



BRAND BOOK 2019

PIEGA
S W I T Z E R L A N D



HOW IT ALL STARTED.

It all started in 1984 when Kurt Scheuch, an engineer and amateur musician, first met Leo Greiner, a businessman with a passion for building loudspeakers.

Two different personalities and different set of skills, they shared a passion for Hi-Fi.

Kurt Scheuch was experimenting with electrostatics and had a goal of building a technically perfect loudspeaker. By this time, Leo Greiner had already developed several loudspeaker models as well, but his focus was on aesthetics and design.

Production in the backyard

The two audiophiles joined forces and so their partnership began. In a rented backyard garage, they produced a customized loudspeaker series for a demanding client. Hoping to take their passion further and becoming successful, they founded the company PIEGA SA in 1986 together with Christian Schmid, a lawyer and music lover.

Handmade ribbon tweeter

In the workshop at the home of Leo Greiner, the young entrepreneurs produced their PIEGA loudspeakers in small series and gave them melodious names such as Arabella, Romeo and Elektra. These models already included the now legendary PIEGA – a technology for the high range of a loudspeaker. This tweeter system, along with the coaxial ribbon tweeter system developed later, has earned the company worldwide recognition. Although the technology has evolved over time, the ribbon tweeter systems are still manufactured the same way as in the beginning: By hand in a complex process.

Production sites in Horgen and Wädenswil

In 1991, the production moved to a former tannery in Horgen - on the shores of Lake Zurich. The company grew steadily over the years and a second production site was built in Wädenswil in 2002.

Made in Switzerland - worldwide recognition

Numerous test wins and awards from renowned international trade magazines are a stamp of approval of the quality standards that PIEGA has set for itself. But the company is constantly aiming higher and pushing the limits of what can be done. This means perfection down to the very last detail, from development through staff to production and quality control.

More than 30 years after its foundation, PIEGA is now in its second generation, selling high-quality loudspeakers around the world. Due to the pure acoustics as well as the refined and slim design, PIEGA loudspeakers meet the needs of the most demanding customers.

BRINGING MUSIC BACK TO YOUR LIFE

BRINGING MUSIC BACK TO YOUR LIFE

People have instant access to their music library today - anytime and anywhere.

Music can be enjoyed in so many ways and often while doing something else:
Riding a bike, cooking, driving, running and so on.

People have forgot what it means to sit down and simply enjoy music for the sake of music. People simply consume it without knowing how beautiful and pure music enjoyment can be. And we want to bring that enjoyment back.

**EXPECT
MORE**

BRAND PROMISES

EXPECT MORE means that we are never satisfied with average. The philosophy "EXPECT MORE" resonates in everything PIEGA does.

We expect more of our suppliers and the raw materials used for our speakers.

We expect more of ourselves and the way we communicate and deal with our stakeholders.

We expect more of our dealers and the way they commit to our products and our service.

All this because of one reason: to guarantee that you can EXPECT MORE of PIEGA.



