



PRESS RELEASE **For Immediate Attention**

NAD Earns Prestigious 2009 reddot** Product Design Award for MDC T775 AV Receiver**

**International Prize for Outstanding, Innovative Design Cites
Receiver for Modular Design Construction, and Advanced
Features and Control Systems**



reddot design award

NAD has been awarded the prestigious international 2009 red**dot** award for Product Design for its new **Modular Design Construction T775 Audio Video Receiver**.

The 28-member red**dot** jury of noted design experts from around the world commended the T775 AV Receiver for its outstanding and innovative design". The T775 faced a serious challenge as competitors from 49 nations submitted 3,231 products for coveted red**dot** honours in this year's competition.

The award is NAD's second consecutive red**dot** for Product Design, following 2008 honours for NAD's VISO FIVE DVD/CD Surround Sound Receiver and VISO TWO DVD/CD Receiver. NAD accepted this year's

award in a formal ceremony held on June 29 in the Aalto Theatre, Essen Opera House, Essen, Germany, before about 1,000 international guests from the fields of design, the arts, business and politics. NAD distributes its products in 83 countries.

The T775 AV Receiver then joined other winning products in the “design on stage” exhibition at the red*dot* design museum on the premises of the *Zeche Zollverein* World Cultural Heritage Site. The exhibition runs a full year at the museum, which houses the world’s largest permanent exhibition of contemporary design products.

“We’re thrilled to be recognized for the innovative design of our products”, said Greg Stidsen, NAD Director of Product Development. “This award honours the dedicated designers and engineers at NAD who work so hard to attain this level of excellence”.

In conferring the award, the jury singled out “The visual design of the T775,” which it said “represents a new stage in NAD’s traditional design language, which emphasizes functional simplicity and a restrained overall look. The front-panel vacuum fluorescent display (VFD) is complemented by a more comprehensive on-screen display available at the video outputs to give immediate feedback for all control actions”.

The jury also praised the receiver for its support of “sophisticated third-party control systems used in home cinema solutions” and “a simple yet flexible user interface (that) allows any combination of the 37 inputs in nine different signal formats to be defined for up to ten program sources. Each of these program sources can be independently selected,” the jury noted “and sent to any of three remote zones in addition to the primary surround sound media room”.

Sophisticated and Versatile

The T775 AV Receiver is based on an earlier receiver significantly upgraded with NAD's exclusive High-Definition Modular Design Construction (MDC) architecture, which provides enhanced performance, features, flexibility, upgradeability and simplified service. MDC is also featured on NAD's **T785 and T765 AV Receivers**, and its **T175 Preamp-Tuner-Processor**. In addition, installers can upgrade existing models with MDC capability to add new features and functionality.

Equipped with NAD's new AM 200 and VM 100 MDC Modules, the T775 boasts dual 32-bit Aureus 7.1 high-speed DSPs by Texas Instruments, MultEQ XT, Dynamic EQ and Dynamic Volume processing by Audyssey; and decoding for Dolby True HD, Dolby Digital Plus and DTS-HD Master Audio.

It also employs the latest HDMI 1.3 Repeater from Analogue Devices, and supports all input resolutions up to 1080p at the output, as well as the cross conversion of legacy analogue formats. All existing analogue inputs are also available for up-conversion to HDMI output. The T775 supports Deep Colour and xvYCC Expanded Colour Space to fully realize the highest possible video resolutions, now and for the foreseeable future. The HDMI repeater also generates an on-screen display (OSD), and de-interlaces standard-definition legacy formats. The standard T775 is available in the UK now at a suggested retail price of **£2000.00**

MDC AM 200	Audio Module	£399.00
MDC VM200	Video Module	£625.00

The red**dot** Competition

“Successful products are different from less successful products in that they can survive in the real world,” explained expert Professor Dr. Peter Zec, initiator of the red**dot** design award. “Successful participation in a design competition can be an initial sign of a product’s later commercial success, because these competitions allow an objectification of otherwise often very subjective design decisions”.

Products submitted to the red**dot** design award are assessed by an international jury that examine and tests the products according to such criteria as degree of innovation, functionality, ergonomics, longevity, ecological compatibility, and clarity of function.

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For more information, data sheets and images feel free to browse the NAD Press Room at <http://nadelectronics.com> Click on news, press room; user name is naddownload, password is naddownload.

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