



Paradigm®

# PERSONA®



NOW WITH

# 18

PREMIUM COLORS!

“ ...Shows just what 33 years  
of R&D can deliver. ”

Alan Sircom,  
[HiFiPlus.com](http://HiFiPlus.com)

# MUSICAL TRANSPARENCY, **PERSONIFIED.**

Have you heard? You have, if you've listened to the new Paradigm Persona®. You've heard everything you were meant to hear, pure and unadulterated, utterly untouched by coloration, undertone or the usual speaker-generated chromaticity.

Because the luxurious new Paradigm Persona is engineered to *“take on the persona”* of your audio performance, virtually disappearing behind an unprecedented level of realism and transparency.

## **Can luxury also be a good value?**

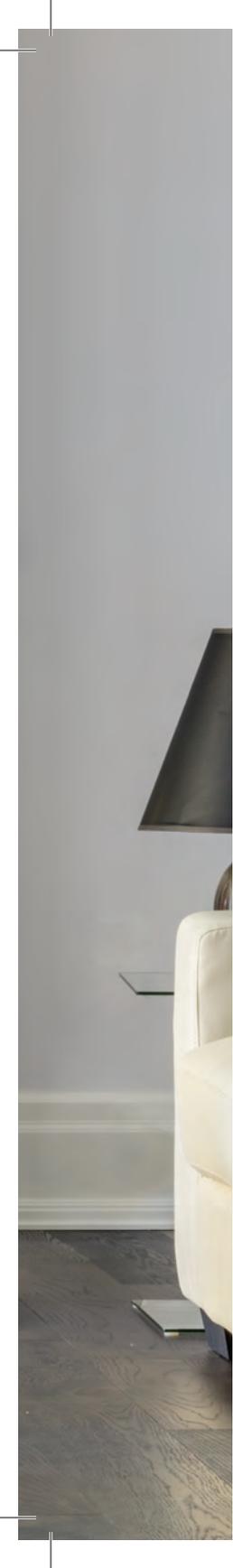
We think you will agree that the answer is, unequivocally, yes. Persona is a showcase of vanguard materials and our most advanced audio technologies at a truly unexpected price point.

Whether you're passionate about classic two-channel stereo, or multichannel home theater, you will find that Persona's audio performance is not limited by your media, only by your imagination.









*“...[Persona] is loaded with both technology and hardware... equally adept at both ends of the scale... without sounding pinched or processed or adding too much of itself. This is a serious speaker from a serious company.”*

Roy Gregory,  
*The Audio Beat*

# THE UNPRECEDENTED PERSONA

Since 1982, Paradigm Electronics has been building innovative loudspeakers that deliver superior performance and value.

The new Persona® Series, from the astounding 9H hybrid tower to the compact Persona B bookshelf and startling Persona SUB, is the crowning achievement of Paradigm's design and engineering history.

Truextent® Pure Beryllium tweeters and midrange drivers with patented PPA™ lenses. Ultra-high-excursion X-PAL™ anodized aluminum woofer cones. Patented overmolded ART™ surrounds. Cutting-edge handcrafted crossovers of finely calibrated, custom components. Breathtaking enclosure designs with elegant furniture finishes. Persona reveals audio uncolored, elemental, and immediate.

An obvious luxury, indeed. And also a classic of Paradigm performance and value.