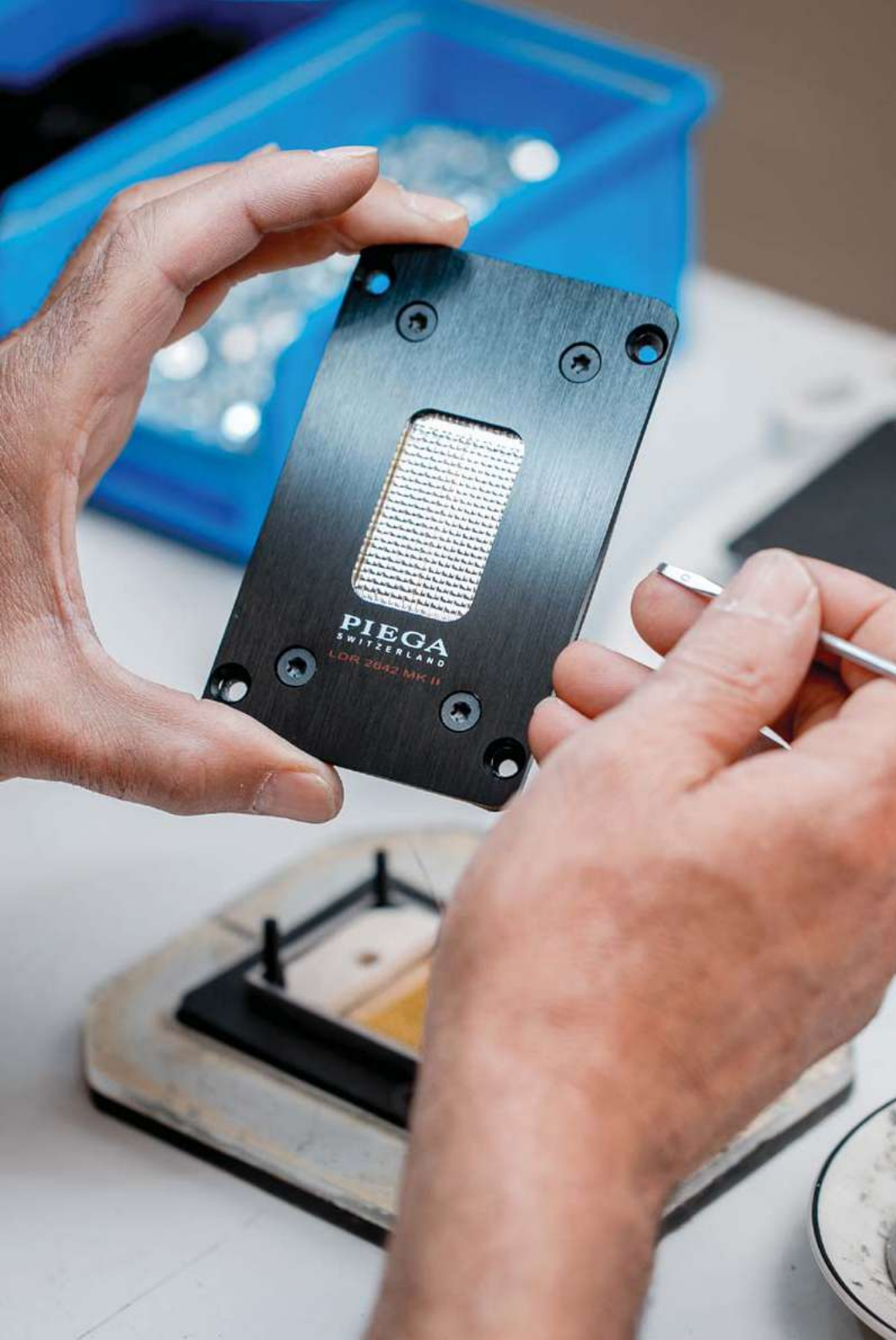
POSITIONING

Positioning provides the details on the benefits our customers will enjoy. This level of detail is important when we develop ideas, communication or make decisions that reflect on the brand.

PIEGA is a Swiss premium loudspeaker manufacturer with superior sound qualities. You don't just hear the music. You see, feel and experience it.

Next to the good sound quality, and an equally important selling point, is the visual aspect. These elements underpin the PIEGA brand positioning:

- 1. Sound quality:** Where true music enjoyment starts. Our outstanding sound quality is a testament to our innovative technology.
- 2. Product quality:** Made in Switzerland
- 3. Innovation/Technology:** Our unique ribbon and coax technology is a guarantee for superior sound and a unique look. Usability should always be simple.
- 4. Passion:** The passion of every employee is reflected in every PIEGA speaker. Everyone on our team is highly dedicated and identify with the company.
- 5. History:** PIEGA is a family-owned company steeped in heritage and with a story to tell.
- 6. Design:** Minimalist and timeless product design with a recognition factor.
- 7. Music quality:** Our speakers render what is played in the concert hall or sound studio as directly and naturally as possible.



PIEGA SPIRIT & VALUES

Loyalty

Respect

Pleasure

Innovation

Passion

Honesty

Everyone in the PIEGA family have their own character and bring it into the company.

An amazing team spirit, team work, fun, passion, innovation and love for music is what motivates us and lets us make products of this quality.

It's a privilege we do not take lightly.

Every PIEGA speaker is a unique piece of art.

TONE OF VOICE

Honest

Serious – but relatable

Engaging

Confident

Logical / Reasonable

Easy to understand

Informal culture







TARGET GROUP

All music lovers around the world with a high expectation of sound quality paired with original and timeless design.

THE PRODUCT LINES

PIEGA loudspeakers boast a number of technological features.

The ribbon tweeter is the heart of every PIEGA loudspeaker. Because it is much lighter than conventional tweeters, it speeds up and breaks down much faster. This is what creates the superior sound and detailed resolution, giving the customers the feeling of experiencing a live concert in their own living room.

Our Coax system has the mid-range implemented as well.

In conventional systems, the radiation of high-range and mid-range comes from different points. This means that the sound might be lacking or a bit off because the phase transitions are shifting. It will only sound correct if you sit in the sweet spot.

This issue does not exist with the Coax, as high-range and mid-range come from the same point. The customer can be more flexible as the sound is great no matter where he sits. It also makes the system easy to set up in rooms with a difficult acoustic. In other words: The customer can get the feeling of being at a concert. At home.

The aluminium cabinets play an important role in the precise bass rendition. With aluminium, small speakers suddenly sound bigger and let's face it. Women don't generally sway towards big loudspeakers in the living room. The Coax is the perfect solution that does not compromise on sound and design.

All aluminium speaker models are available in three versions: silver anodised, black anodised and white varnish. Additional models on request.

MASTER

COAX

PREMIUM

TMICRO

CLASSIC



MASTER

The German newspaper Frankfurter Allgemeine Zeitung had this to say about Master: "This equipment is among the best that loudspeaker engineering has to offer". The Master line source series is our flagship series, showcasing the very best of our technology.

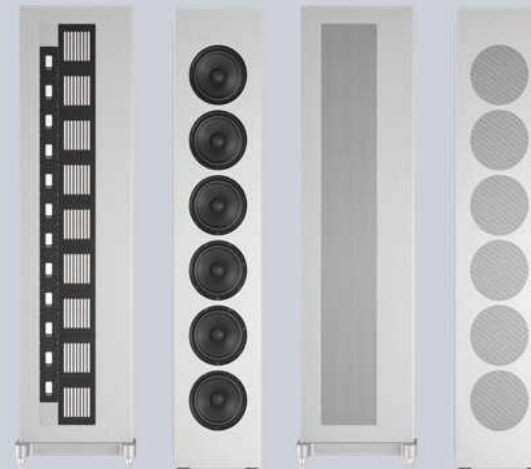
A line of our high range and mid-range ribbons abstract music to both front and back, creating the feeling of being at a live concert.

The three different models are truly unique in their design. All models are produced by hand with the utmost care by dedicated PIEGA employees in our studios in Horgen. The speakers are acoustically adapted and subjected to rigorous testing before they leave our works.



Master Line Source 3

Master Line Source 2



Master Line Source





COAX

The Coax series, equipped with coaxial ribbon systems, plays every piece of music with incredible precision and speed. The simultaneous transmission of all high and mid-range frequencies provides a clear, natural and flawless sound pattern.

