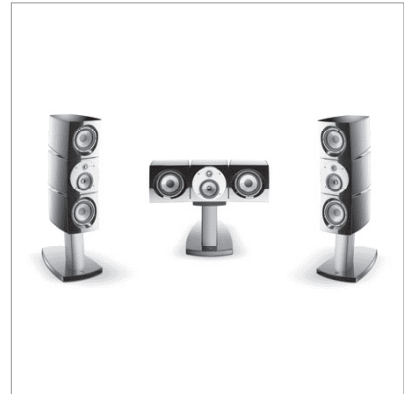


VIVA UTOPIA™

Reference file n.21 - September 2010



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Dear Distributor,

At last, we are proud to present the Viva Utopia and Viva Center Utopia, a multichannel loudspeaker that you have eagerly been awaiting!

According to our requirements, this new Utopia 3 loudspeaker had to meet an ambitious goal: **to be the ultimate component of a multichannel system.**

Development consisted of an in-depth analysis of LCRS (Left-Center-Right-Surround) loudspeaker design as we wished to satisfy the following goals:

- the tonal balance of a true self-sufficient loudspeaker with excellent bass extension, worthy of the Utopia 3 line;
- a directivity that could permit a horizontal or vertical application;
- an uncompromising dynamic capacity that could offer a homogeneous combination in Center use with other models, for example the powerful Stella Utopia EM;
- a sympathetic size that could make it usable in Center version with the smallest Utopia 3 floorstander, the Scala Utopia.

This last point was the most difficult to reach. In 2009, when we received the first prototype from our cabinet factory in Bourbon-Lancy, the team was a bit disappointed. Regarding size, we were heading towards a version that could only be combined with the Grande Utopia EM or Stella Utopia EM. So we had to develop a second version that could be compatible with Maestro Utopia and Scala Utopia!

If this choice seemed to be the only solution from a technical point of view, in terms of marketing, this posed serious difficulties.

We had to rethink our strategy...

Installing a smaller woofer was impossible; only the 8" drivers could produce bass energy necessary for the Stella Utopia EM or the Grande Utopia EM. To allow them their full power, these 8" woofers require a substantial load volume. The Utopia 3 design of separate cabinets (two cabinets for the two woofers plus the centre cabinet for the midrange-treble) became a major inconvenience.

The only conceivable solution was to use some of the volume of the centre cabinet for the woofers. We had to completely re-invent the cabinet... In the final analysis, this requirement was very productive, as it led us to rework the optimization of the midrange load and shape. The placement of the midrange is eminently strategic for a Centre loudspeaker. When the load volume of the midrange is reduced, a well-known acoustic problem occurs, whereby the return of the back wave by reflection on the cabinet bottom. It travels through the cone and creates interference with delay. The midrange loses part of its definition and becomes blurry... We made numerous blind listening sessions with the prototypes, and we created a flared midrange load, decompressed by two small vent holes. See the sectional view in this file.

This task accomplished, we had the necessary elements (sufficient volume for the full expression of the woofers and extreme definition of the midrange) to go a step further, namely the development of the crossover and the fine adjustments. The loudspeaker was first optimized in stereo in the vertical position with the goal of getting close to the tone of the monitor sound of the Maestro. All this with no exaggeration in extreme bass that would be unacceptable in multichannel use in five, seven or even nine channels. Once that was done, we had to work on the directivity in order to keep the same balance in horizontal position.

You will find in this file all the details of this innovation.

Last but not least, after this relentless work, we could not be satisfied with the basic name "Center", it was too simplistic... And so Viva was born. Particularly well-adapted to multichannel reproduction of lively and cinema music, Viva is recommended for stereo application for those who wish to get a high-performance and compact solution, as obviously a Center loudspeaker but also as an ultimate surround effect speaker.

Viva Utopia is supplied with a bracket that enables a very fine vertical angle setting to optimize the sweet spot.

Production has begun. As usual, we kindly ask you to send us back your launching order. We'll be back in six months to introduce the Utopia 3 Sub...

Kindest regards,

Gérard Chrétien
Vice-President / Home & Pro Director

A handwritten signature in black ink, appearing to read 'G. Chrétien', with a stylized flourish at the end.

VIVA UTOPIA™

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VIVA UTOPIA™
Press information



- Press release
- Pictures



VIVA UTOPIA™

Press release - Saint-Etienne - September 2010

Following the scenario that began with the first Utopia generation, the Utopia III line welcomes a new model dedicated to Home Theatre, the Viva Utopia. This loudspeaker is able to ensure any function in a 7.1 system (or an even larger system) or to complete installations with other Utopia III loudspeakers. There is also the Viva Center Utopia version, dedicated to the reproduction of dialogue and effects in a horizontal position.

The Viva Utopia is a loudspeaker that was originally designed to be used vertically, in order to offer optimum directivity for multichannel applications (large directivity on the horizontal axis, smaller on the vertical axis to avoid reflection on the floor and ceiling that would limit precision). This is the highest performance solution offered by Focal, even as a centre loudspeaker. The identical directivity of a system made of three vertical Viva Utopia loudspeakers (with extra effect loudspeakers if wanted) will provide the best precision and spatialization for soundtracks. This solution is conceivable with a very high-end Home Theatre system, with image projection on a screen that is acoustically transparent (perforated fabric) and the loudspeakers are located behind the screen. If this ideal condition described above cannot be achieved, then one should use the Viva Center Utopia. That's to say when a plasma, LCD or non-perforated screen is used that would literally prevent the use of a tall/vertical centre loudspeaker. You won't attain quite the spatialization, but you will maintain a very high quality sound and sonic signature.