**Experience Persona® at your local Paradigm dealer today.**

# PERSONA®

THE EVOLUTION OF LUXURY



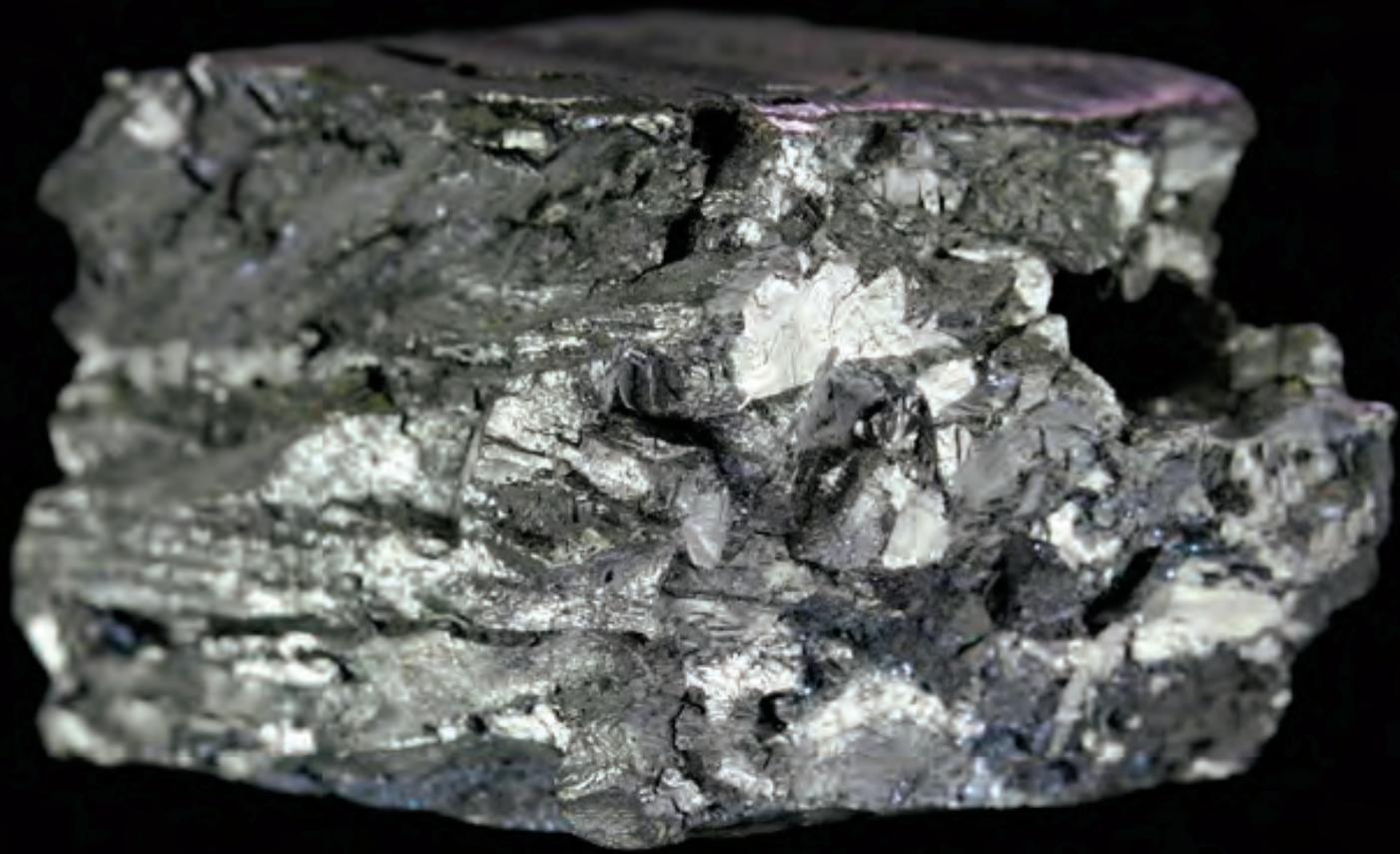
**ARC**   
**ATHEN**<sup>®</sup>  
ROOM CORRECTION



**Appearing from left to right:**

*PERSONA C (mounted on a B-18C stand),  
PERSONA B (mounted on a B-29 stand),  
PERSONA 5F, PERSONA 9H HYBRID,  
PERSONA 7F, PERSONA 3F, PERSONA SUB.*





“

*The beryllium midrange and tweeter sounded as clear as could be, and the bass was prodigious...[Persona] is going to give some far more expensive speakers some sleepless nights...*

”

