

CYRUS

Discover music

COPLUS

# Welcome to Cyrus, the place to rediscover music.

**I think it is true to say hi-fi has changed dramatically in the last five years, and all for the better in my humble opinion. While CD's remain the major part of many collections, downloaded or computer sourced music is a big part of what we do today. However you collect music over the years, tracks, tunes, files, albums, LP's or a mix of all of these, it is of course the life experiences and loves that you associate with it that make your music library so valuable to you.**

Music is an emotional medium. We love listening to music because it stirs an emotion within us. For us at Cyrus success is designing a hi fi system that conveys the emotional energy that the musician originally intended. We want to turn your music library into a series of emotional experiences for you to enjoy.

Putting aside for a moment, our 25 years of experience or the 30 international awards Cyrus has gained in just the last five years, I wanted to try and explain why we do it? Hi-fi is of course an important industry, it is our business, but what makes a product special, above the average, valuable? Of course it's the passion the creators bring to the table. Be it sports cars, fashion, architecture, sport or hi-fi, passion for ones subject is what you can be assured lies at the heart of every worthwhile enterprise.

Unsurprisingly, Cyrus is full of people who are passionate about music. For me personally, 30 years spent on the path to audio nirvana has proved to be a fantastic way to earn a living. Intriguingly music and the system it is played on at home has also been a valuable source of relaxation and diversion from a busy life. It is said, hearing is the most fundamental of the human senses, possibly because of that, music and hi-fi are certainly one of the most valuable ways to relax and unwind.

At Cyrus we are on a journey to become masters of the electronic, mechanical and software details needed to unlock and reproduce the astonishing, enthralling and passionate factors that make the difference between the merely good, and the 'take your breath away' audio systems we manufacture. For my team it's all about making your music sing in your home! This is what drives us. How to work out the technical hurdles and shorten the gap between performer and listener, now that is a challenge... Happy listening.

**Peter Bartlett**  
CEO Cyrus Audio.



# How to choose your system

Cyrus makes three ranges, the critically acclaimed X series, 8 series and our entry 6 series models. We make CD players, streamers, amplifiers, DACs, power amps and all-in-one systems. They are all made to the highest quality standards and come housed in our hand finished, die-cast aluminium, chassis that contributes to their outstanding musical performance.

- **X Series** contains our most sophisticated engineering, most powerful amplifiers and highest sound quality. These models come together to create our most advanced system capable of subtlety and high resolution yet capable of enormous power and dynamics.
- **8 Series** benefits from many of the advanced ideas and circuit designs that have trickled down from X Series engineering. 8 Series models are capable of delivering remarkable performance in a living room with all but the largest loudspeakers. All our 8 Series products are modular and can be easily upgraded from the 6 Series.
- **6 Series** represents remarkable value because each 6 model is based on 8 Series engineering investment. 6 Series products use the core elements from the 8 series and are upgradeable to 8 Series making this one of the best places to start off your system if you are not yet sure how much you want to spend.



*“The Stream X was a delight to listen to. It was the best streamer I have heard to date by a good margin, bringing my computer music to life.”*

Noel Keywood, Hi-Fi World Feb 12

*“Beg, steal or borrow, just buy it. This player is astonishing. Not just for the price, you understand – just astonishing, full stop. In its areas of strength – timing, dynamics and punch – this player is comparable with the best around, regardless of price. We should repeat that: regardless of price.”*

What Hi-Fi on the CD 6 SE

## Which source component to choose?

If you have a huge CD collection, our proprietary SE technology enables Cyrus to produce what are widely acclaimed to be the best CD players in the world. If you download all your music, Cyrus's range of streamers will add breathtaking performance to the convenience benefits of a digital music library. Which ever route you go down, Cyrus has an answer for you.



To help you learn about our modular system concept we have appointed and factory trained skilled Cyrus retail partners, who can demonstrate our systems and show you how you can upgrade your system over the years to come. This folder is designed to hold data sheets and product information your retailer will print for you. I do hope we can tempt you into the world of Cyrus hi-fi but whatever you buy, never, ever, buy second best!

### **Some sound advice**

- A great system can make any music sound fabulous at home; there is no musical snobbery at Cyrus, if an artist recorded a passionate performance we aim to transmit that passion into your home. Piano, drum, voice, all have the potential to make your day!
- Invest in quality components, not big ones with knobs on!
- Allocate a really good chunk of your budget on the amplifier; after all it's what makes the sound you're going to listen to!
- Digital is not new; it's the way our world is now. Therefore the DAC is a very important part of this world.

*“Quality is remembered  
long after the price is  
forgotten”*

**Gucci**



# Upgradeability, a Cyrus speciality

Buying a hi-fi system very often tempts us to invest in the models we dream about but which possibly could be slightly over indulgent right now. However we have a solution. Because our systems are built around a common platform designed to accommodate three levels of quality, we can offer you the option to upgrade your initial purchase to a higher model, from 6 to 8 to X series. Send a product back to Cyrus and we can upgrade it for you to the latest model, or to a higher specification. You can also add components (power amps or power supplies) to give more power or greater resolution. You really can custom build your own system to suit your needs, for example, feature set, colour, and power options give you 12 different variants of integrated amplifier

## **Customer support department.**

Our customer support team can arrange all manner of service related help. Also our network of factory trained Cyrus retailers will be happy to explain the various upgrade options and help you decide which of the options will work best for you.