The HighEnd Coax series is beautifully sculpted. The portfolio includes the bookshelf Coax 311 loudspeaker, the slim column loudspeaker Coax 511, the column loudspeaker Coax 711 and the Coax Center 111.

All models are produced by hand with the utmost care by dedicated PIEGA employees in our studios in Horgen. The speakers are acoustically adapted and subjected to rigorous testing before they leave our works.



Coax Center 111



Coax 311



Coax 511



Coax 711





PREMIUM WIRELESS

The trend towards digitalization is having an increasing effect on our day-to-day lives and has also given rise to changes in the use of music media. Music accompanies us throughout our entire life and can be taken with us anywhere. Digital play lists and music streaming are driving out the use of records and CDs.

The change also affects the way in which we handle music and where, when and how we consume it. However, this increased mobility took its toll, as the first wireless systems suffered from a reduction in sound quality.

For us at PIEGA, the perfection of musical reproduction is essential. We have set ourselves the task of making music accessible without any restrictions and integrating the new transmission technologies in our company. Therefore we built a premium loudspeaker and made it wireless.

PIEGA's Premium Wireless Series consists of three wirelessly controllable active loudspeakers as well as PIEGA connect. This module is used for connecting existing HiFi components and for the wireless transmission of music signals to the loudspeakers. The signals are transmitted via a lossless digital wireless link, enabling music to be played via analogue and digital inputs, as well as via the integrated Bluetooth aptX module. In this way you can stream your favourite music, directly from your smartphone, tablet or notebook.





PREMIUM

Whether voice, orchestra, electro or single instrument - the PIEGA Premium Series delivers an inspiring sound experience.

The secret lies in the combination of state-of-the-art chassis technology, our ribbon tweeter and the aluminium cabinet. These three elements come together to give the Premium speakers a wonderful sound quality.

To refine the design, Swiss designer Stephan Hürlemann has fitted the front covers flush with the C-shaped cabinet profile, creating a formal harmony that fits perfectly into every room.

The Premium series includes a book shelf speaker (Premium 301), two floor stand speakers (Premium 501 and 701), a Center Speaker (Premium Center) and a wall mounted speaker (AP 1.2).





TMICRO AMT

The PIEGA TMicro series sees the first ever use of the new ribbon tweeter known as the AMT-1.

This transducer combines the benefits of ribbon technology with the economic production of a dome tweeter. The aluminium cabinets in the TMicro series are exceptionally slim. Powerful, tight and deep bass reproduction is safeguarded despite the compact dimensions.

The portfolio includes the bookshelf TMicro 40 AMT loudspeaker, the slim column loudspeaker TMicro 60 AMT, the TMicro Center AMT and the subwoofer TMicro SUB.



TMicro Center AMT



TMicro 40 AMT



TMicro Subwoofer



TMicro 60 AMT





CLASSIC

The Classic Series includes four elegant yet cost-effective models in piano black or white finish. They also have innovative technical components and captivating musical qualities. The highlight is the newly developed AMT-1 tweeter's homage to its origins.

The portfolio includes the bookshelf Classic 3.0 loudspeaker, the small column loudspeaker Classic 5.0, the column loudspeaker Classic 7.0 and the Classic Center Large.





LOGO

Primary logo

The PIEGA logo is predominantly used in its black or white form.

Colouring and photo backgrounds

The logo can be used on a solid background as well as a photographic background, if the entire logo is visible and readable.

Secondary logo

On occasion, a grey logo may be needed. The grey PIEGA logo is made by 70% black colour.

This logo should only be used on a white background or at least a solid coloured background.

The Swiss flag logo

The PIEGA logo with the swiss flag is used for our social media channels as well as for advertising and merchandising articles.

PIEGA Primary logo

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA Secondary logo

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

PIEGA
S W I T Z E R L A N D

The Swiss flag logo



USING THE LOGO

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, or lessen the impact of the brand.

It is essential for the success of the brand that the logo always be applied with care and respect, according to these guidelines.





DON'TS

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't place elements in the logo clear space.
- D. Don't resize any part.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't use off-brand colours.
- G. Don't add dropshadows or other text styles.
- H. Never remove the country name from PIEGA.
- I. Don't contain the logo in a box when used on a background.

EXAMPLES

PIEGA
S W I T Z E R L A N D

A.

PIEGA
S W I T Z E R L A N D

B.

PIEGA
S W I T Z E R L A N D
TEXT

C.

PIEGA
S W I T Z E R L A N D

D.

PIEGA S W I T Z E R L A N D

E.

PIEGA
S W I T Z E R L A N D

F.

PIEGA
S W I T Z E R L A N D

G.

PIEGA

H.



I.



TYPOGRAPHY

PIEGA always uses the sans-serif typeface Helvetica Neue. Like PIEGA this font is developed in Switzerland by the Swiss typeface designer Max Miedinger.

The font is minimalistic, timeless and very easy to read.

PIEGA uses the two versions "**85 HEAVY**" for headlines, body copy header or highlighting. And the "35 Thin" for Body copy.

Typing the PIEGA name

When you are typing our name PIEGA always has to be written with capital letters.

The PIEGA name must never be used with hyphens (ex. PIE-GA) or split over two lines. PIE-GA.

Helvetica Neue LT Std 85 HEAVY

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVXYZ**

**abcdefghijklmnopqrstuvxyz
(.,:;!\$&@*) 0123456789**

Helvetica Neue LT Std 35 thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVXYZ

abcdefghijklmnopqrstuvxyz
(.,:;!\$&@*) 0123456789

HEADLINE: 85 HEAVY

Body copy header: 75 bold

Body copy: 35 thin

COLOURS

PIEGA Primary Colours

The overall primary colours of PIEGA is black and white. For details, boxes or other graphic elements grey can be used.

