



ZEN Phono

GBP £249
USD \$249

Summary

"Turn On, Tranquillity."

Best-in-class phono stage for those who want to get the most out of their record collection.

USPs:

Intelligent Subsonic Filter for warped LPs
Precise RIAA with balanced output

Features and Functionality:

Four MC/MM gain selections from 36-72dB
Front button for load adjustment
-151dBV Equivalent Input Noise
Internal high-tech 1.2MHz clean power supply

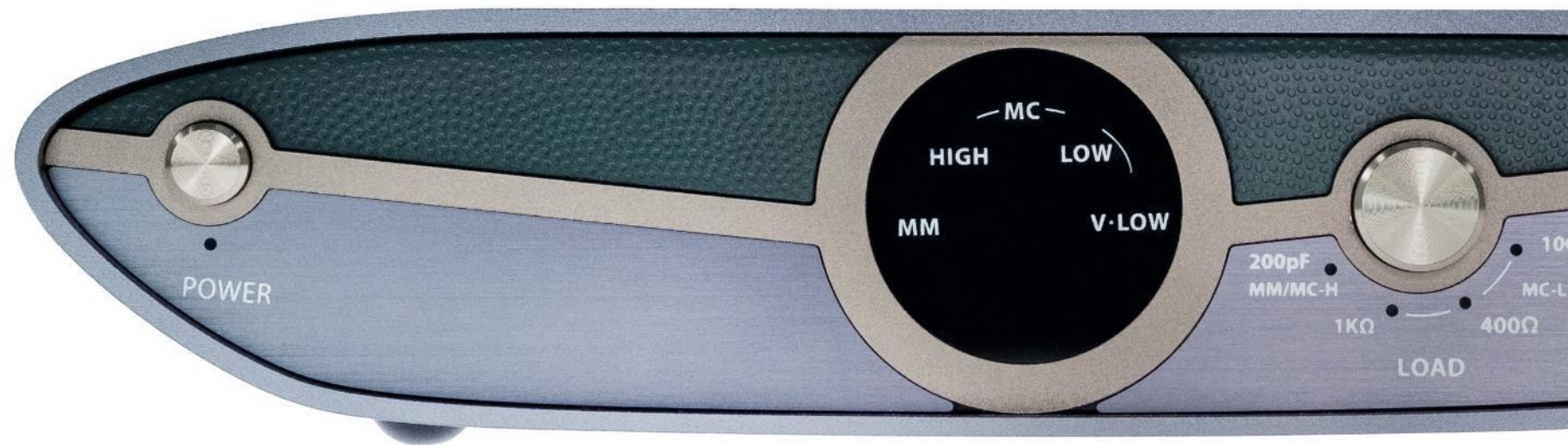


Section 1: Marketing

Messaging & Tagline

In a world full of noise, welcome to ZEN.

"Turn On, Tranquillity."