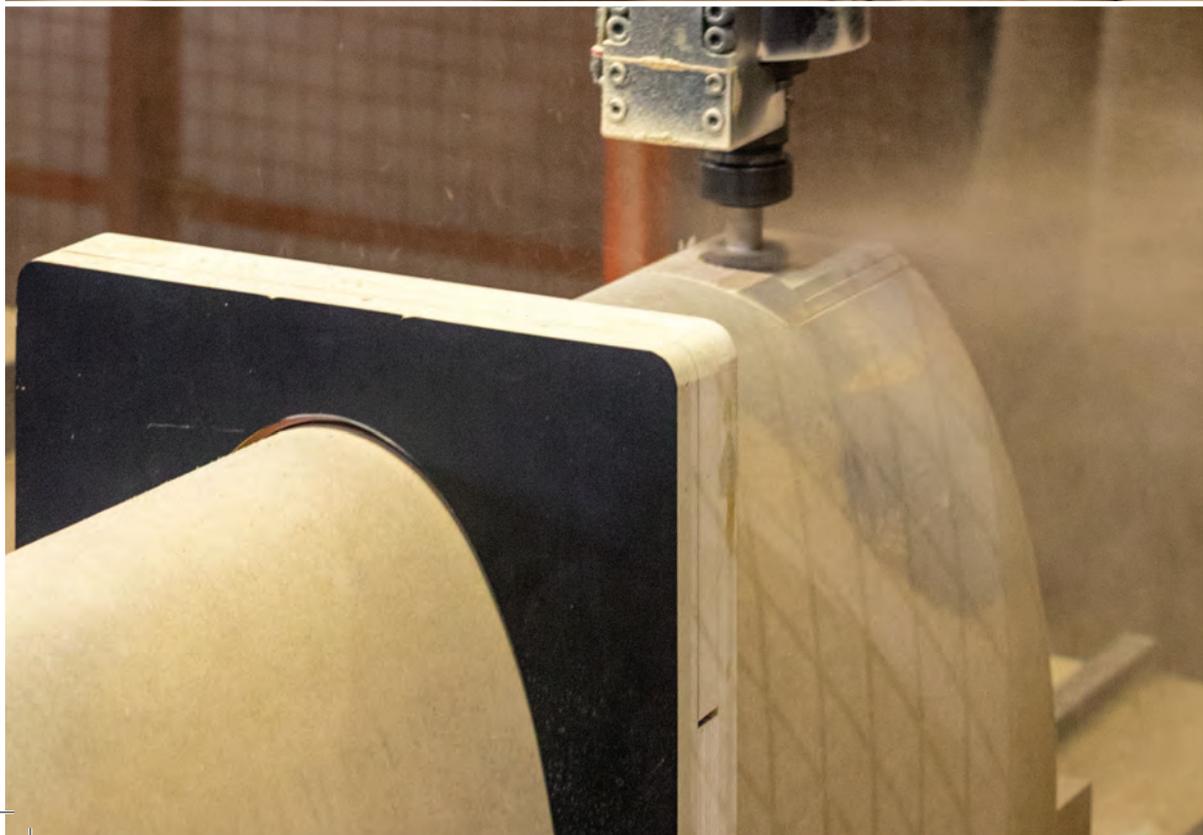
Jeff Fritz,  
*SoundStage! Ultra*

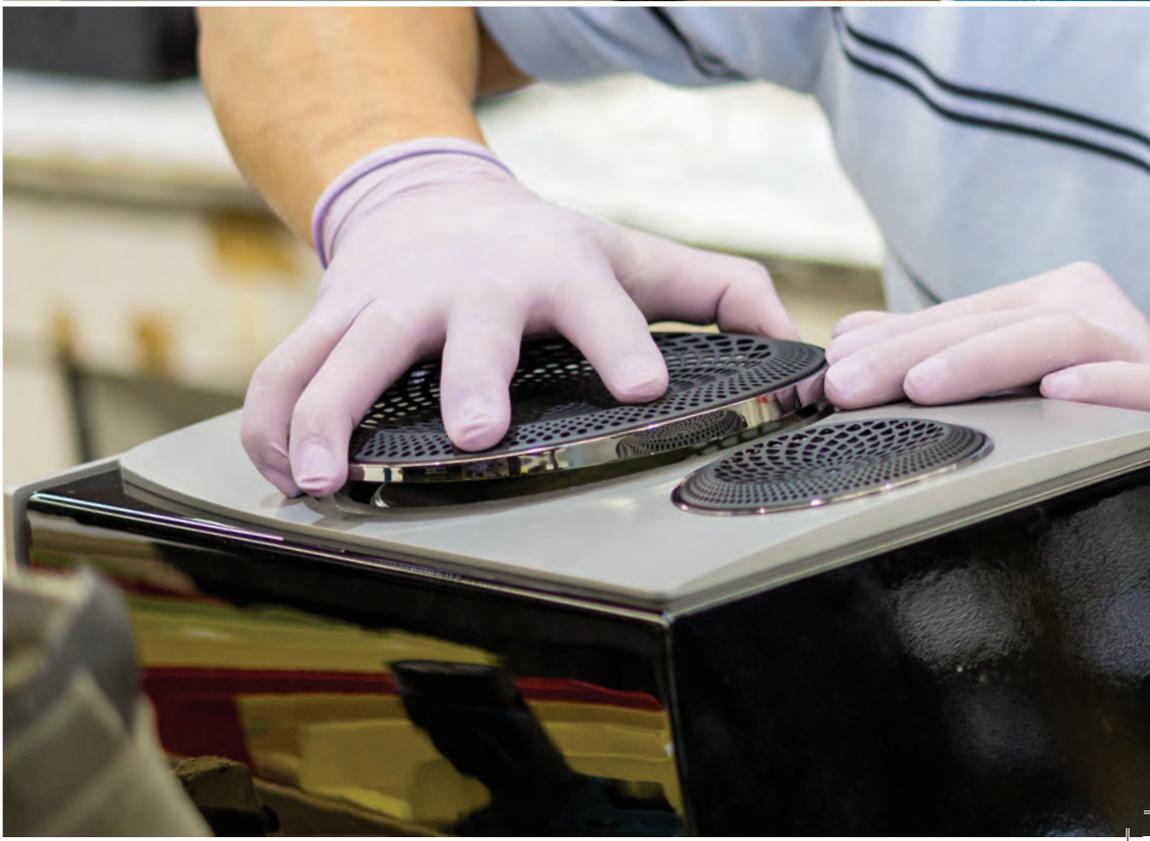
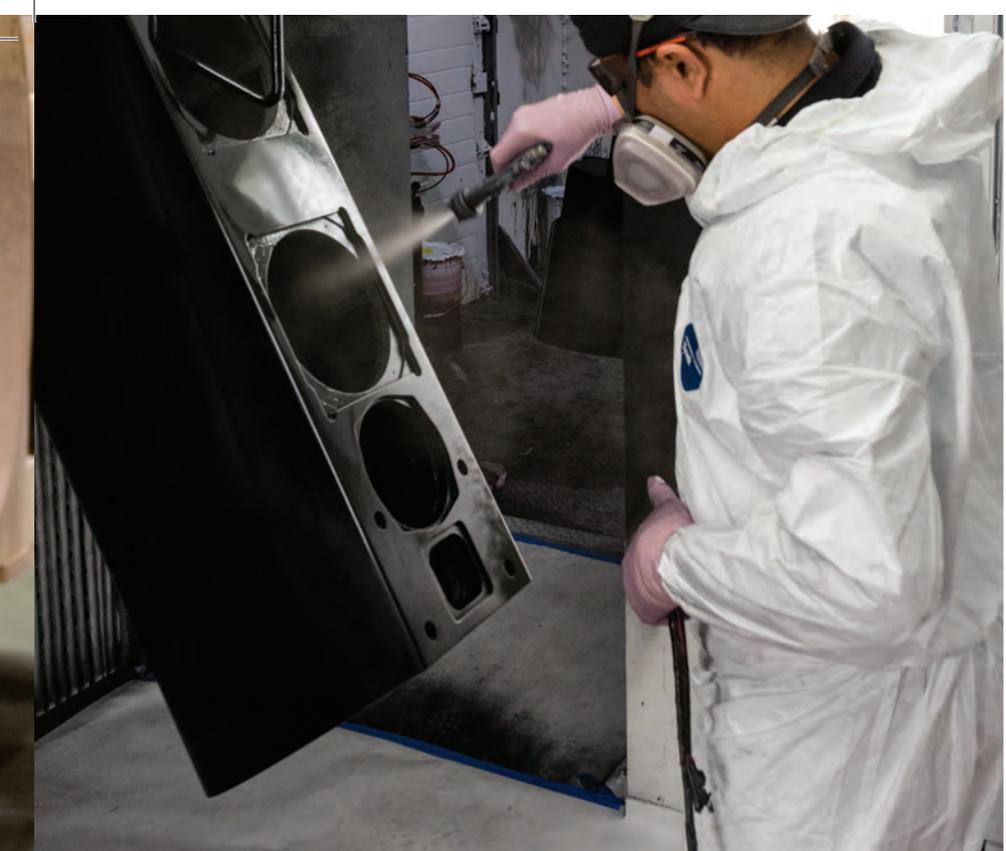
# BERYLLIUM

## SETS PERSONA APART

Imagine the best possible driver material, lightweight and stiff. Now meet Beryllium. This rare mineral is exponentially stiffer and lighter than other premium diaphragm materials. It delivers superior transient response and transparency, with vanishingly low audible coloration. But Beryllium is typically found only in the most expensive loudspeakers. *Until now.*

Persona shatters performance limits by utilizing Truextent® Beryllium in both the tweeter and midrange driver systems. The delivery of the complete audible spectrum by this timbre-matched Beryllium driver array is an astonishing aural experience.