PIEGA Primary colours

WHITE
RGB 255,255,255
CMYK 0,0,0,0

BLACK
Black C
RGB 0,0,0
CMYK 0,0,0,100
000000

PIEGA Detail colour

GREY
Pantone Cool Gray 1 C
RGB 218,218,218
CMYK 0,0,0,20
dadada

PIEGA Red logo colour

SWISS RED
Pantone 185 C
RGB 234,0,41
CMYK 0,100,81,0
ea0029

PIEGA Grey logo colour

LOGO GREY
Pantone 447 C
RGB 63,63,63
CMYK 67,60,60,45
373a36

PIEGA Grey background colour

BG GREY
RGB 205,210,217
CMYK 23,15,12,0
cdd2d9



PHOTOSTYLE

There is more to PIEGA than high quality loudspeakers. PIEGA is an experience, a passion, a lifestyle. The most important job of the brand images is to visualize just that.

The images must show how the loudspeakers can be incorporated – but not hidden - into today's modern homes. The images must show different lifestyles and setups.

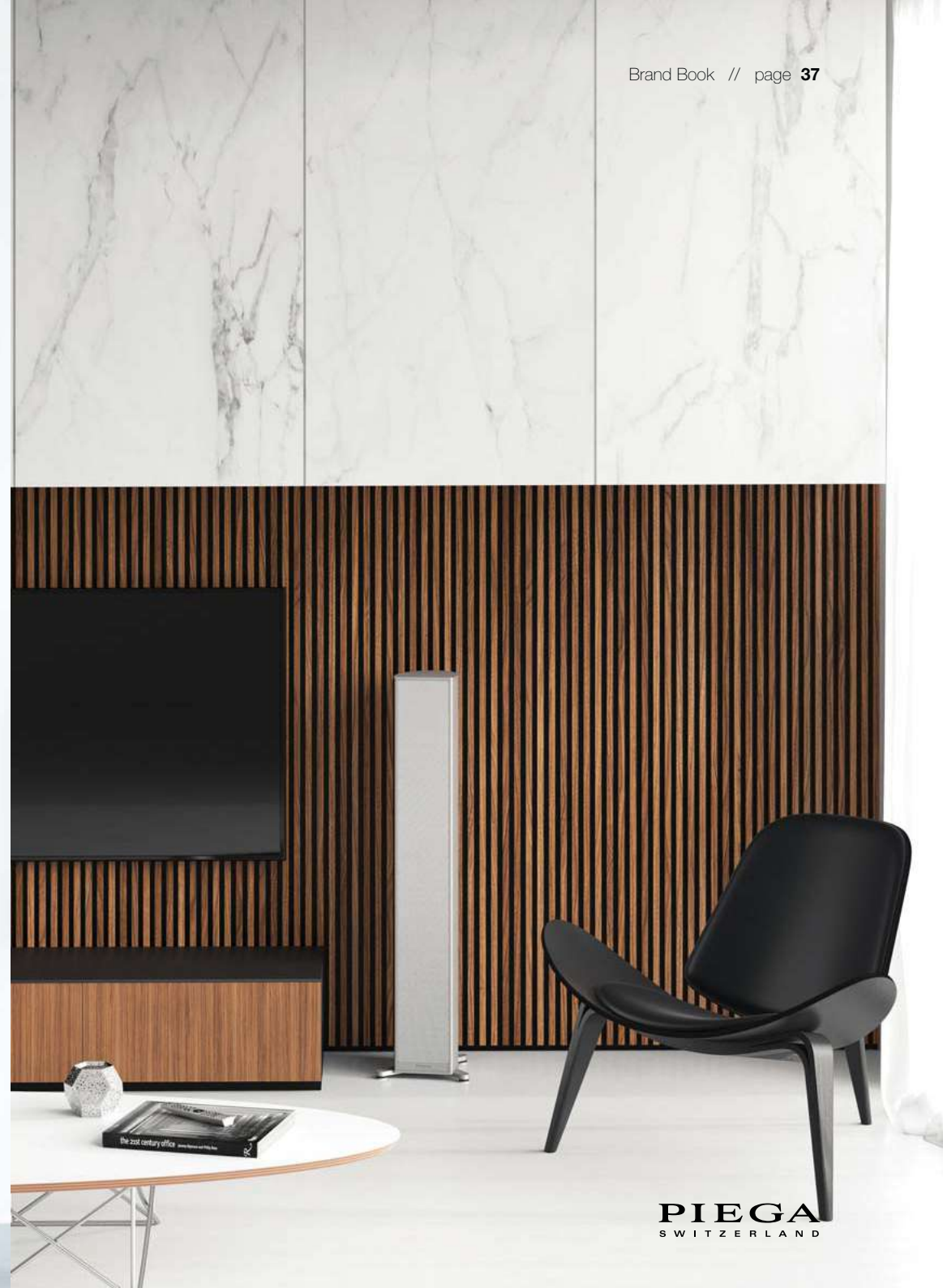
PIEGA doesn't compromise on quality and design. Neither do the images. For that reason (and when possible), the image must contain raw and honest materials like wood, metal, concrete, cement, stone etc.

Avoid very strong and bright colours in the environment. That will shorten the lifetime of an image and distract the eye from the speakers.

The speakers should always be photographed with and without the front "grill" on. It's important with images of both options, as the visual characteristics of the speakers are very different.

Each series includes different speaker sizes. To visualize this for the customer, it's important to capture the image so it shows the dimensions of the speaker in context with something the consumer can compare with; e.g. a chair or a book.



