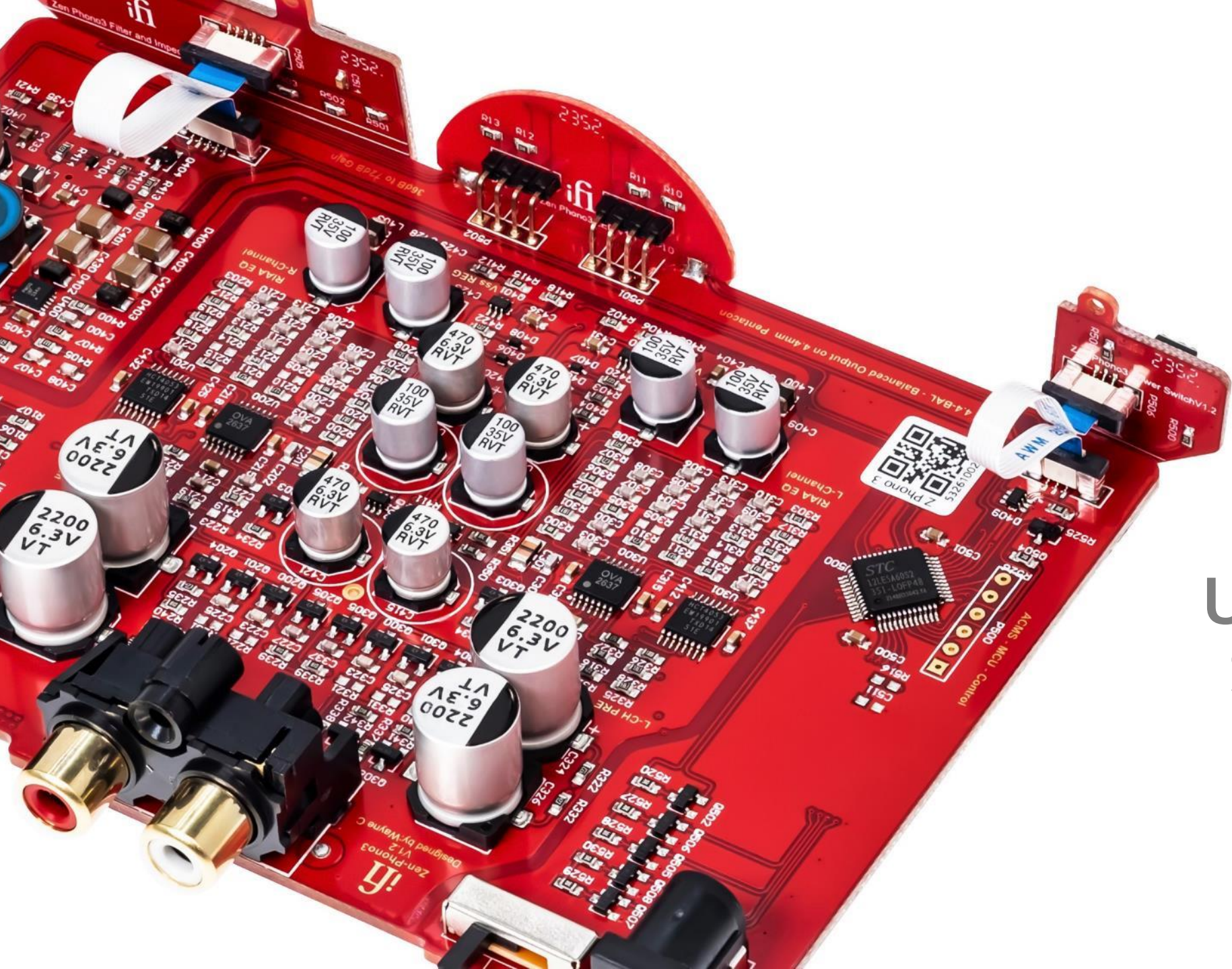
Story

In a world where modern technology is ever-evolving, simplicity and connection are what we crave most.

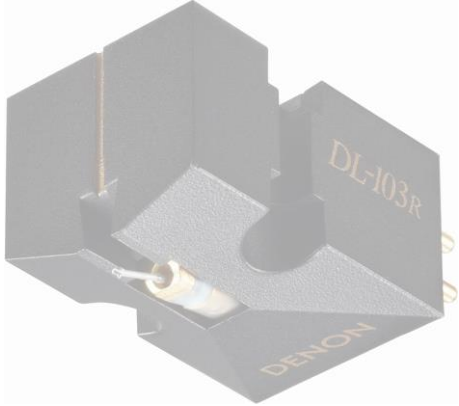
The familiar act of picking your favourite LP, hearing the soft crackle before it starts and sharing a story or two with friends as you listen together.

Our ZEN Phono 3 allows you to slip seamlessly back into this blissful world of vinyl, and with its enhanced features and intelligent warp filter, you can break out your over-loved LP's and hear them as new.





Unique Value Statements



72dB

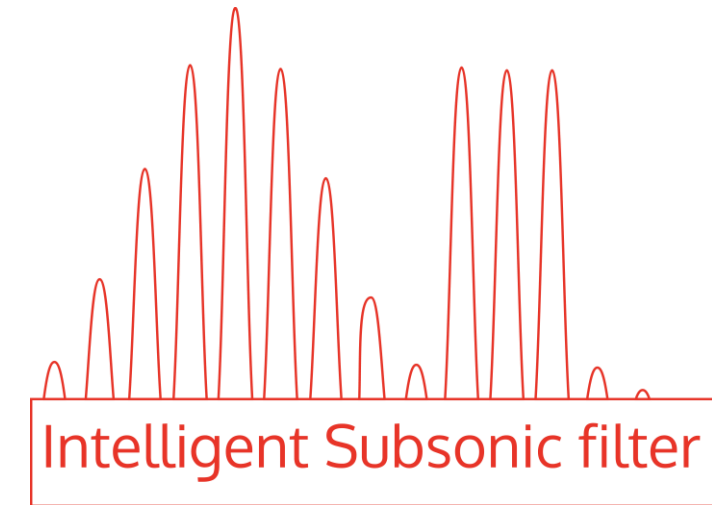


A Perfect Match

Supports four MM/MC gain selections from 36-72dB and four input impedance settings, ensuring optimum compatibility with a **wide range of cartridges.**

Combat Warped Records

Features an **intelligent subsonic filter** designed to effectively remove ultra-low frequencies caused by warps, unlike typical bass-reducing filters.



