

A y r e

## ringing the changes

Ayre is pleased to announce the results of an intensive research program in to the audible performance of various digital filters, including 'non oversampling' filterless designs. Extensive listening tests have shown that our new custom DSP based 'Minimum Phase' filter provides a significant leap forward in both musical naturalness and ease of listening.

Now a giant step forward has been taken in the musical naturalness of digital audio reproduction. The unnatural pre-echoes (common in the majority of existing filters) have been completely eliminated. All of the filters ringing occurs after the musical transient. This is identical to the way that sounds occur naturally in nature.

This type of digital filter is not available in off the shelf chips. Instead it must be implemented in custom DSP filters. In the case of the new Ayre MP disc players, we use sophisticated FPGA's (Field Programmable Gate Arrays) to create the desirable custom filter. Owners of both Ayre CX-7e and C-5xe are able to have their players upgraded to the latest MP specification.

The Ayre MP filter provides a significant step ahead in digital reproduction. The CX-7eMP provides this advanced technology for CD's, while the C-5xeMP universal disc player takes this to the limit of today's recording technology at 192kHz and 24 bits.

When the music is paramount the new Ayre MP filters create a new standard of musical naturalness.



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