

## SVS Launches Prime Elevation Speakers

Written by Marco Attard  
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SVS launches the Prime Elevation Speaker line-- an interesting speaker series specified to adapt to oddly shaped rooms, high ceilings and less than perfect placement options.



An angled front baffle and proprietary mounting hardware allow installers to uniquely place the front, centre, side or rear surround, and/or LCR speakers not exactly where they should normally go, and re-adjust the sound to make it sound as if it is coming from there. A multi-angle wall bracket allows such mounting, while a universal mounting option with a 0.25-inch 20TPI brass insert works with many other kits.

Even the magnetic SVS logo on the front grille is adjustable to accommodate positioning.

SVS Prime Elevation speakers can be used as a down-firing heights effect speaker (placed high on a side wall to improve over compromised "ceiling bounce" or in-ceiling solutions), up or down-firing front, LCR or centre channel speaker (placed above or below the viewing area when placement at ear level is not possible) or side or rear-firing surround speaker (placed on side wall for rear effects or a rear wall for side effects when optimal placement is not possible).

Bandwidth is rated at 55 Hz – 25 kHz (+/- 3dB), while a SoundMatch crossover seamless blends output from the 1-inch aluminium dome tweeter and 4.5-inch polypropylene woofer. The angled front baffle reduces tweeter diffraction, and the cabinet features a cast composite ABS and glass fibre woofer basket and acoustically inert enclosure for a balanced speaker able to handle dialogue, action movie dynamics, dance music, vocals, sound effects and other audio experiences.

SVS Prime Elevation speakers come in 3 finishes, black ash, piano gloss black and piano gloss

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white, all with a hand-painted satin baffle.

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