# CRAFTED IN CANADA

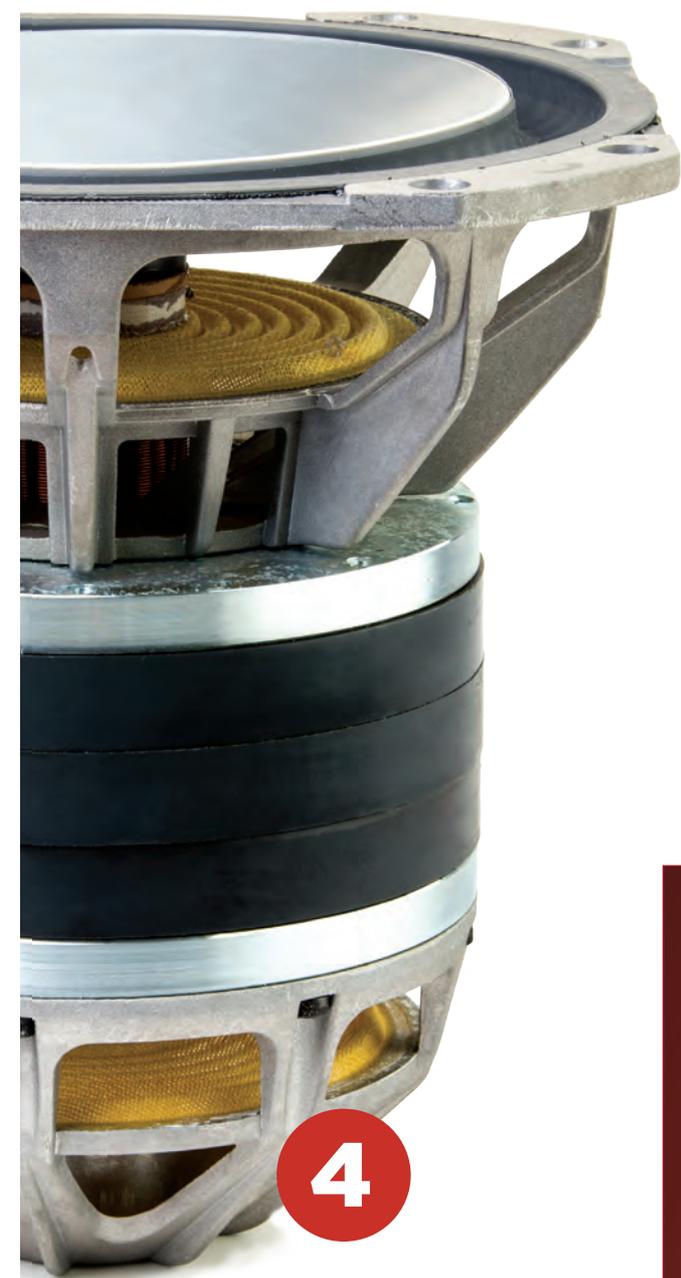
## FOR A LIFETIME OF PERFORMANCE

Completely designed, engineered, and *Crafted in Canada*, Persona celebrates the technological abilities of Paradigm engineering, untamed. Its exceptional craftsmanship (and meticulous attention to detail) makes a bold, beautiful statement. And it features performance innovations that no other speaker in this class can match.

Compact high-temp voice coils power big impact from high-excursion drivers with overmolded ART™ surrounds (*US Patents D654,479S and 8,340,340B2*). This achieves greater excursion for a 3db gain in output and a 50% reduction in distortion, when compared to drivers using standard surrounds. Handcrafted crossovers, with colossal new components, control blending and eliminate anomalies. Gracefully curved and elegantly finished enclosures are custom-pressed from 7-layers of HDF and viscoelastic adhesive that is cured with radio-frequency (RF) energy. Each cabinet conceals an intricate internal bracing system that dampens vibrations and isolates resonances to eliminate coloration.

