

The only
reason not to
buy an Onkyo
Pro Logic
Receiver is if
you're into
antiques.

The World's First Full Digital Dolby Pro Logic Receiver

Onkyo's new Integra TX-SV909PRO offers home theater performance so advanced, other receivers are destined for some unhappy endings.

The TX-SV909PRO is the world's first receiver to feature a full digital Dolby Pro Logic surround decoder. The technical benefits are significant: improved signal-to-noise ratio, lower distortion and greater separation. To your ear this means Dolby surround sound that is identical to a first class theater, with pinpoint imaging of all dialog, music and sound effects.

The TX-SV909PRO is also the world's first receiver to incorporate the acclaimed Ambisonic Surround Sound System, which is to music what Dolby Pro Logic is to movies. The Ambisonic process recreates a 360° soundstage, with a seamless, natural transition from the front to rear speakers. Ambisonic recordings (such as those on the

Nimbus label) played back through the decoder on the TX-SV909PRO deliver a sense of musical time and space that is more lifelike than anything you've ever heard.

The high technology found in the TX-SV909PRO can only be achieved by Onkyo's dedication to uncompromised engineering. That's why the TX-SV909PRO features 7 Discrete Power Amplifier Sections and 3 Independent Heavy-Duty Power Transformers. True Multiple Room/Multiple Source capability is assured via this 7 channel design as well - you can have full 5 channel Pro Logic in your home theater/media room while someone in the bedroom listens to a CD in stereo.

In addition to the TX-SV909PRO, Onkyo offers an entire family of advanced Pro Logic Receivers. Which means if you're looking for unequalled home theater performance, Onkyo is really the only choice you have.

Unless you're into antiques.



ONKYO

200 Williams Drive, Ramsey, NJ 07446 201-825-7950

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THE INTEGRAL TX-SV909PRO

Onkyo's new Integra TX-SV909PRO is the world's first full digital Dolby Pro Logic receiver. And that's just the tip of the iceberg. It's also the world's first A/V receiver to incorporate the Ambisonic Surround Sound System.

Combined with the uncompromising construction and engineering that has earned Onkyo's Integra Series worldwide audiophile accolades, digital Dolby Pro Logic and Ambisonic make the TX-SV909PRO the only serious choice for high end home theater enthusiasts. Yet Onkyo goes even further in its relentless pursuit of audio and video perfection.

Having the only full digital Dolby Pro Logic and Ambisonic systems is a tremendous beginning. However, Onkyo's TX-SV909PRO redefines the high-end A/V receiver category by also including seven discrete high-quality power amplifiers with preamplifier access to all channels, three independent heavy-duty power supplies, multiple-room/multiple-source capability, and enough smartly applied A/V switching facilities to operate a small studio.

Such a presentation of uncompromised engineering, aesthetic beauty, and usable design can only come from those who truly care about audio and video reproduction. When you sit down to listen to music or watch a movie with the TX-SV909PRO it's an emotionally engaging experience.

FULL DIGITAL DOLBY PRO LOGIC

The introduction of the Dolby Pro Logic process was perhaps the most significant step taken toward delivering true movie theater sound to any listening room. It placed the ability to accurately decode a multi-channel film soundtrack—with all of its applied directional characteristics—at everyone's fingertips. But not exactly in their hands.

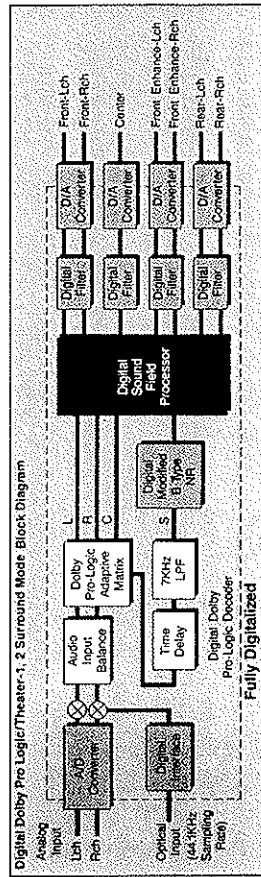
Until Onkyo's introduction of the Integra TX-SV909PRO—the world's first full digital Dolby Pro Logic receiver—decoding highly complex movie sound had been handled at a disadvantage. Less than optimum performance was realized due to one or more channels of all previous Pro Logic receivers relegated to analog processing. With the TX-SV909PRO, each channel required for an accurate Pro Logic home theater setup is processed completely in the digital domain.