ONLINE PLATFORMS

To inspire and engage with the consumer, PIEGA is visible on the following platforms:

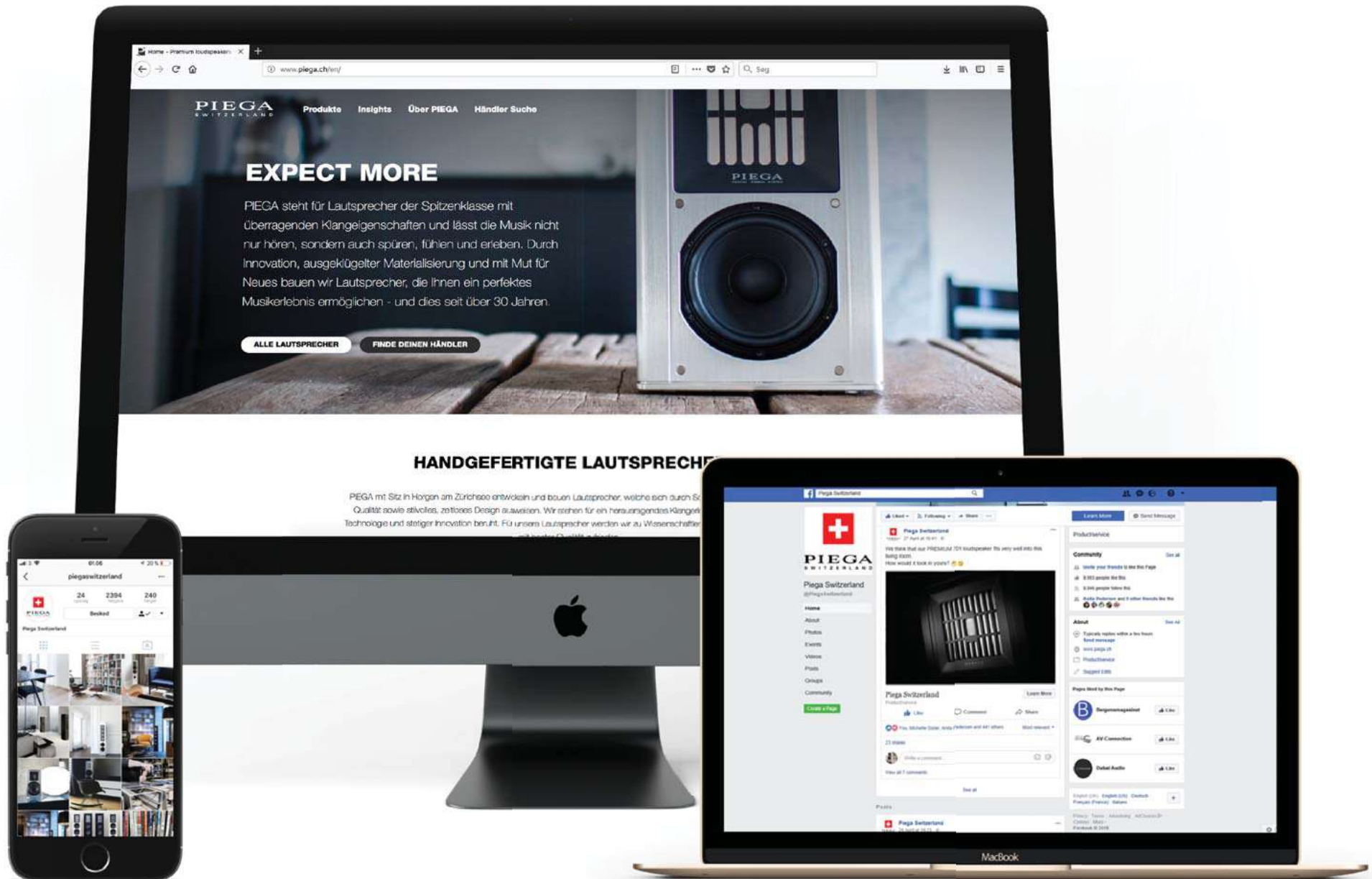
Website
Facebook
Instagram

There is only one official PIEGA account for each of these platforms.
Creating accounts for e.g. specific countries or target groups is not allowed.

MARCOM material

Marcom material can be found on www.piega.ch on the media page.

Username: piega
Password: Media



EXPECT MORE

PIEGA steht für Lautsprecher der Spitzenklasse mit überragenden Klangeigenschaften und lässt die Musik nicht nur hören, sondern auch spüren, fühlen und erleben. Durch Innovation, ausgeklügelter Materialisierung und mit Mut für Neues bauen wir Lautsprecher, die Ihnen ein perfektes Musikerlebnis ermöglichen - und dies seit über 30 Jahren.

ALLE LAUTSPRECHER

FINDE DEINEN HÄNDLER

HANDGEFERTIGTE LAUTSPRECHER

PIEGA mit Sitz in Horgen am Zürichsee entwickeln und bauen Lautsprecher, welche sich durch die Qualität sowie stilvolles, zeitloses Design auszeichnen. Wir stehen für ein herausragendes Klangbild, Technologie und stetiger Innovation beruht. Für unsere Lautsprecher werden wir zu Wissenschaftler

APPLICATION: ADVERTISING TEMPLATES

PIEGA advertisements are to be created according to the following examples.

If possible, the advertisements should be sent to PIEGA's marketing team in advance for approval: mail@piega.ch.

We use for lifestyle magazines or lifestyle advertising platforms mood images. For technical periodicals or journals, we use product images.