To achieve this level of pure performance, we took complete control over processes, materials, construction and finish, all in our own state-of-the-art manufacturing facility. The result is a loudspeaker that defies convention, and truly changes the paradigm.

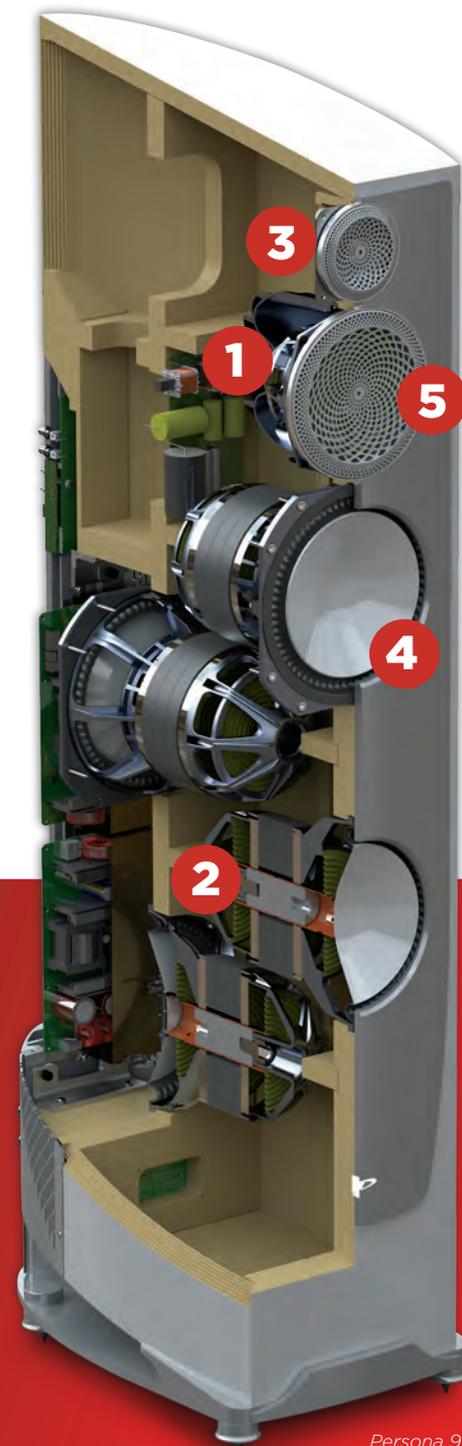




Paradigm's patented Perforated Phase Aligning (PPA™) (US Patent 10,003,896) goes beyond traditional phase plug designs by blocking more sound-degrading, out-of-phase frequencies all the while protecting the delicate Beryllium drivers.

#### FEATURES:

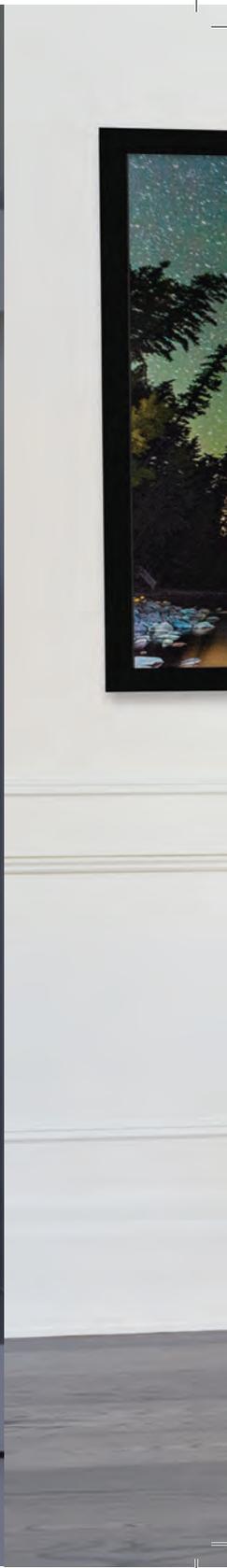
- 1 Truextent® Beryllium Midrange Driver
- 2 Dual Voice Coils with Kapton Formers and high-excursion Nomex Spiders
- 3 Truextent® Beryllium Tweeter
- 4 X-PAL™ Anodized Aluminum Woofer Cones with overmolded ART™ surrounds (US Patents D654,479S and 8,340,340B2)
- 5 Patented Perforated Phase-Aligning (PPA™) lenses (US Patent 10,003,869)