The result is a tremendous improvement in the three areas of sound reproduction inarguably the most critical for precise multi-channel playback—localization, separation and imaging. With Onkyo's full digital Dolby Pro Logic decoding, aircraft clearly soar overhead, cars race by with head-snapping accuracy and gunfire certly seems to pass right through you. It's a home theater experi-

ence unmatched by any previous A/V system.

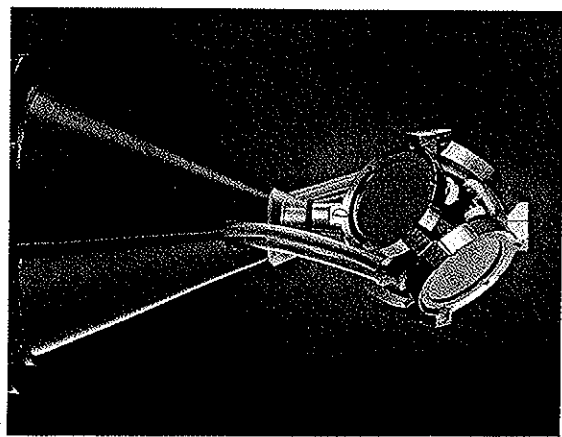
Yet Onkyo upped the ante one significant step further. The Integra TX-SV909PRO offers seven discrete power amplifiers, one for each of its seven true channels, all powered by three separate, heavy-duty power supplies. Because it is crucial for the center channel in a Pro Logic system to be configured with the same power level as the main front left and right channels, the receiver pumps the same 110 watts to the center as the main front speakers. Dialogue is as crisp, accurate and intelligible as if it were live, with no aural smearing of its localized source. And with the TX-SV909PRO's enhanced signal-to-noise performance, digital signals are reproduced with force and feeling across the entire audio bandwidth.

This is the kind of design decision that stems directly from Onkyo's corporate philosophy. Although fewer, IC-based output stages would save money, they represent a real sacrifice in sonic quality and construction integrity. Its a philosophy displayed by the painstaking adherence to engineering details that let a component like the TX-SV909PRO deliver the finest home theater performance possible.



AMBISONIC SURROUND SOUND

Surround sound has been available in one form or another for nearly a decade. Today, outboard processors and receivers alike boast myriad concert



original musical experience—with all its requisite directional characteristics—as it was created in the studio or onstage.

Ambisonic Surround Sound is attained by recording—via a special 3- or 4-element single-point microphone such as Siemens/AMS "Soundfield" model shown here—the complex soundfield of a musical performance and encoding it directly to 2-channels. The recording is later decoded, by an Ambisonic device such as the TX-SV909PRO, in the listening room to recreate the intended ambience and soundfield of the original recording.

Using Ambisonic Surround Sound technology, listeners can find themselves at any position in the room and still maintain the same distinct sense of time and space as if they were present at the original performance. No endless hours of tweaking that results in a wash of sonic unreality—just you and the music as it was meant to be heard according to the true laws of psychoacoustics.

One of the chief benefits of the Ambisonic Surround Sound System is its ability to operate with a minimum of loudspeakers and channels of amplification. Proper Ambisonic decoding converts two channels to four, with the same seamless front/rear and left/right speaker relationships as in the original recording. And with the TX-SV909PRO offering seven discrete channels of amplification, straight audio listening with Ambisonics is always possible no matter how complex your A/V setup.

Ambisonic recordings from Mariner to McCartney are currently available. Spend some time with the natural sound of Ambisonic and its seamless 360° soundstage. It's the musical experience you've been searching for.

hall and ambient room effects created via both analog and digital means. But the key word here is effect.

At Onkyo, we're in the business of creating music—as accurately and emotionally as possible. That's why we've teamed up with Nimbus Records, Ltd., to make the TX-SV909PRO the world's first receiver to include the Ambisonic Surround Sound System. A system dedicated to reproducing the

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