



NAD Announces Highly-Anticipated T 778 Flagship AVR is Now Shipping

Renowned Brand Combines Legendary Amplifier Technology with Full Suite of Latest Digital Technologies in User-Friendly Format.

ISE 2020, Amsterdam, NL February 10, 2020 — **NAD Electronics**, the highly-regarded manufacturer of high-performance audio/video components, announced that their highly anticipated 9 channel flagship AVR, the **T 778**, is now available. Well known for their high value/high-performance reputation in the AVR category, NAD's newest reference model builds on that legacy with an expansion of their unwavering philosophy of real-world performance, simplicity of operation, and future upgradeability. The T 778 is shipping this month with an MSRP of \$2999 U.S.



The T 778 features the latest developments with NAD's HybridDigital technology to create 9 high current/high power channels of amplification with improved efficiency. Designed with the company's full-disclosure approach to power ratings, the NAD AVR conservatively delivers 9 X 80W FDP and 9 x 160W FTC with all channels driven at rated distortion. For flexibility, the amp channels are configurable to be used for surround or second zone audio. The silent black background and explosive dynamics afforded by this amplifier technology add lifelike realism, drama and excitement to all your music and movies.

The NAD T 778 will be on display at ISE Amsterdam February 11-14 in the Lenbrook Booth 5T140. Lenbrook's other fine brands, PSB and Bluesound, will also be on display with company personnel on hand to provide demonstrations and answer questions.

Key Features of the NAD T 778:

- 9 channels of NAD's latest Hybrid Digital Amplifier Technology
- New touch screen and improved ergonomics for user-friendly operation
- 4K UHD video pass-through
- High-Res BluOS enabled Network Streaming
- Dirac Live Room Correction
- MDC (Modular Design Construction) offers ability to upgrade to future digital formats as they become available. Two MDC slots provided.
- CI friendly- RS232 Serial Control Port. Trigger In/Out.
- IR In with learning function
- Rack ears included

About BluOS

BluOS is a proprietary operating system shared by high-end audio brands Bluesound and NAD Electronics. Unlike other solutions that rely on 3rd party software like UPnP, BluOS is a dedicated 'music only' operating system that allows for interoperability among enabled devices and provides connectivity to numerous cloud and network music sources. BluOS fully supports High Resolution Audio, as well as all popular lossless and lossy codecs. It is also features seamless integrations with common smart home controls like Control4, Crestron, and RTI, among others. BluOS-enabled devices can be controlled with a free app available for smartphones, tablets and desktop computers.

About NAD

Founded in 1972 and now sold in over 80 countries, NAD Electronics is renowned for its award-winning line of high quality components for audio, home theatre and custom installation applications. Since the beginning, NAD's commitment to four core values – innovation, innovation, simplicity, performance, and value – have earned it a cult-like following that catapulted it to becoming a household name amongst audiophiles and music lovers alike. To this day, the brand continues to design and manufacture some of the most

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NAD T 778 Surround Sound Receiver

acclaimed and affordable hi-fi components that include modern features and technologies meant to appeal to a new generation of audiophiles.

For more information visit www.nadelectronics.com

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