Please use photos from our media page: www.piega.ch/press





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 @piegaswitzerland
 www.piega.ch

PIEGA SWITZERLAND

WIR KAUFEN IHRE ALTEN PIEGA LAUTSPRECHER

Ein PIEGA Lautsprecher ist dauerhaft perfekt! Mit diesem Verkaufsargument haben wir Sie vor Jahren dazu bewegen können, einen handgefertigten Lautsprecher aus unserer Manufaktur am Zürichsee zu kaufen. Doch ist unser Blick klar nach vorne gerichtet: Unsere Produkte gehen mit der Zeit, setzen Trends und fordern dazu auf, alte Muster zu durchbrechen. Damit Sie von den echten Innovationen der letzten Jahre profitieren können, unterbreiten wir Ihnen folgendes Angebot:

Sie geben Ihr «altes» Paar PIEGA Lautsprecher bei Ihrem autorisierten PIEGA Fachgeschäft zurück und erhalten dafür einen Bonus von CHF 500.- bis CHF 1'000.- beim Kauf unserer neuen Premium Modelle!

Modell Eintauschrabatt

Premium 301	CHF 500.00	Eintauschrabatt pro Paar
Premium 501	CHF 750.00	Eintauschrabatt pro Paar
Premium 701	CHF 1'000.00	Eintauschrabatt pro Paar

Dieses Angebot ist gültig bis am 30.09.2018 oder solange Vorrat.

Premium 301 Premium 501 Premium 701

PIEGA SWITZERLAND

COAX 711

Dieser Standlautsprecher aus der Schweiz verfügt über einen der eindrucksvollsten Treiber im gesamten High-End Audiobereich: ein von PIEGA selbst designtes und konstruiertes Koaxial-Bändchen System. Die Integration eines Bändchen-Hochtöners in einen Bändchen-Mitteltöner sorgt für perfekte Abstimmung, unabhängig von der Hörposition und -höhe.

The absolute Sound Magazin
Buyer's Guide to Loudspeakers 2018

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WWW.PIEGA.CH

PREMIUM WIRELESS BY PIEGA

SWISS HANDCRAFTED LOUDSPEAKERS SINCE 1986



PIEGA
SWITZERLAND

PREMIUM WIRELESS SERIES

OUR VISION.

The trend towards digitalization is having an increasing effect on our day-to-day lives and has also given rise to changes in the use of music media. Music accompanies us throughout our entire life and can be taken with us anywhere. Digital play lists and music streaming are driving out the use of records and CDs. Internet radio stations from all over the world are able to supply us free of charge with our favourite songs in our own homes. The change also affects the way in which we handle music and where, when and how we consume it. However, this increased mobility took its toll, as the first wireless systems suffered from a reduction in sound quality.



For us at PIEGA, the perfection of musical reproduction is essential. We have set ourselves the task of making music accessible without any restrictions and integrating the new transmission technologies in our company. We haven't just built a wireless loudspeaker. We created a premium speaker and made it wireless.

OUR WIRELESS PHILOSOPHY.

PIEGA's Premium Wireless Series consists of three wirelessly controllable active loudspeakers as well as PIEGA connect. This module is used for connecting existing HiFi components and for the wireless transmission of music signals to the loudspeakers. The signals are transmitted via a lossless digital wireless link, enabling music to be played via analogue and digital inputs, as well as via the integrated Bluetooth aptX module. In this way you can stream your favourite music, directly from your smartphone, tablet or notebook.

WHAT YOU CAN EXPECT.

Multi-room systems You want to use your existing multi-room system but also want authentic HiFi sound quality in transmission and reproduction? Not a problem, since the newly developed PIEGA connect provides a lossless interface between different well-known multi-room systems and our loudspeakers. This means that you no longer have to make any compromises in sound quality.



Bluetooth

Mobility and music streaming are increasingly dominating our daily lives. Playing music from your cell phone via Bluetooth is fascinating and is made possible with a simple press of a button. The PIEGA Premium Wireless System gives you this function and even the ultimate sound quality.

Simple installation, child's play operation

PIEGA's Premium Wireless System can be installed quickly and simply. You connect your amplifier or audio source to the analog input or one of the digital inputs of the PIEGA connect. You then choose whether you wish to control the volume via your amplifier or PIEGA connect – that's it! The integrated sound processor automatically ensures optimum sound quality: The bass and high frequency sounds are automatically increased if you are listening at a low volume. At very high volumes, the bass element is reduced slightly in order to protect your loudspeakers from any overload.



BENEFITS AT A GLANCE.

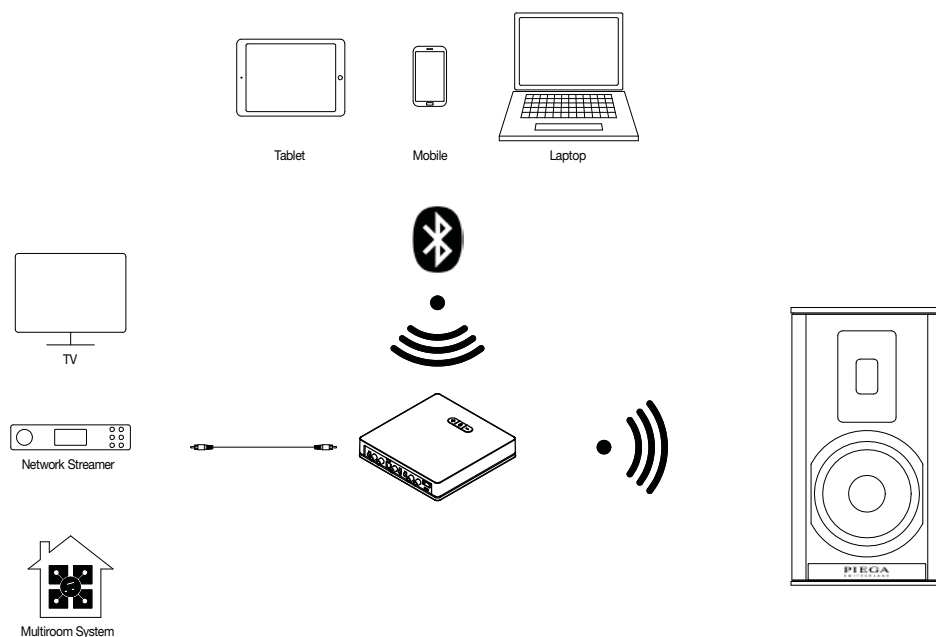
The PIEGA Wireless System offers you the following benefits:

