



# PERSONA™



Persona has stunned the industry with a combination of innovation, performance, and luxury in an indulgent new class of loudspeaker—all entirely **Crafted in Canada**. Persona has graced the cover of 3 industry-leading publications and received outstanding awards and accolades.



## PERSONA.

## PERSONA.9H



**SoundStage!**  
July 2019  
<http://bit.ly/30yYMPQ>  
[YouTube] SoundStage! Shorts  
- Paradigm's Dual Voice Coils



## PERSONA.9H



**TONEAudio**  
September 2017  
<http://bit.ly/2vREuLS>



## the absolute sound

May 2017  
<http://bit.ly/2wXBzuQ>  
"The Paradigm Persona 9Hs not only provided the best overall bass response I've had in my listening room, it did so when playing back deep bass at subwoofer frequencies and loudness levels." - **Anthony Cordesman**

"Paradigm has created one of the world's finest loudspeakers the right way, by applying what they've learned from decades of research, design and manufacturing know how to produce a speaker with no compromises. There's nothing they don't do, nothing they won't play and from what I can deduce, nothing they won't partner with regarding electronics." - **Jeff Dorgay**



# PERSONA.9H



February 2020

<http://bit.ly/3bkCFD6>

"They may be big, expensive and undeniable heavy, but Paradigm's Persona 9H speakers are outstanding in every respect, from the superb quality of build and finish to their scintillating sound. Don't be fooled by that modest power requirement and seemingly benign impudence: partner them with a high-quality, high power amplifier, and prepare to be dazzled by a design fully justifying its flagship status." - **Andrew Everard**

# PERSONA.7F



February 2018

<http://bit.ly/2C0DGBY>

"The Paradigm Persona 7F is one of the most enjoyable speakers that I've had the pleasure of auditioning in my home. Beyond being a visually arresting example of fine industrial design, they are also sonically satisfying reproducers of music and a worthy addition to the top tier of Paradigm's offerings. There is no doubt that Paradigm pulled out all the stops with this one, with the beryllium drivers, advanced cabinet design, and other technologies that they refined over the years. They were looking to make a statement, and boy, did they! If you are itching for a pair of be-all-to-end-all speakers, you owe yourself a listen to the Paradigm Persona 7Fs. Outstanding is an understatement!" - **Carlo Lo Raso**

# PERSONA.7F



September 2017

<http://bit.ly/2AhKxVX>

[Translated from Russian] "Paradigm engineers succeeded in a real 'tour de force': Persona 7F sounds so great that they can compete with speakers that are 2-3 times more expensive. Despite the considerable price, they can be safely given the title of Best Buy." - **Alexander Chechelyov**

# PERSONA.7F

## WHAT HI-FI?

December 2017

<http://bit.ly/2CKPc55>

[Translated from Russian] "Like any other high-end speakers, Paradigm Persona 7F requires careful selection of the system and attention to accessories. However, the result obtained can exceed all bold expectations." - **whathifi.com/ru**

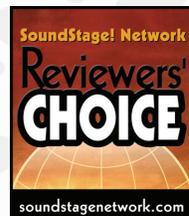
# PERSONA.7F



October 2017

<http://bit.ly/2nkbmDT>

"During my time with Paradigm's Persona 7Fs, they consistently projected a wonderfully open, detailed, effortless top end capable of communicating vast amounts of space, balance, drive - and, inevitably, emotion. These all-important sonic attributes were matched only by the awe-inspiring depths to which the 7Fs could dig;



never, without a subwoofer in play, had I heard in my room bass so deep or so articulate, or that so powerfully evoked my own emotional responses. And yet neither the 7F's effortless top-end nor its prodigious bottom-end reproduction was its most appealing quality; that accolade must go to the 7F's unfailingly neutral and natural-sounding midrange. In the Persona 7F, Paradigm has created an all-out assault on the high end. During my time with them, the Persona 7Fs have proven themselves a benchmark product at their price point, which makes granting them a Reviewers' Choice award a foregone conclusion. A damned impressive speaker!" - **Aron Garrecht**

# PERSONA.7F



November 2017

<http://bit.ly/2jDxXq1>

"In the Persona 7F," Aron concluded, "Paradigm has created an all-out assault on the high end." He felt that giving the speaker a Reviewers' Choice award was thus 'a foregone conclusion.' When we read that, we knew that adding the Paradigm Persona 7F to our list of Recommended Reference Components was another conclusion foregone." - **SoundStage! Hi-Fi Editors**

## PERSONA.5F



hometheater  
review.com

March 2019

<http://bit.ly/2HLvYi2>

"The Paradigm Persona 5F is easily one of the best performing speakers I've heard. It is a "perfect 10" on most elements of sound that music lovers and audiophiles alike care about most: soundstage, neutrality, refinement, impact, and cohesion." – **Myron Ho**