Persona 9H Hybrid









# CHOOSE YOUR PERSONA

## STANDARD COLORS\*



Vanta Black  
Gloss



Harmony White  
Gloss



Carbon Black  
Gloss



Aria Blue  
Metallic



Sonic Silver  
Metallic

*\*Standard finished cabinets may be customized with driver cone (Black or Silver) and PPA lens colour (Black or Silver). Ask your Persona dealer for details.*

## PREMIUM COLORS\*\* (can be matched to black or silver metal)



Diamond White  
Metallic



Parchment  
Gloss



Blush  
Metallic



Seafoam Green  
Metallic



Taupe  
Metallic



Toffee  
Metallic



Desert Gold  
Metallic



Burnt Orange  
Metallic



Saffron Yellow  
Metallic



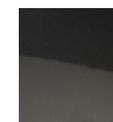
Vermillion  
Gloss



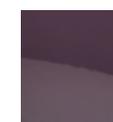
Candy Apple Red  
Metallic



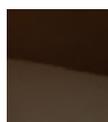
Laguna Blue  
Gloss



Anthracite  
Metallic



Amethyst  
Gloss



Dakota Brown  
Metallic



Merlot  
Metallic



Viridian  
Gloss



British Racing Green  
Metallic

**\*\*Six week lead time  
for Premium colour orders**



Front Baffle



Rear Metal  
(9H Only)



PPA™  
Lens



Driver  
Cone



Speaker  
Base



Grilles can be ordered in  
Black, Silver or Slate for all Persona Models  
(sold separately).

