

## Retail Price List - Valid From January 2024

For thirty years, Primare, based in southern Sweden, has been designing and producing award-winning hi-fi components that bring the Scandinavian attributes of honest integrity and timeless design to a global audience. Every Primare product reflects a commitment to Scandinavian ideals such as lagom – the sense of true satisfaction that comes from balance and harmony. Not too much. Not too little. Just right.

### Pre-amplifiers

RETAIL  
ex VAT

RETAIL  
inc VAT

#### PRE35 Prisma – modular preamplifier and network player

Combines the DM36 digital to analogue conversion and SM35 Prisma network player modules within the PRE35 fully balanced preamplifier platform, to create an extraordinarily versatile system control centre.



#### PRE35 Prisma – modular preamplifier and network player

£3,333.33

£4,000.00

#### PRE35 DAC – modular preamplifier and DAC

Combines the DM36 DAC module with the PRE35 balanced stereo preamplifier. Modular construction allows for installation of the SM35 Prisma network player module at any time.



#### PRE35 DAC – modular preamplifier and DAC

£3,041.67

£3,650.00

#### PRE35 – modular preamplifier

Fully balanced all-analogue preamplifier platform. Modular construction allows for DAC and Prisma network modules to be added at any time.



#### PRE35 – modular preamplifier

£2,416.67

£2,900.00

#### SC15 Prisma MK2 – network player and DAC

Improving on every performance parameter of the original, the new SC15 Prisma MK2 is a full-featured network player and DAC featuring preamplification functionality, automatic and manual speaker EQ, and WiSA high-resolution wireless speaker connection technology, advanced digital to analogue conversion, and employing the Prisma bundle of control and connectivity technology.



#### SC15 Prisma – preamplifier and network player

£1,500.00

£1,800.00

#### Zen Microphone for Android

£104.17

£125.00

**Retail Price List - Valid From January 2024**

**Preamplifier/Processors**

RETAIL  
ex VAT

RETAIL  
inc VAT

**SP25 Prisma Home Cinema Preamplifier/Processor**

The SP25 Prisma is a multi-channel processor designed for both cinephile and audiophile.

Key features: Dolby Atmos, DTS X, and derived immersive audio processing eARC advanced high resolution audio and video HDMI connection system for best system interaction and performance.

Dirac Live Room Correction technology ensures the best possible audio performance with any system in any room

Prisma network player to stream hundreds of music services including high resolution platforms like Qobuz, Spotify, and Tidal HiFi

Roon Ready advanced media management software with future free update



SP25

£3,583.33

£4,300.00

**Power Amplifiers**

RETAIL  
ex VAT

RETAIL  
inc VAT

**A35.8 – fully bridgeable, multichannel amplifier,  
8 x 150W, 4 x 375W, 2 x 750W**

Primare's most powerful and flexible multi-channel amplifier, designed to serve the needs of virtually any high-performance multi-channel system through its ability for each pair of channels to be bridged to mono for an incredible level of power delivery and system building options, including 1500W of total output in a fully bridged bi-amped stereo configuration.



**A35.8 – eight channel, fully bridgeable, balanced input amplifier**

£3,750.00

£4,500.00

**A35.2 – bridgeable stereo power amplifier**

Powerful balanced input stereo amplifier, utilising Primare's UFPD 2 amplification technology to deliver 200W of power per channel in stereo and 800W of power in bridged mono mode.



**A35.2 – power amplifier**

£2,416.67

£2,900.00

**Integrated Amplifiers**

RETAIL  
ex VAT

RETAIL  
inc VAT

**I35 Prisma – modular integrated amplifier  
and network player**

Combines the DM36 DAC and SM35 Prisma network player modules with the award winning I35 modular integrated amplifier platform, featuring Primare's UFPD 2 amplification technology delivering 150W of power per channel and balanced inputs, to create an extraordinarily versatile control and power centre for any system.