- **Premium sound quality**
- **Simple setup and commissioning**
- **User-friendly operation without any need for remote control**
- **Timeless design in aluminium cabinets**
- **Hand crafted in Switzerland**
- **DSP sound tuning with dynamic loudness function**
- **Integrated Bluetooth interface (aptX)**
- **Compatible with existing multi-room systems**
- **Room DSP options for different loudspeaker placement (neutral/wall/corner)**

HOW IT WORKS.

PIEGA's Wireless System operates entirely independently, and no connection with the home WiFi network is necessary. The PIEGA connect and the speakers just have to be connected to a power supply. The system also has an automatic on/off switching function and does not require any additional remote control. The prioritization of the Bluetooth aptX connection enables you to play your favourite music from your cell phone really easily and at any time.

To ensure optimum operation of the system and the best possible sound quality, the relevant stereo channel can be assigned to each Premium Wireless loudspeaker. You can also preset the installation location with the DSP functions «neutral», «close to the wall» and «corner».



Thanks to the analogue cinch terminals as well as the optical or coaxial digital inputs, most HiFi components can be connected easily with the PIEGA Wireless System. The possible applications range from the smart miniature system – for example from an audio source and a pair of PIEGA Premium Wireless loudspeakers – up to the largest multi-room setup with the network streamer and TV. The integrated analogue output also makes it possible to connect a subwoofer.



THE LOUDSPEAKERS IN DETAIL.

Our loudspeakers are hand crafted in Switzerland. For us the highest quality standard is a matter of course. That's why we only use materials and components of the highest quality, as well as the latest in loudspeaker and electronics technology. In terms of its looks, the Wireless Series is based on the existing Premium Series. The design of these proven loudspeakers comes from the pen of Swiss designer Stephan Hürlemann. He gave the loudspeakers an elliptical design and created a harmony of shape that enables the Premium loudspeakers to fit perfectly in any room. The cabinets from polished aluminium give the series an elegant and timeless design. The loudspeakers are available in silver, black and white.



Premium Wireless 701

Thanks to its dynamic and powerful sound performance the Premium 701 can be operated in virtually any room. The loudspeaker features the LDR 3056 ribbon tweeter that stands out for its highly thin membrane and a perfectly controlled damping. The optimised magnet system and a new foil layout provide the tweeter with greater efficiency, a larger frequency range and outstanding linearity. The exceptional sound quality reflects the enormous development and manufacturing effort involved in its creation. The audible result is the finely detailed resolution and precise reproduction of every individual sound. The integrated 200 watt amplifier supplies the power required for dynamic and powerful sound reproduction.



Premium Wireless 501

This extremely slim column loudspeaker, is only 16 cm wide and about one meter in height. It is the perfect partner for high-quality HiFi systems in small to medium-sized rooms. The two long-stroke 120 mm MDS midrange drivers and the proven LDR 2642 MKII ribbon, which has been highly acclaimed in several test reports, are controlled by a 180 watt amplifier and help the PIEGA Premium 501 to deliver a homogeneous, highly detailed and spatial soundscape in spite of its modest dimensions.

Premium Wireless 301



The Premium 301 is a compact loudspeaker with a baffle around the size of a DIN A4 sheet. A 140 mm MDS midrange driver and the LDR 2642 MKII ribbon tweeter behind the removable fabric cover enable all frequencies from 39 to 35 kHz to be radiated homogeneously. Whether on a shelf, a sideboard or on a stand – the PIEGA Premium 301 with a powerful 100 watt amplifier is a full-bodied and elegant loudspeaker for small to medium-sized rooms.

PIEGA connect

The small and easy to use PIEGA connect serves as an interface between the wireless loudspeakers and an existing HiFi system or a multi-room system. It is easy and quick to install and can even be stored out of sight if required. Besides the lossless wireless transmission of the music signals to the loudspeakers, it offers a Bluetooth aptX module, analogue inputs and outputs as well as coaxial and optical digital inputs.



TECHNICAL DATA PIEGA LOUDSPEAKERS

Model	301	501	701
Frequency response	39 Hz – 35 kHz	36 Hz – 35 kHz	34 Hz – 35 kHz
Amplifier power	100 W	180 W	200 W
Dimensions (H x W x D)	34 x 18 x 23 cm	101 x 16 x 21 cm	106 x 18 x 23 cm
Weight	9 kg	21 kg	28 kg
Design	2-way system shelf speaker	2 ½-way system column speaker	2 ½-way system column speaker
Assembly	1 x LDR 2642 MKII ribbon 1 x 140 mm MDS	1 x LDR 2642 MKII ribbon 2 x 120 mm MDS	1 x LDR 3056 ribbon 2 x 140 mm MDS
Analogue input resolution	24 Bit / 192 kHz	24 Bit / 192 kHz	24 Bit / 192 kHz
Standby power consumption RCA / wireless	500 mW / 1W	500 mW / 1W	500 mW / 1W
Supply voltage	AC100-120/ 220-240V~50/60Hz	AC100-120/ 220-240V~50/60Hz	AC100-120/ 220-240V~50/60Hz
Maximum ambient temperature	45° C	45° C	45° C