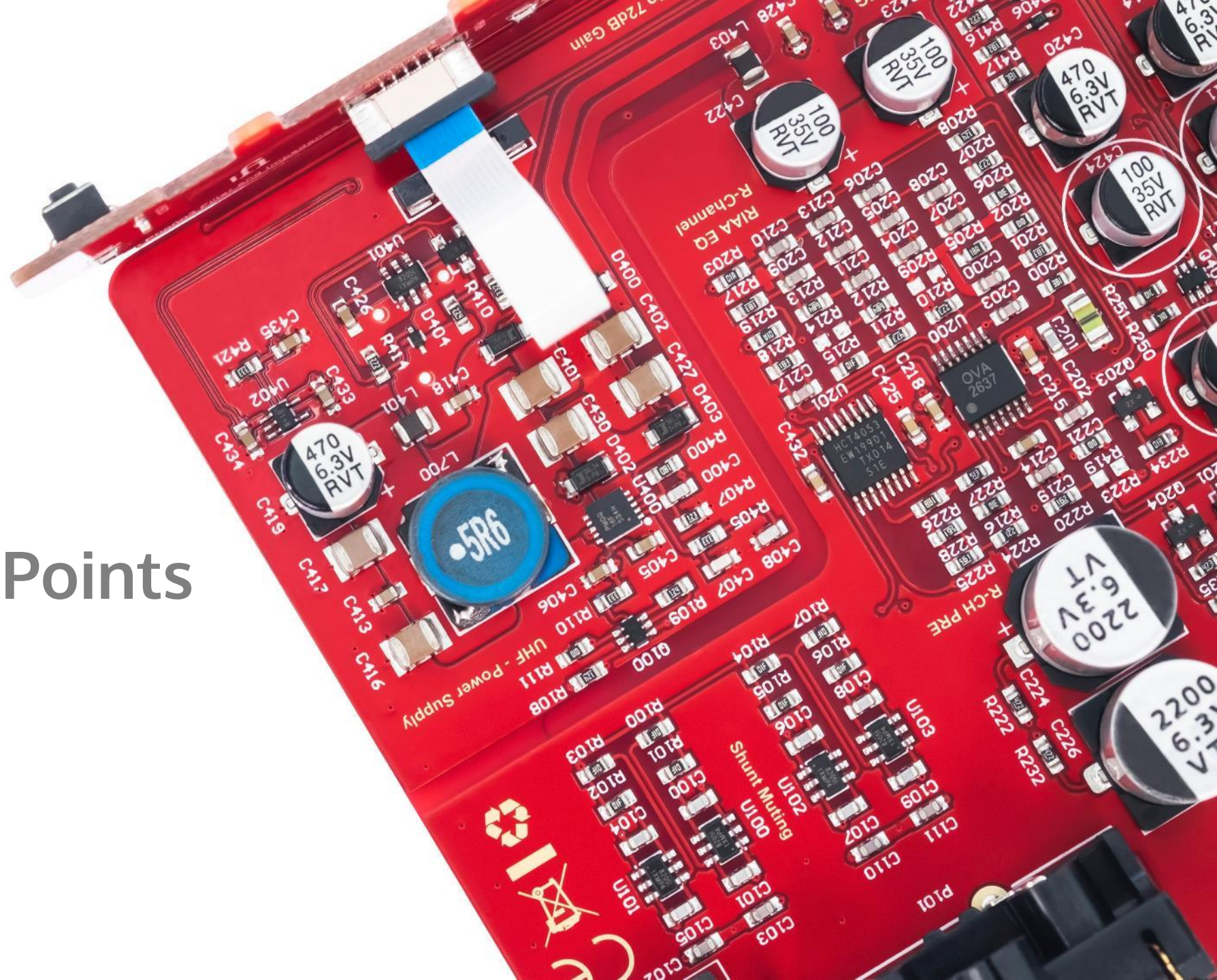
Rivals \$1,000 Phono Amps

-151dBV

Equivalent Input Noise

Boasting a super-silent noise floor with an EIN (Equivalent Input Noise) of -151dBV, ZEN Phono 3 surpasses some Class A+ models by 20dBV.

Unique Selling Points



Key Features

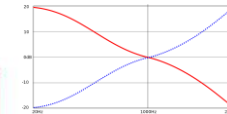
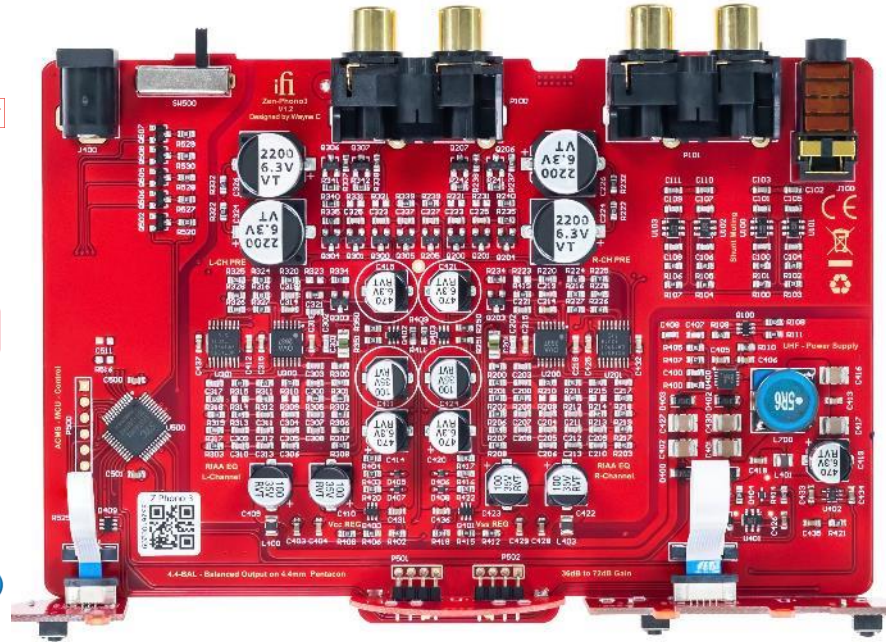
Intelligent subsonic filter that removes LP warp without removing low end



-151dBV measured **Equivalent Input Noise**. 20dBV quieter than some Stereophile Class A+

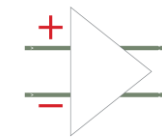
-151dBV

High precision, (1.2MHz) high-current power supply controller



Precise RIAA EQ with +/- 0.15dB tolerance from 20Hz-20kHz

Balanced



4.4mm balanced and RCA line outputs



36-72dB gain range and load impedance adjustment button to support a range of cartridges

Super Subsonic

Our intelligent subsonic filter high passes the vertical (side) information much more heavily than the lateral (mid), as LP bass is invariably mono – due to elliptic equalising during vinyl mastering.