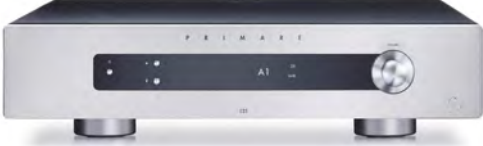


**I35 Prisma – modular integrated amplifier and network player**

£3,750.00

£4,500.00

**Retail Price List - Valid From January 2024**

Integrated Amplifiers	RETAIL ex VAT	RETAIL inc VAT
<p><b>I35 DAC</b> – modular integrated amplifier and digital to analogue converter</p> <p>Combines the DM35 DAC module with the I35 modular integrated amplifier platform with the option of adding the SM35 Prisma network player module at any time</p>		
<p><b>I35 DAC</b> – modular integrated amplifier and digital to analogue converter</p>	<p>£3,500.00</p>	<p>£4,200.00</p>
<p><b>I35</b> – modular integrated amplifier</p> <p>Modular full size integrated amplifier with the option of adding DAC and Prisma network player modules at any time.</p>		
<p><b>I35</b> – modular integrated amplifier</p>	<p>£2,875.00</p>	<p>£3,450.00</p>
<p><b>I25 Prisma</b> – modular integrated amplifier and network player</p> <p>Combines the DM35 DAC and SM35 Prisma network player modules with the award winning I25 modular integrated amplifier platform, featuring Primare's UFPD 2 amplification technology delivering 100W of power per channel, to create an extraordinarily versatile control and power centre for any system.</p>		
<p><b>I25 Prisma</b> – modular integrated amplifier and network player</p>	<p>£3,000.00</p>	<p>£3,600.00</p>
<p><b>I25 DAC</b> – modular integrated amplifier and digital to analogue converter</p> <p>Combines the DM35 DAC module with the I35 modular integrated amplifier platform with the option of adding the SM35 Prisma network player module at any time</p>		
<p><b>I25 DAC</b> – modular integrated amplifier and digital to analogue converter</p>	<p>£2,708.33</p>	<p>£3,250.00</p>
<p><b>I25</b> – modular integrated amplifier</p> <p>Modular full size integrated amplifier with the option of adding DAC and Prisma network player modules at any time.</p>		
<p><b>I25</b> – modular integrated amplifier</p>	<p>£2,083.33</p>	<p>£2,500.00</p>

**Retail Price List - Valid From January 2024**

Integrated Amplifiers	RETAIL ex VAT	RETAIL inc VAT
<p><b>I15 Prisma MK2 – compact streaming integrated amplifier</b></p> <p>Award winning compact integrated amplifier and network player providing 60W power and featuring Prisma music streaming and multi-room/multi-zone functionality with its three-quarter-sized cabinet opening up even greater possibilities for providing the highest quality music performance and access to any and every room in the house.</p>		
<p><b>I15 Prisma – modular integrated amplifier and network player</b></p>	<p><b>£1,416.67</b></p>	<p><b>£1,700.00</b></p>
<p><b>I15 MM – integrated amplifier and MM phono stage</b></p> <p>All-analogue I15 integrated amplifier platform with MM15 moving magnet phono stage</p>		
<p><b>I15 MM – integrated amplifier and MM phono stage</b></p>	<p><b>£1,208.33</b></p>	<p><b>£1,450.00</b></p>
<p><b>I15 – integrated amplifier</b></p> <p>All-analogue I15 integrated amplifier platform with the option of adding the MM15 moving magnet phono stage at any time.</p>		
<p><b>I15 – integrated amplifier</b></p>	<p><b>£1,000.00</b></p>	<p><b>£1,200.00</b></p>
<p><b>SPA25 - Prisma Home Cinema Integrated Amplifier</b></p> <p>The SPA25 Prisma is a multi-channel integrated amplifier and processor designed for both cinephile and audiophile, composed of carefully considered and crafted features and functionality to provide the best home cinema experience for the greatest number of people.</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>11 channels of Dolby Atmos and DTS X immersive audio processing</li> <li>9 channels of amplification with a maximum total power output of 810 watts: 9 x 90W 4/8 ohms, 2 x 145W/250W 8/4 ohms (stereo mode), 2 x 290W/405W 8/4 ohms (stereo bi-amp mode)</li> <li>Customisable presets, assignable amplifier channel allocation; Front Left / Right analogue outputs</li> <li>HDMI eARC</li> <li>Dirac Live Room Correction</li> <li>Integrated Prisma network player</li> <li>Roon Ready</li> <li>Includes the new PRISMA system remote control</li> </ul>		
<p><b>SPA25 - Prisma Home Cinema Integrated Amplifier</b></p>	<p><b>£4,166.67</b></p>	<p><b>£5,000.00</b></p>