Our customer support team look after many older cherished Cyrus models going back almost 30 years. Cyrus One amplifiers from the 1980's are regularly restored and brought back to original performance for a fraction of the cost of a new amplifier. For more recent products our team can add a DAC card to an amplifier or upgrade a CD player to a higher model in our range. Our website has further details of our service programs.

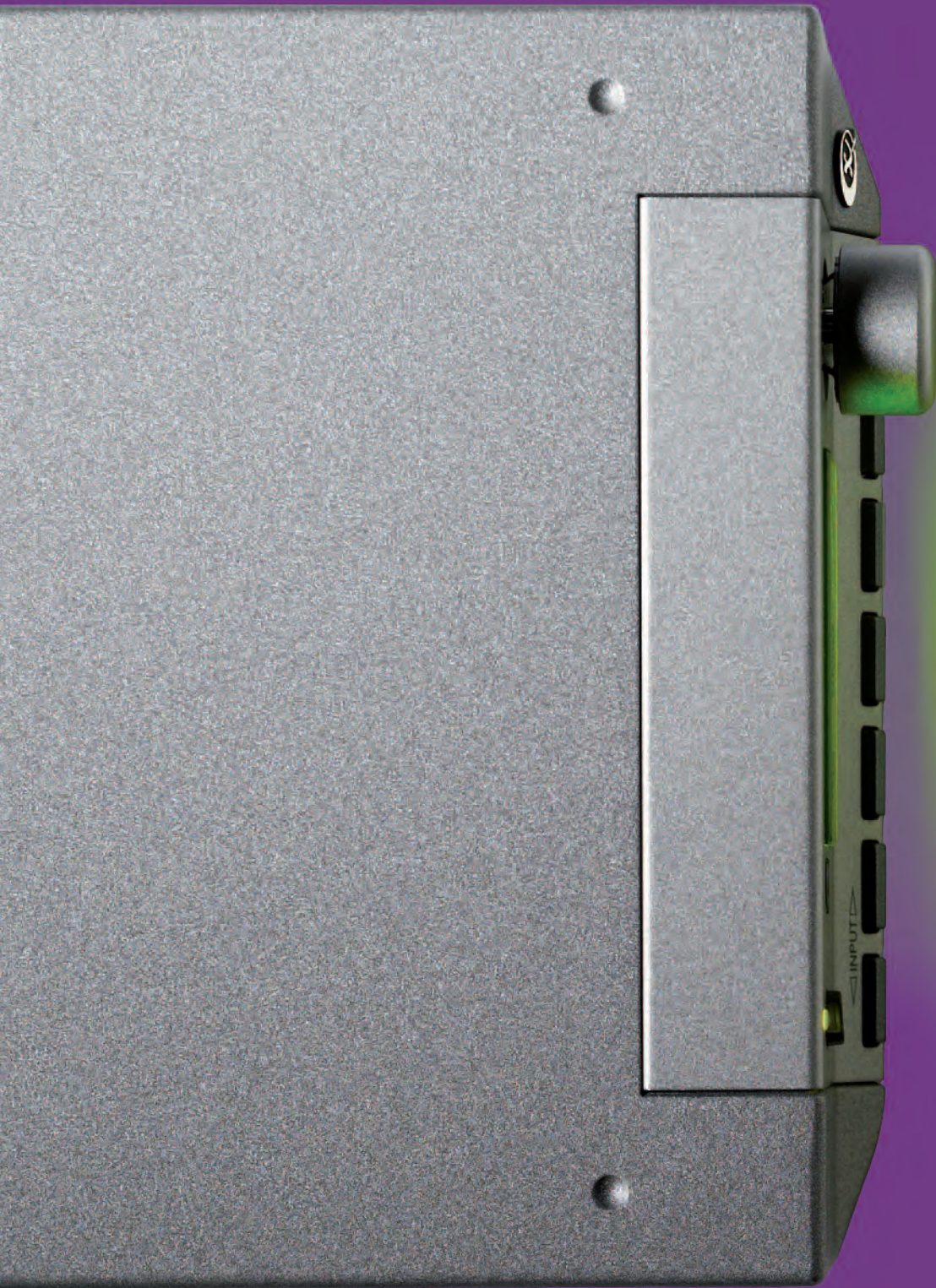
Although it is unusual in the modern consumer world to offer good service, we are very proud to support our customers and products, to give our products true lifetime value.

Cyrus service 10am – 4.30pm Tel: 01480 410901

## **The Cyrus website**

Our website has become the centre of all things Cyrus from latest news, new model announcements, product instructions, technical specifications, support information or just a place to read the latest blogs. The website is a vast array of information and advice designed to help our customers get the most from their Cyrus investment.

For a detailed description of our full range please go to [www.cyrusaudio.com](http://www.cyrusaudio.com) where you will discover overviews, detailed descriptions and more technical descriptions of our product ranges.





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