This way it **only filters record warp**, without attenuating low bass or adding group delay.

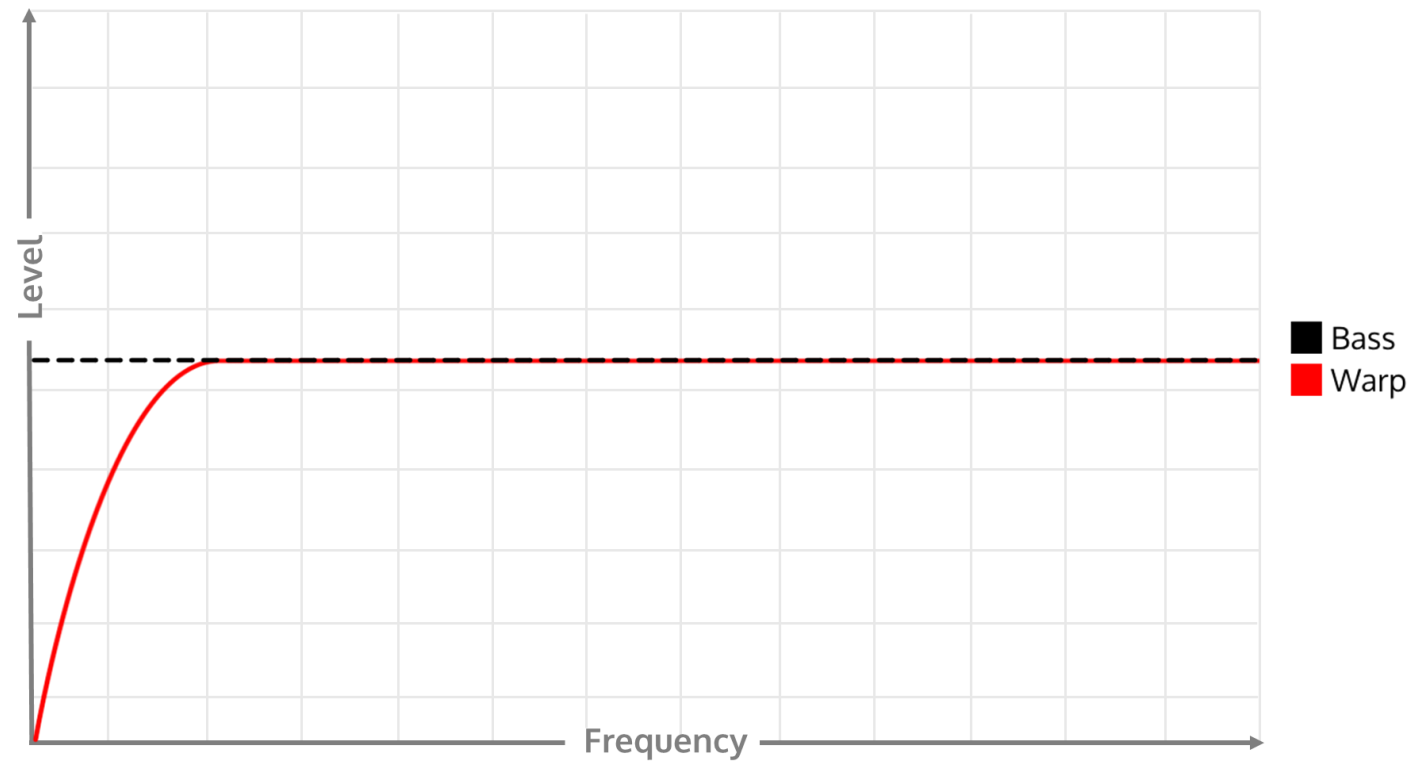


Subsonic Filter Frequency Response

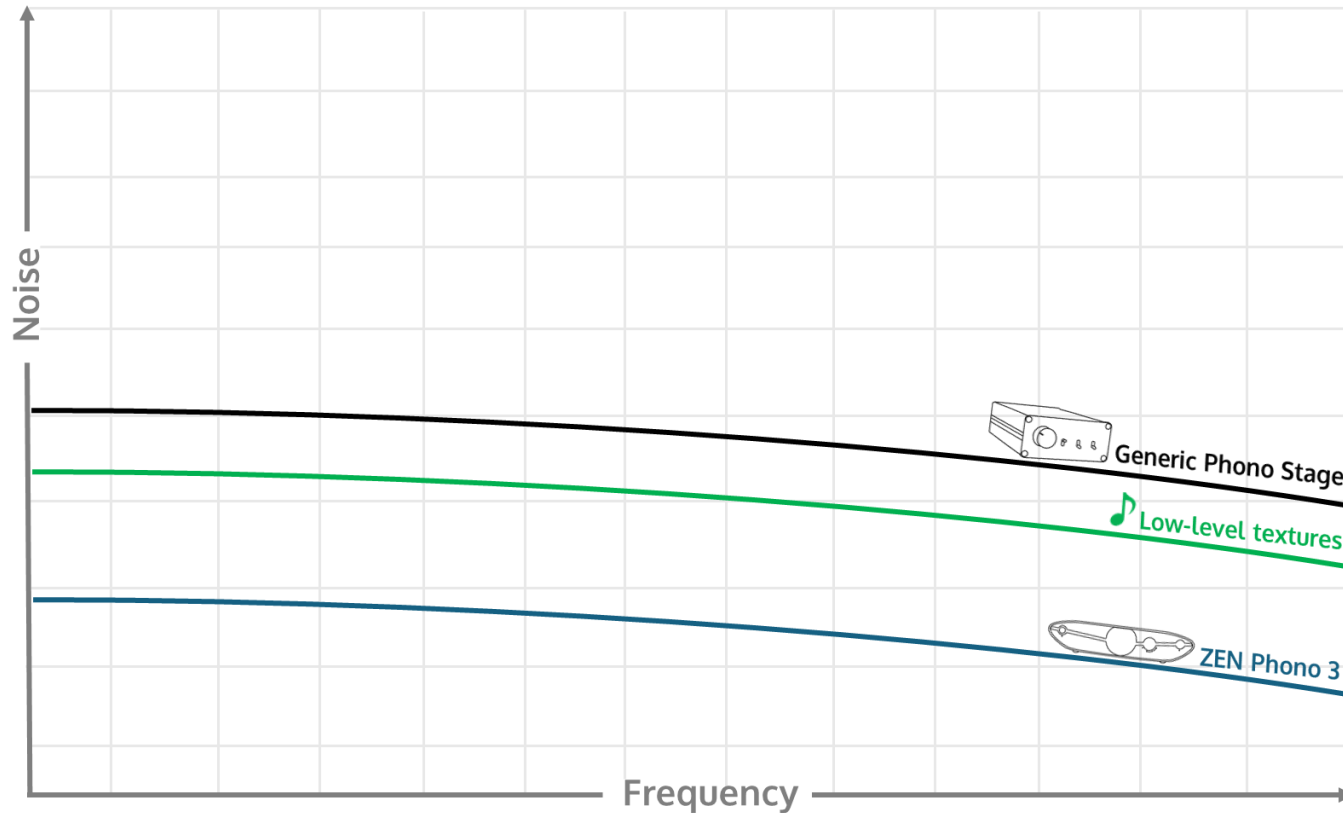
Normal subsonic filters aren't intelligent.

They're typically hated by audiophiles because they filter out the rumble from warped records – but also filter out the bass.