TECHNICAL DATA PIEGA CONNECT

Model	PIEGA connect
Analogue input	Line in (RCA)
Digital inputs	Optical / coax (S/PDIF)
Analogue output	Line out (RCA)
Analogue input resolution	24 Bit / 96 kHz
Analogue output resolution	24 Bit / 96 kHz
Bluetooth	aptX, A2DP, AVRCP
Wireless frequencies	A: 5.2 GHz, B: 5.8 GHz, C: 2.4 GHz
Wireless data transmission	Group White/Blue: 24Bit / 48kHz Group Red: 24Bit / 96kHz
Dimensions (H x W x D)	33 x 162 x 167 mm
Weight	650 g
Power supply	5 V DC / 1 A

PIEGA
SWITZERLAND





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www.piega.ch

PIEGA
S W I T Z E R L A N D

PIEGA ACE SERIES

 SWISS HANDCRAFTED LOUDSPEAKERS SINCE 1986



PIEGA
SWITZERLAND



PIEGA ACE SERIES

With the brand-new Ace Series, we are launching a fresh and contemporary successor to our established TMicro loudspeakers. Whilst the outstanding technical features remain, a number of state-of-the-art details transform this new generation into a work of finest craftsmanship.

The new portfolio includes the compact and powerful satellite Ace 30, the slim column loudspeaker Ace 50 and the Ace Center. The cabinets are available in silver, black anodised and white lacquered finish.

The Ace series features slender and timeless aluminium cabinets with subtle aesthetics, created by Swiss designer Stephan Hürlemann. The eye-catching oval shape, rounded towards the baffle, is a PIEGA signature design with every part of the loudspeaker almost seamlessly bonded together. The integrated front grille curves gently around the loudspeaker profile, forming a harmonious cabinet that blends discreetly into any living space.

The most remarkable feature of the predecessor TMicro, the AMT-1 (Air Motion Transformer), remains unchanged and continues to set standards in its price range. This ribbon tweeter uses an extremely light, 24 x 36 mm folded membrane and a powerful magnetic drive made of high-purity neodymium. This AMT-1 ensures an airy and detailed sound with excellent transient response and the lowest levels of distortion.

The MDS cone drivers, also developed by PIEGA, have been re-engineered for improved reproduction in the low and mid frequencies, giving the Ace series loudspeaker exceptional bass performance.



ADVANTAGES AT A GLANCE

- compact volume and impressively rich sound
- spatial, airy, precise and natural sound reproduction
- timeless design and subtle aesthetics
- outstanding craftsmanship
- upgradeable to full surround system

THE ACE SERIES IN DETAIL

Ace 50

The Ace 50 sounds surprisingly powerful. The optimised low frequency speaker chassis emits almost twice the acoustic power of the previous TMicro model, allowing bass tones to sound even richer and crisper. The linearity in the mid frequency ranges has also been enhanced for incredibly natural sound, otherwise only found in larger floor-standing loudspeakers. The AMT-1 tweeter supplements the sound characteristics for a fantastically spatial and captivating sound experience.

A circular floor stand provides stability and accentuates the slender silhouette of this speaker. The Ace 50 is the perfect speaker for medium-sized rooms and is ideal for everyday music enjoyment.

Ace 30

The Ace 30 is a real powerhouse. It may be the smallest loudspeaker in PIEGA's portfolio, yet it amazes with its clear and space-filling sound thanks to the ingenious interaction between the AMT-1 tweeter and redesigned 120 mm MDS low midrange driver. The Ace 30 harmonises perfectly with subtle jazz or classical music but also impresses with powerful rock and energetic pop music. Despite its dimensions, the Ace 30 can be a great choice even for larger rooms and higher levels when combined with a PIEGA subwoofer.

Ace Center

The Ace Center completes the new Ace series. It is an excellent choice as a centre channel loudspeaker or as part of a surround system for the ultimate home cinema experience. Its looks and features perfectly complement the Ace 30 and Ace 50, creating a harmonious sound image when used together in a multi-channel loudspeaker system. The improved 120 mm MDS low midrange drivers and the AMT-1 ribbon tweeter bring out the actor's dialogue with outstanding speech intelligibility, creating a relaxing viewing experience regardless of the volume. With the Ace Center, nothing gets in the way of an entertaining movie night.

TECHNICAL DATA

MODEL	Ace 50	Ace 30	Ace Center
FREQUENCY RANGE	45 Hz – 40 kHz	50 Hz – 40 kHz	50 Hz – 40 kHz
RECOMMENDED AMPLIFIER POWER	20 – 150 watt	20 – 150 watt	20 – 150 watt
DIMENSIONS (H x W x D)	104 x 14 x 16 cm Floor stand: Ø 25 cm	22 x 14 x 16 cm	14 x 34 x 16 cm
WEIGHT	12 kg	3 kg	4 kg
VERSIONS	Cabinet aluminium silver speaker cover silver fabric Black anodised aluminium cabinet speaker cover black fabric Cabinet in white lacquer finish speaker cover white fabric	Cabinet aluminium silver speaker cover silver fabric Black anodised aluminium cabinet speaker cover black fabric Cabinet in white lacquer finish speaker cover white fabric	Cabinet aluminium silver speaker cover silver fabric Black anodised aluminium cabinet / speaker cover black fabric Cabinet in white lacquer finish speaker cover white fabric
COMPOSANTS	2 x 120 mm MDS-B 1 x 120 mm MDS 1 x AMT-1	1 x 120 mm MDS 1 x AMT-1	2 x 120 mm MDS 1 x AMT-1
IMPÉDANCE	4 ohms	4 ohms	4 ohms
SENSITIVITY	90 db/W/m	87 db/W/m	87 db/W/m
DESIGN PRINCIPLE	3-way-system column loudspeaker	2-way-system satellite loudspeaker	2-way-system centre loudspeaker

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