

PRESS RELEASE

July 2016

www.absolutesounds.com

Press contact: Tim Bown

020 8971 3909

020 8654 8945

07854 966071

tim@andygilesassociates.co.uk



Above: dCS Vivaldi 2.0 digital playback system (top to bottom: CD/SACD transport, DAC, Upsampler and Master Clock)

Absolute Sounds to distribute dCS

Pioneering British digital audio manufacturer partners with the UK's leading distributor of high-performance audio equipment

London, England -- Absolute Sounds is pleased to announce its appointment as sole UK distributor of dCS audio equipment with immediate effect.

Based near Cambridge, dCS is a world leader in digital audio replay systems for domestic and professional use. The company is widely acknowledged to have pushed the digital audio performance envelope as a result of its many proprietary technologies, most famously the dCS Ring DAC™ – a shining example of British technological ingenuity.

Originally called Data Conversion Systems, dCS was founded in 1987 to manufacture high-performance Analogue-to-Digital Converters (ADCs) and Digital-to-Analogue Converters (DACs) for major telecommunications companies and military agencies, whose primary requirement was technology that

delivered state-of-the-art precision, linearity and reliability. The company's first project was to develop the Blue Vixen radar system for the Royal Navy Sea Harrier FA2 fighter aircraft.

In the late 1980s, dCS began making ADCs and DACs for music reproduction – first for the rapidly growing digital recording industry, then for use in the home. While the company's focus had changed, its commitment to producing digital conversion systems of unrivalled accuracy had not, the company's R&D-led approach further growing its reputation for leading-edge innovation.

dCS is responsible for many 'firsts' throughout its timeline, including the world's first 24-bit audio DAC and the first-ever 24-bit/96kHz analogue-to-digital and digital-to-analogue conversion systems. No company has played a more pioneering role in the development of today's hi-res digital music scene than dCS, and its products continue to enjoy an exceptional reputation among industry professionals and discerning music lovers around the world.

Today, dCS has three main product lines – Debussy, Rossini and Vivaldi – each designed from the ground up to represent the pinnacle of digital audio performance. The company's DAC technologies are truly unique, utilising proprietary hardware and software in place of ubiquitous, off-the-shelf chip solutions. A modular design approach delivers a clear upgrade path, allowing dCS owners to update their state-of-the-art digital playback systems as technology progresses, and all the company's products are hand-built in the UK.

Commenting on the appointment of Absolute Sounds, David Steven, Managing Director of dCS, said:

“dCS has been developing state-of-the-art digital audio technology for almost 30 years. Since becoming Managing Director in 2009, I have been committed to furthering our pioneering tradition with products that deliver the finest performance available today.

“One of the most crucial elements in helping our customers enjoy an unrivalled listening experience is the support offered by our global distributor and dealer network. We are constantly looking for partners who share our passion and commitment to deliver an unforgettable in-home musical experience.

“Absolute Sounds has been the primary architect of the UK's high-end audio scene over the past four decades. We share a passion for providing wonderful sound and exceptional customer service to discerning music lovers; by working together we can make that experience even stronger.”

Ricardo Franassovici, founder and Managing Director of Absolute Sounds, added:

“There are very few digital audio products in the world that deliver the level of performance we demand from the brands we represent. The components made by dCS unquestionably do, with the company's proprietary technologies cementing its status as a true digital audio pioneer.

“When we auditioned the latest dCS Vivaldi 2.0 digital playback system, we were inspired by its magnificent sound quality. And when David Steven and his team of engineers shared their forward-thinking vision with us, we became excited at the prospect of our new partnership. On a personal note, having known David's father prior to his death in 2009, I am delighted at the prospect of working with the innovative company that he helmed for many years and that his son now steers toward further success.”

dCS website

www.dcsLtd.co.uk

UK trade contact for dCS

Absolute Sounds
58 Durham Road
London
SW20 0TW

Tel: 020 8971 3909

Email: info@absolutesounds.com



Absolute Sounds is the UK's leading importer and distributor of high-quality hi-fi and home cinema equipment. The company was formed in 1978 by Ricardo Franassovici, who left a successful career in the music industry to become one of the world's leading hi-fi entrepreneurs. Ricardo's burning desire has always been to give UK-based music fans the opportunity to experience audio at the highest level, cherry-picking the very best components from around the globe to create a 'hi-fi boutique' overflowing with highly covetable, high-performance products. Like the finest watches and most prestigious motorcars, these brands deliver finely tuned, supremely engineered products that simply ooze desirability. If you are seeking the world's best hi-fi and home cinema equipment, Absolute Sounds is your first port of call.

Absolute Sounds is responsible for distributing the following high-end audio brands in the UK: Artesania Audio, Audio Research, Constellation Audio, Continuum Audio Labs, Copland, Crystal Cable, Dan D'Agostino, darTZeel, dCS, EAT, Jadis, KL Audio, Koetsu, Krell, Magico, MartinLogan, Metronome Technologie, PrimaLuna, PRYMA, ReQuest Audio, Siltech, Sonus faber, TechDAS, Theoretica, Theta Digital, Transparent, Wadia, Wilson Audio and Yter.

www.absolutesounds.com



For more information, product samples or high-resolution images, please contact Tim Bower
T: 020 8654 8945 M: 07854 966071 E: tim@andygilesassociates.co.uk