Our intelligent subsonic filter knows the difference between the two, and **only filters the warp**, leaving the song intact.



Noise Floor Comparison Chart



The noise floor of a typical phono stage is noticeable. This is because it sits **above** the level of the low-level textures and detail of the music.

It gets in the way of the song.

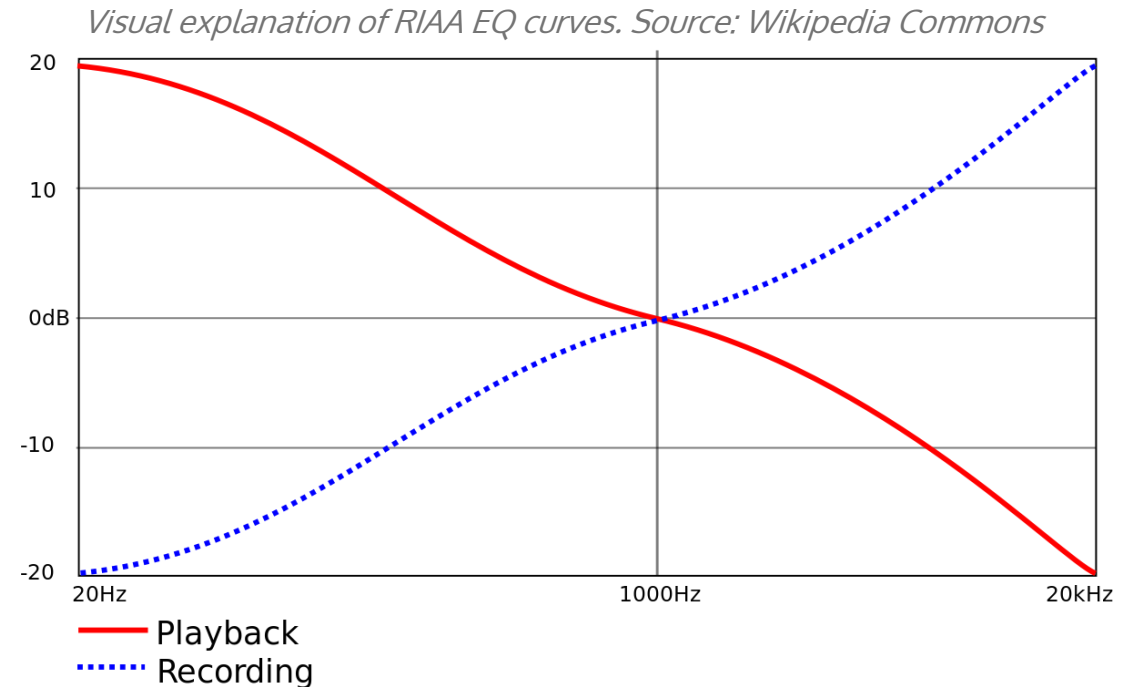
The ZEN Phono 3 is **distinctly different**.

