent, but also shares the same acoustic signature, making the range ideal for high-end surround and multi-room installations where different models can be chosen for specific locations and roles.

Many of the lightest, strongest and most durable substances known to science are naturally-occurring, honed over countless millennia, and it was from this vast resource that PMC selected materials to compliment the ultra high-tech, modern technologies incorporated into our latest drive units. The result of this unique combination is a sound that is cutting-edge, uncoloured and natural.



The bass unit

The hand-built **fact**[®] bass unit is a potent powerhouse, boasting a newly developed, super-stiff yet lightweight cone that is ideally suited for both rapid and dynamic excursions and the subtlest of musical nuances.

Combining this driver with PMC's **ATL**[™] technology produces clean, well-defined and deep bass at all volume levels together with an extremely vivid, yet delicate midrange that makes vocals almost tangible. You'll be taken aback by the attack of a snare drum yet at the same time, be able to feel every breath from your favourite singer.



The tweeter

Our newly developed, high-tech SONOMEX™ soft-domed tweeter produces the exceptionally smooth, delicate high frequencies that are a characteristic of **fact**® loudspeakers. As it produces a near holographic soundstage that encompasses a vast area, this distinctively shaped device makes achieving the ideal positioning within a room a painless experience. Rather than optimum imaging being limited to a small “sweet spot”, **fact**’s exceptionally vivid and three-dimensional stereo presentation can be heard by many listeners, making for a shared experience that is perfect for both stereo and surround sound systems.



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UK T + 44 (0) 870 444 1044

USA T 949 861 3350

Sales@premonitor.co.uk

Sales@pmc-speakers.us

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