## PERSONA.5F



stereophile

September 2018

<http://bit.ly/2CEaMHZ>

"Throughout my time with the Persona 5Fs, their sound quality repeatedly sidetracked me from my job of critical analysis. Often, I planned to only sample an album or work but found I couldn't resist the temptation to enjoy the whole thing." – **Kalman Rubinson**

## PERSONA.5F



AUDIOHOLICS  
Online A/V Magazine

October 2017

<http://bit.ly/2kgrGUZ>

"The midrange frequencies of the 5F speakers are easily the best of any speaker I have had in my home thus far. I cannot imagine a loudspeaker with more midrange clarity; in this range the Persona 5F were superb. The bass felt natural and not boosted or otherwise disconnected from the rest of the sound. It was powerful when it needed to be and extended quite deeply for a tower speaker of its size." – **James Larson**

## PERSONA.5F



January 2020

<http://bit.ly/370V1Gj>

"The list of things we loved about Persona 5F starts with the visual appearance. Now, we know that terms "impeccable craftsmanship" or "dazzling design" are clichés but there's no better way to describe their appearance. Also, their ability to blend into any environment is simply amazing. And this is just the beginning. 5F's performance is its greatest highlight."

– **James Longman**

## PERSONA.3F MAG@ZINE TED

October 2017

<http://bit.ly/2kfp3CZ>

[Translated from French] "...a hearing with the help of these Personas is a very pleasant experience and I would not have believed, at the outset, that they could have responded as well. Beyond the shadow of a doubt, a beautiful success of Paradigm." – **Benoit Varin**

## PERSONA.3F

SECRETS of and  
Home Theater High Fidelity®

October 2018

<http://bit.ly/2Oikgds>

"The Paradigm Persona 3F sounds big – sound comes off the speaker wide and deep. The dispersion is excellent, voices are articulate and instruments tonally believable. It makes me wonder what the Persona 5, 7 or even 9H would improve upon!?" – **Piero Gabucci**

## PERSONA.B



November 2019

<http://bit.ly/33Mn00a>

"Super-coherent and articulate, very highly resolving, decidedly uncolored, and extremely transparent, the Persona B's provide an overall performance not seen before in this price class." – **Christiaan Punter**

## PERSONA.B

+ DIGITAL TRENDS

November 2018

<http://bit.ly/2Pcz9Ds>

"After months of listening to Paradigm's newest musical spaceships, we'd be lying if we didn't say that we now share an odd kinship with Ferrari owners. With a sprawling stereo image, pristine audio clarity and detail, all combined with the delicate balance of a world-class rock climber, the Persona B are easily the best bookshelf speakers this reviewer has ever heard." – **Parker Hall**

For a complete list of  
Persona reviews, please visit:  
**paradigm.com**



## PERSONA.B

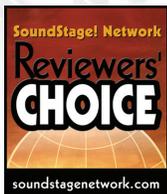
# TONEAudio

December 2018

<http://bit.ly/2L3qvl5>

"Everything comes together to perfection here: sound quality, ease of use and finish are all world class." - **Jeff Dorgay**

## PERSONA.B



Published Since 1995  
**SoundStage! HI-FI**  
THE ORIGINAL ONLINE AUDIO MAGAZINE

December 2017

<http://bit.ly/2zGMmsd>

"If you're in the market for a state-of-the-art bookshelf speaker, look no further. You'd

probably have to spend a whole lot more money to better the formidable performance of Paradigm's Persona B - and even then, I'm not sure you could." - **Roger Kanno**

## PERSONA.3F

## PERSONA.C

## PERSONA.B

## PERSONA.SUB



**avforums**

January 2020

<http://bit.ly/35TJasG>

"There's an exceptional sense of

transparency and some amazing amounts of detail retrieval that deliver every note with absolute clarity." - **Steve Withers**

## PERSONA.B

## PERSONA.SUB



## SOUND & VISION

July 2017

<http://bit.ly/2f618Dk>

"...so astounding, so unequivocally brilliant in their performance that they will convince your ears that they don't exist, despite what your eyes will try to tell you."

- **Darryl Wilkinson**

## PERSONA.3F

## PERSONA.C

## PERSONA.B

**hometheater**  
review.com

April 2017

<http://bit.ly/2wUh8zl>

"From their exceptional dispersion characteristics to their wonderful tonal balance, exceptional clarity, and stunning detail, Paradigm's Persona Series speakers leave one wanting for nothing, even way down at the bottom end of the line with the 3F tower. Or, I should clarify: they leave this reviewer wanting for nothing." - **Dennis Burger**