Hear your music as it was meant to be heard;- without the noise you associate with vinyl records.

Hear Your Record Properly

Most records are recorded with an Inverse RIAA (Recording) Equalisation that needs to be **undone on playback**.

ZEN Phono 3's RIAA playback equalisation curve is within a staggering $\pm 0.15\text{dB}$ tolerance – allowing for **truthful, accurate music playback**.



Target
Audience



Audience Groups

Characteristics:

- **Demographics:** Individuals between 25-60.
- **Income:** Earning between USD 2,500-5,000 Monthly.
- **Need for Phono stage:** Seeking to improve their sound of their vinyl player.

Categories:

- Vinyl enthusiasts, Audio enthusiasts, Traditional Hi-Fi lovers, Analogue aficionados



Section 2: Tech



Features and Functionality

ZEN Phono 3 Vs. ZEN Phono



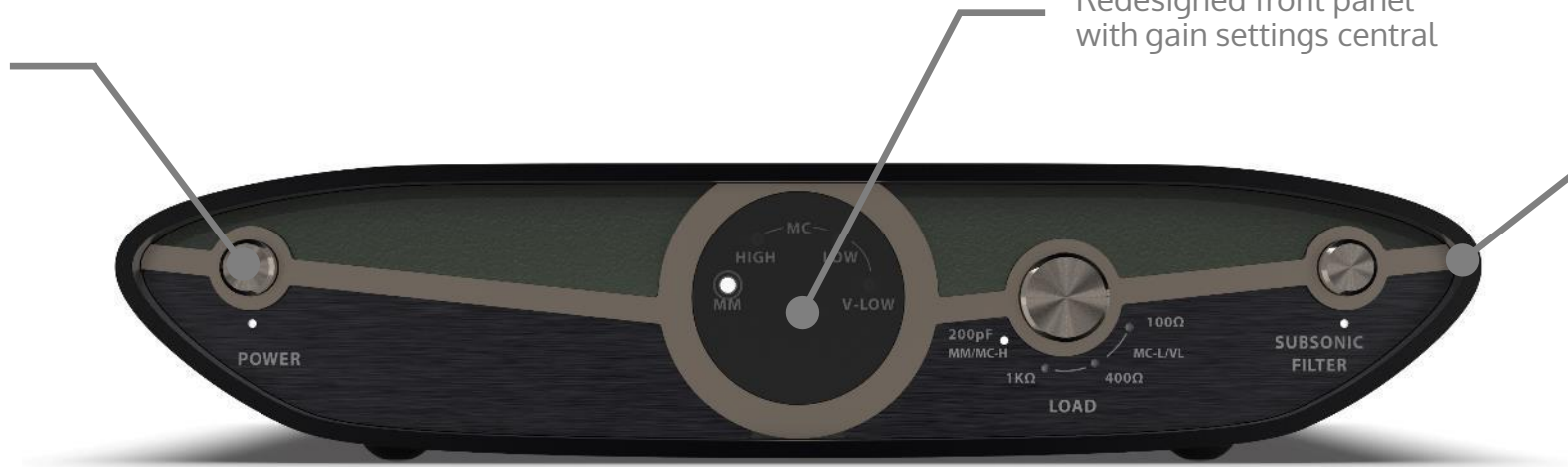
	ZEN Phono 3	ZEN Phono
Cartridge Support	MM, MC	MM, MC
Gain Settings (dB)	36, 48, 60 72	36, 48, 60 72
Load Adjustment	200pF/1kΩ/400Ω/100Ω	-
Max Output Voltage	20v RMS @ 100k	20v RMS @ 100k
Output Impedance	200Ω Bal 100Ω SE	200Ω Bal 100Ω SE
Input Impedance	MM/MC High: 47kΩ (Load 100/200pF) MC Low: 1kΩ/400Ω/100Ω MC V Low: 1kΩ/400Ω/100Ω	MM/MC High: 47kΩ (Load 110pF) MC Low: 1kΩ MC V Low: 110Ω
Frequency Response	20Hz-20kHz (+/- 0.15dB)	20Hz-20kHz (+/- 0.15dB)
Equivalent Input Noise	-151dB(A)	-151dB(A)
Harmonic Distortion	0.0027% MM re 2V Bal / 1V SE	0.003% MM re 2V Bal / 1V SE
Net Weight	456g (1.00lbs)	515g (1.14 lbs)

ZEN Phono 3 Vs. Phono Looks

'Sunlit Bronze' hardware for premium look and feel

Redesigned front panel with gain settings central

Modern two-tone design; stands out against "black box" style competition



Max Out Every Cartridge

All new front button for adjusting input capacitance and load impedance settings, independently of gain settings.