**Retail Price List - Valid From January 2024**




Players	RETAIL ex VAT	RETAIL inc VAT
<p><b>CD35 Prisma – CD and network player</b></p> <p>CD35 Prisma is an award winning complete digital music media player, combining superior CD disc, and stored and streamed digital media music playback, with wired and wireless connectivity and control capabilities provided by the Prisma network streamer technology.</p>		
<p><b>CD35 Prisma – CD and network player</b></p>	<p>£2,625.00</p>	<p>£3,150.00</p>
<p><b>CD35 – CD player</b></p> <p>CD35 is an award winning full size modular CD player of extraordinary capabilities, combining a state-of-the-art low resonance dedicated CD drive and most sophisticated digital-to-analogue converter stage, capable of adding full Prisma network technology at any time.</p>		
<p><b>CD35 – CD player</b></p>	<p>£2,250.00</p>	<p>£2,700.00</p>
<p><b>DD35 – CD transport</b></p> <p>DD35 is a full size dedicated CD transport using a state of the art low resonance dedicated CD drive and ultra low noise digital output.</p>		
<p><b>DD35 – CD transport</b></p>	<p>£1,583.33</p>	<p>£1,900.00</p>
<p><b>CD15 Prisma – CD and network player</b></p> <p>CD15 Prisma is a compact digital music media player, combining high end CD disc and stored and streamed digital media music playback with wired and wireless connectivity and control capabilities provided by the Prisma network player technology.</p>		
<p><b>CD15 Prisma – CD and network player</b></p>	<p>£1,375.00</p>	<p>£1,650.00</p>
<p><b>DD15 – CD transport</b></p> <p>DD15 is a compact high end CD transport using a dedicated low resonance slot load CD drive and low noise digital output.</p>		
<p><b>DD15 – CD transport</b></p>	<p>£1,000.00</p>	<p>£1,200.00</p>
<p><b>NP5 Prisma MK2 - network player/streamer for any system</b></p> <p>Designed to be small enough to slip inconspicuously into any system, NP5 Prisma has all the functionality found in our award winning Prisma enabled models providing full network player technology to virtually any component with a digital input, both stereo and multi-channel, whether Primare or another brand.</p>		
<p><b>NP5 Prisma MK2 - network player/streamer for any system</b></p>	<p>£458.33</p>	<p>£550.00</p>

Retail Price List - Valid From January 2024

Modules	RETAIL ex VAT	RETAIL inc VAT
<p><b>SM35 – Prisma module</b></p> <p>SM35 PRISMA module for I25, I35, PRE35, and CD35.</p> 		
<p><b>SM35 – Prisma module</b></p>	£416.67	£500.00
<p><b>DM36 – Digital-to-analogue converter module</b></p> <p>DAC module for I25, I35, and PRE35.</p> 		
<p><b>DM36 – Digital-to-analogue converter module</b></p>	£666.67	£800.00
<p><b>MM15 – Phono module</b></p> <p>Moving magnet phono stage for I15 only</p> 		
<p><b>MM15 – Phono module</b></p>	£225.00	£270.00
Phono stages	RETAIL ex VAT	RETAIL inc VAT
<p><b>R35 – MM/MC phono preamplifier</b></p> <p>R35 is Primare's most sophisticated and capable MM/MC phono preamplifier, providing the ideal interface between the low-level output of a moving magnet or moving coil phono cartridge and the line-level inputs of your hi-fi system, either RCA or XLR</p> 		
<p><b>R35 – MM/MC phono preamplifier</b></p>	£1,225.00	£1,470.00
<p><b>R15 – MM/MC phono preamplifier</b></p> <p>R15 is a award winning compact MM/MC phono preamplifier, providing the ideal interface between the low-level output of a moving magnet or moving coil phono cartridge and the line-level inputs of your hi-fi system.</p> 		
<p><b>R15 – MM/MC phono preamplifier</b></p>	£800.00	£960.00



**Retail Price List - Valid From January 2024**

Remote Controls	RETAIL ex VAT	RETAIL inc VAT
<p><b>C24 Standard System Remote Control Keypad</b></p> 		
<p><b>C25 System Remote Control</b></p> <p>C25 IR system remote control is included with all Primare Prisma generation products</p> 	<p><b>£45.83</b></p>	<p><b>£55.00</b></p>
<p><b>C25 System Remote Control</b></p> <p><b>Prisma Remote</b></p> <p>Capable of controlling virtually every function of every model Primare has made featuring remote control, as well as providing basic control for most current video displays.</p> 	<p><b>£45.83</b></p>	<p><b>£55.00</b></p>
<p><b>C25 System Remote Control</b></p>	<p><b>£133.33</b></p>	<p><b>£160.00</b></p>