	PERSONA 9H HYBRID	PERSONA 7F	PERSONA 5F	PERSONA 3F	PERSONA B	PERSONA C	PERSONA SUB
<b>Design</b>	6-driver, 3-1/2 way hybrid floorstanding with active bass acoustic suspension	4-driver, 3 way floorstanding bass reflex	5-driver, 3 way floorstanding bass reflex	4-driver, 3 way floorstanding bass reflex	2-driver, 2 way bookshelf bass reflex	6-driver, 3 way center channel bass reflex	6-driver, acoustic suspension hexagonal vibration cancelling subwoofer
<b>Crossover</b>	3rd order electro-acoustic at 2.4 kHz (tweeter mid), 3rd order @ 400 Hz (mid/front bass), 2nd order @ 200 Hz (rear bass)	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 450 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 450 Hz	3rd order electro-acoustic at 2.4 kHz (tweeter/mid), 3rd order @ 450 Hz	3rd order electro-acoustic at 2 kHz (tweeter/midbass)	3rd order electro-acoustic at 2.5kHz (tweeter/mid); 3rd order 700Hz	Low pass crossover: Variable 35 Hz - 150 Hz; Bypass Option: Variable 0-180 deg phase
<b>High Frequency Driver</b>	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	1" (25mm) Truextent® Beryllium dome, ferro-fluid damped/ cooled, Perforated Phase-Aligning (PPA™) Tweeter Lens, Finite Element Analysis (FEA) optimized pole piece assembly	N/A
<b>Midrange Driver</b>	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	7" (178mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1.5" high-temp voice coil	N/A	4" (100mm) Truextent® Beryllium driver with Inverse Differential Drive Neodymium motor, Perforated Phase-Aligning (PPA™) Lens, 1" high-temp voice coil	N/A
<b>Bass / Midrange</b>	N/A	N/A	N/A	N/A	7" (178mm) Truextent® Beryllium driver, Perforated Phase-Aligning (PPA™) Lens, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	N/A	N/A
<b>Bass Driver</b>	Four 8-1/2" (215 mm) ultra high-excursion X-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp dual voice coil	Two 8-1/2" (215 mm) ultra high-excursion X-PAL™ drivers with Differential Drive motor, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp dual voice coil	Three 7" (178 mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	Two 7" (178 mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	N/A	Four 7" (178mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, SHOCK-MOUNT™ Isolation Mounting System, 1.5" high-temp tandem voice coil	Six 8" (203mm) high-excursion X-PAL™ drivers, overmolded Active Ridge Technology (ART™) surrounds, 1-1/2" (38mm) four-layer long-excursion voice coils, high-temperature composite Normex® formers, advanced spiders, 9.2-lb (4.16 kg) hard ferrite magnet / motor structure, AVS™ die-cast heatsink chassis
<b>Amplifier</b>	Each woofer pair is powered by a separate DSP-controlled 700 W RMS amplifier for a total of 1,400 W RMS (2,800 W Dynamic Peak)	N/A	N/A	N/A	N/A	N/A	1,700 W RMS (3,400 W Dynamic Peak)
 <b>ARC</b> ROOM CORRECTION	Anthem Room Correction - ARC®, with included calibrated microphone	N/A	N/A	N/A	N/A	N/A	Anthem Room Correction - ARC®, with included calibrated microphone
<b>Low Freq. Extension<sup>†</sup></b>	15Hz	18Hz	23Hz	24Hz	36Hz	24 Hz	12Hz
<b>Freq. Response (On-Axis)</b>	+/- 2dB from 19Hz - 45kHz	+/- 2dB from 24Hz - 45kHz	+/- 2dB from 45Hz - 45kHz	+/- 2dB from 48Hz - 45kHz	+/- 2dB 60Hz - 45kHz	+/- 2dB from 43Hz - 45kHz	+/- 2dB from 19Hz - 220Hz (by pass option)
<b>Freq. Response (30° Off-Axis)</b>	+/- 2dB from 19Hz - 20kHz	+/- 2dB from 24Hz - 20kHz	+/- 2dB from 45Hz - 20kHz	+/- 2dB from 48Hz - 20kHz	+/- 2dB from 60Hz - 20kHz	+/- 2dB from 43Hz - 20kHz	+/- 2dB from 19Hz - 220Hz (by pass option)
<b>Sensitivity - Room</b>	96 dB	92 dB	93 dB	92 dB	92 dB	93 dB	100 mV (mono)
<b>Sensitivity - Anechoic</b>	93 dB	89 dB	90 dB	89 dB	89 dB	90 dB	100 mV (mono)
<b>Suitable Amp Power Range</b>	15-500 Watts	15-500 Watts	15-500 Watts	15-400 Watts	15-250 Watts	15-500 Watts	N/A
<b>Maximum Input Power<sup>‡</sup></b>	400 Watts	350 Watts	300 Watts	200 Watts	150 Watts	250 Watts	N/A
<b>Impedance</b>	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	Compatible with 8 ohms	RCA: 10k ohms; XLR: 20k ohms
<b>Overall Dimensions (h x w x d)<sup>‡</sup></b>	51-3/4" x 11-7/8" x 20-1/2" (132 cm x 30 cm x 52 cm)	51-3/4" x 11-7/8" x 20-1/2" (132 cm x 30 cm x 52 cm)	46-1/2" x 9-1/2" x 16-7/8" (118.5 cm x 24.1 cm x 42.7 cm)	44-1/8" x 9-1/2" x 16-7/8" (112.6 cm x 24.1 cm x 42.7 cm)	17-1/8" x 8-7/8" x 13" (43.5 cm x 22.5 cm x 33 cm)	10-1/4" x 36" x 16-3/8" (26.3 cm x 91.4 cm x 41.5 cm)	20-1/2" x 20-1/4" x 18-7/8" (52.5 cm x 51.2 cm x 48 cm)
<b>Weight (unpacked)</b>	190 lbs. (86 kg)	144 lbs. (65 kg)	95 lbs. (43 kg)	75 lbs. (34 kg)	31 lbs. (14 kg)	84 lbs. (38 kg)	118 lbs. (53.6 kg)
<b>Available Finishes</b>	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver	<b>High Gloss:</b> Vanta Black, Harmony White <b>Metallic Gloss:</b> Aria Blue, Sonic Silver

<sup>†</sup> DIN 45 500. Indicates -3 dB in a typical listening room. <sup>‡</sup> With typical program source provided the amplifier clips no more than 10% of the time. <sup>‡</sup> Product dimensions include spikes, terminal posts and base.



*Paradigm, Persona and ARC are registered trademarks of Paradigm Electronics inc. ART, PPA and X-PAL are trademarks of Paradigm Electronics. Truextent Beryllium is a registered trademark of Materion Brush, Inc.*

*Specifications subject to change without notice.*

*Photography by Jason Hartog Photography.*

*For more information visit [paradigm.com](http://paradigm.com)*