MM/MC-High: 47k Ω , 100/200pF

MC-Low/V-Low: 100/400/1k Ω



Minimise Crosstalk

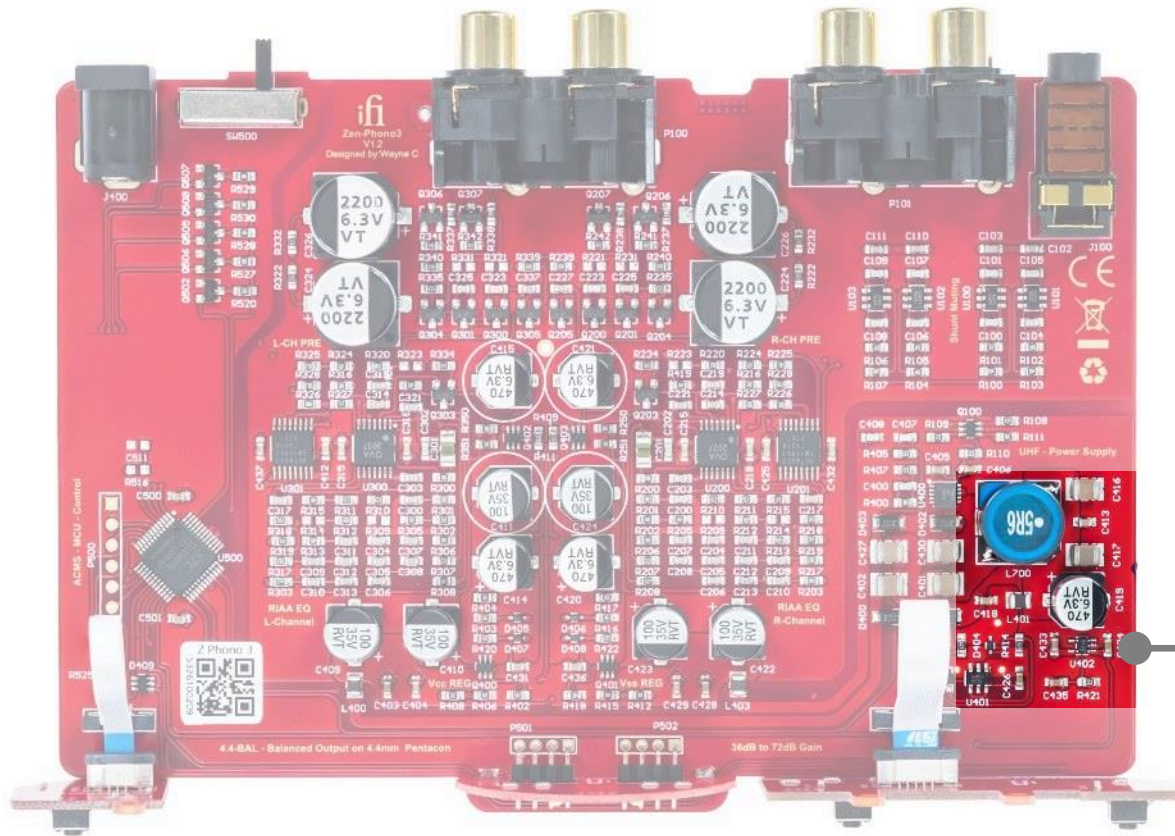
ZEN Phono 3 is the **only** phono stage in its class to feature a **4.4mm balanced output**.

Connect to active speakers, amplifiers or receivers with balanced inputs, and experience **reduced crosstalk and noise**.



Shockingly Silent

ZEN Phono 3 boasts an Equivalent Input Noise figure of -151dBV , which is -20dB quieter than some Stereophile Class A+ phono's which are -131dBV .



The ZEN Phono 3 has its own high-tech 1.2MHz power supply on its own 'island' – so isolated, it does not pollute noise into the amplification stage.

Appendix





Specification

Input		
Gain Settings	MM	36dB
	MC High	48dB
	MC Low	60dB
	MC V Low	72dB
Line Output		
Output Power (RMS)	Balanced UnBAL	>19.98V @ 100k Ω (THD+N<1%) >10.07V @ 100k Ω (THD+N<1%)
SNR	MM	91dB(A)
	MC High	71dB(A)
	MC Low	89.6dB(A)
	MC V Low	78.6dB(A)
Equivalent Input Noise	MM	-127dBV(A)
	MC High	-129dBV(A)
	MC Low	-149.6dBV(A)
	MC V Low	-150.6dBV(A)
Harmonic Distortion	MM	< 0.0027% @ 600 Ω
	MC High	< 0.0095% @ 600 Ω
	MC Low	< 0.031% @ 600 Ω
	MC V Low	< 0.022% @ 600 Ω
Output Impedance		<200 Ω BAL; <100 Ω UnBAL
Frequency Response		20-80kHz (-3dB) BAL; 20-20kHz (-0.15dB) UnBAL
Dimensions		158x113x35mm (6.2" x 4.4" x 1.4")
Weight		456g (1.0 lbs)
Warranty period		12 months

Contents

ZEN Phono



Thank you for purchasing the Phono from the Zen series. The Phono is a balanced MM/MC phono stage.

1. Power ON/OFF
This is the power switch.

2. MM input LED
This is a MM input suitable for MM cartridges with the output voltage higher than 2mV. Please select Gain 1 at the rear.

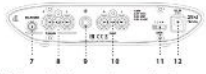
3. MC HIGH input LED
This is a MC HIGH input suitable for MC cartridges with the output voltage less than or equal to 5mV. Please select Gain 2 at the rear.

4. MC LOW input LED
This is a MC LOW input suitable for MC cartridges with the output voltage less than or equal to 5mV. Please select Gain 3 at the rear.

