



PRESS RELEASE

For Immediate Attention

NAD INTRODUCES FLAGSHIP M56 BLU-RAY PLAYER, PACKED WITH ADVANCED DIGITAL FEATURES



Stunning Performance, Superior Build Quality and BD Live Interactivity - Ideal for Hi-Definition Home Cinema Systems

NAD Electronics has announced the introduction of the **Masters Series M56 Blu-ray Player**, the flagship of its Blu-ray offerings and a true High Definition source for digital Home Cinema systems. Built for performance, the M56 is the perfect signal source for sophisticated HD Home Cinemas. Boasting full support for the latest HD audio and video formats, plus compatibility with existing CD and DVD collections, the M56 delivers the best possible performance. The M56 incorporates the latest digital features such as BD Live Network connectivity, and exhibits a high level of industrial design and build quality.

The M56 features striking picture quality in the Blu-ray format's native resolution of 1080p with pure digital transmission via HDMI outputs. NAD's upscaling engine gives even standard-definition DVDs a boost with resolution to 1080p over HDMI, and Component video output up to

1080i. The M56 also supports 1080p at 24 frames per second to deliver the most fluid motion available from film-based material (suitably supported by the TV display). This avoids the so-called “3:2 Pull Down” motion artefacts commonly seen using DVD players.

In keeping with Blu-ray’s audio capabilities, the M56 provides a true high definition 7.1 Linear PCM soundtrack, uncompressed, with 24-bit resolution via HDMI, delivering studio master quality in a home format. The M56 also supports the new HD formats from Dolby and DTS that offer ‘lossless’ compression. They can be decoded in the M56 and sent as LPCM via HDMI, or forwarded in compressed form to another component, like NAD’s M15 HD Surround Sound Preamp, which supports High Bit Rate decoding. The M56 also supports Dolby Digital and DTS legacy formats, which it sends as bit streams via HDMI, or coaxial or optical connections. This includes Dolby Digital Plus, a new, backward-compatible format that significantly increases the bit rate to improve fidelity and support additional channels. In addition, the M56 supports Audio CDs, CD-Rs and CD-RWs with MP3 or WMA decoding.

A 7.1 Analogue output on the M56 enables current M15 HD owners to be right up to date with the latest surround formats on Blu-ray, and a USB 2.0 port on the rear panel allows playback of music and image files stored on a memory stick or portable MP3 player.

The M56 also stands out for its superb Build Artistry, highlighted by premium parts, extensive shielding, advanced circuitry for precise decoding, and an improved music and movie experience. A thick steel chassis and die-cast aluminium front panels contribute superb isolation for purer sound, as do unique vibration-damping feet comprised of cast aluminium supports with highly absorbent silicon rubber inserts. A generous ventilation system helps maintain the player’s powerful microprocessors and power regulators within optimal temperature ranges for peak performance and reliability.

A broad array of additional features further enhances the M56. They include BD Java and BD Live which, when supported by appropriate source materials, offer new levels of interactivity. BD Live, for example, lets a viewer connect in real time over a broadband network to the studio that produced the movie he or she is watching for alternate takes and additional material. The M56 has a very fast loading time for Blu-ray

discs, typically just a few seconds, and an Instant Open feature to quickly eject a disc. Many players take over a minute to load picture, sound and navigation. The M56 also supports the Multi-media Home Platform (MHP) for interactive video, can simultaneously play HD and SD video, and includes picture-in-picture capability. An external IR Input allows integration with advanced control and automation systems.

Click here for more details of the NAD M56 :

<http://nadelectronics.com/products/masters-series/M56-Blu-ray-Disc-Player>

The NAD Masters Series M56 Blu-ray Disc Player is available now at a suggested retail price of **£1,900.00**

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For more information on NAD products, 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.

All information provided, including specifications, availability, details and prices, are subject to change without notice. Prices include VAT.

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