5. MC V-LOW input LED
This is a MC V-LOW input suitable for MC cartridges with the output voltage less than or equal to 25mV. Please select Gain 4 at the rear.

6. SUBSONIC Filter ON/OFF
This is the SUBSONIC filter switch.

The fi-designed subsonic filter will intelligently detect whether a subsonic frequency is energized and react to it with electronic waves and let all the bass and mid-range frequencies pass through unobstructed. Therefore, it will not affect the sound quality.



7. Balanced 4.4mm analogue output
This is an analogue output via 4.4mm x RCR or other balanced interconnects. You could use this for an active speaker or an amplifier.

8. RCA analogue output
This is an analogue output.

9. Ground
This is the Zen Phono's ground, please connect it to the turntable's grounding wire.

10. RCA analogue input
This is an analogue input.

11. Gain channel switch
This function switches between 4 gain levels:
1. corresponds to MM (-20mV)
2. corresponds to MC HIGH (-5mV)
3. corresponds to MC LOW (-5mV)
4. corresponds to MC V-LOW (-25mV)
Please select the gain that suits the cartridge in the phono section and please turn the gain knob.

12. DC 5V power
Please connect the Zen Phono to the wireless power supply. The Zen Phono must ONLY be powered by iFi units.

Any other power source will appear the audio distortion and may damage the Phono. Please do not use the power supply from other brands.

Specification

Input voltage	DC 5VDC, AC 100-240V, 50/60Hz
Power	0.5W (at max power supply)
Frequency Response	20Hz - 20kHz (±0.5dB)
Balance	20Hz - 20kHz (±0.5dB)
SE	180 - 1800 Ω (A/B/E)
Channel Separation	> 70dB (1kHz at 100mV)
Max Output Voltage RMS	12.5V RMS (600 Ω), 16.7V RMS (16 Ω)
SE	100 - 1000 Ω (A/B/E)
Output Impedance	200 Ω (SE)
SE	100 Ω (SE)
THD	0.0001% (1kHz)
Wow/Flutter	±0.0001% (20Hz/150 Hz)
MC High (A/B/E)	0.001% (100mV) ± 20dB (150 Hz)
MC Low (A/B/E)	0.001% (100mV) ± 20dB (150 Hz)
MC V-Low (A/B/E)	0.001% (100mV) ± 20dB (150 Hz)
Dynamic Range	> 100dB (A-weighted)
Distortion	< 0.0001% (100mV)
SNR	> 100dB (A-weighted)
CMR	> 100dB (A-weighted)
Power Consumption	< 0.5W
Dimensions	125 x 117 x 35 mm
Weight	62 g (4.4 x 1.4")
Warranty period	12 months

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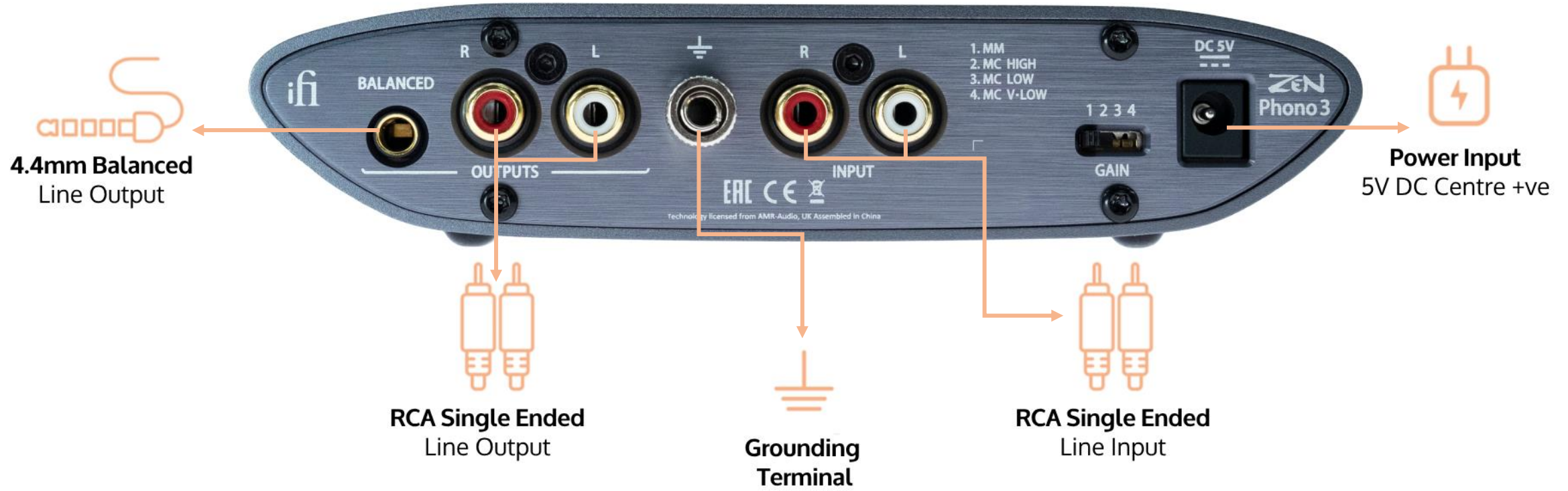


In order to activate the warranty for this iFi product, you must register with the iFi website.

Component: _____

Serial no.: _____

Connections



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