Technology: further innovation for Utopia III

Utopia, Focal's flagship, was created in the constant quest for providing customized solutions to obstacles in the search for acoustic performance. With the Viva Utopia, the main difficulties were linked to the small volume of the midrange compartment, in particular because of back waves that interfere with its outlines. The traditional approach for sound damping that consists in filling the volume with acoustic wool was not chosen, because it instantaneously loses its original definition and dynamic. The development of a volume in the shape of a decompressed prism was the best solution, in order to obtain perfect tone with the midrange, without deadening the sound.

The Viva Utopia can take any function in a multichannel system. It's also been designed to accompany the loudspeakers of the Utopia III range, in particular to be the centre loudspeaker. The phase optimization has been carefully examined. Even during the design of the original Utopia III line in 2008, much consideration was made to the integration of the future Viva Utopia. Indeed, the pure Beryllium inverted dome tweeter as well as the 16.5cm (6^{1/2"}) Power Flower midrange speakers are strictly identical in all loudspeakers. Moreover, the midrange/tweeter sections are in phase from one loudspeaker to another.



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VIVA UTOPIA™

Press release - Saint-Etienne - September 2010

What is the difference between Viva Utopia and Viva Center Utopia?

Utopia, Focal's flagship, was created in the constant quest for providing customized solutions to obstacles in the search for acoustic performance. With the Viva Utopia, the main difficulties were linked to the small volume of the tweeter compartment, in particular because of back waves. The development of a volume in the shape of a decompressed prism was the best solution, in order to obtain perfect tone with the midrange, without deadening the sound.

Viva Utopia and Viva Center Utopia are technically similar, using the same speakers, the same crossovers (two per loudspeaker, one for the bass section and a second one for the midrange/treble channels spread in the two bass enclosures) and the same cabinet. The only difference is the midrange/treble axis that is fixed on the circular support in solid Aluminum. The Viva Utopia also has four metal inserts in its base, in order to attach the stand with screws and provide excellent stability. The Viva Center Utopia doesn't require any as it couples directly onto its stand. The latter can orient the loudspeaker up to 15° to find the perfect angle towards the listening position. The stands of the Viva Utopia and Viva Center Utopia have a massive base to ensure perfect stability for these two loudspeakers.

To be continued... the next and last step, the Utopia subwoofer.

About Focal-JMLab

Since its foundation, Focal-JMLab has grown to become one of the main manufacturers of high-fidelity, integration and multimedia systems. Headquartered in Saint-Etienne, France, it is now internationally recognized as a world leader in the design and manufacture of drivers dedicated to hi-fi loudspeakers, but also to car audio hi-fi systems and professional monitors. Focal-JMLab has a wide range of high technology loudspeakers from 95 to 65,000 Euros and 99 to 2750 Euros for car audio. Market-leader in France, it exports over 73% of its output mainly in Europe, North America and Southeast Asia.

The company key strength is its complete integration and quality control of the loudspeaker manufacturing process, from the design of drive units, cabinets and crossovers, to the assembly of the finished product. Focal-JMLab maintains an intense, continual programme of research and development into drive-unit technologies. Nine patents have been registered since 2003.

Focal-JMLab currently employs over 200 people in modern facilities of 17 400m² (187 292 ft²), that concentrate production, R&D and management in the same site. The strengthened turnover of the Focal Audio Group reached 30 million of Euros.

Contact :

Didier Flacon

d.flacon@focal-fr.com

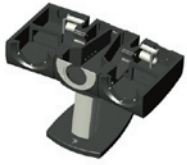
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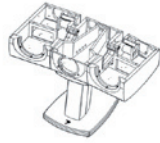
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VIVA UTOPIA™

Pictures



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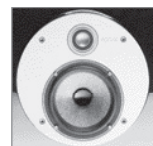
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VIVA UTOPIA™

Commercial information



- Product specification sheets
 - Viva Utopia
 - Viva Utopia Stand
- Launching order



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VIVA UTOPIA™

Product specification sheet

The latest model of the Utopia III range, **Viva Utopia** is a 3-way loudspeaker dedicated to the most sophisticated multichannel configurations. Vertical (Viva Utopia) or horizontal (Viva Center Utopia), either in Home Theatre or Stereo configuration, it's always efficient. Advantages: extreme clarity of the midrange, high efficiency and power handling and very low directivity on the horizontal axis for perfect control of phase and 3D image. Plus all the Utopia 3 technological skills...



- A reference 3-way floorstanding loudspeaker
- High efficiency, high power handling
- Utopia 3 technologies: Beryllium, IAL2™, Focus Time™, W™, Power Flower™, OPC+™, Gamma Structure™
- New midrange load system, decompressed prism shape
- Left, right, effect loudspeaker (Viva Utopia) and centre loudspeaker (Viva Center Utopia)
- 100% Focal manufacture



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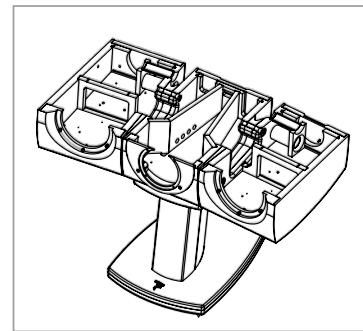
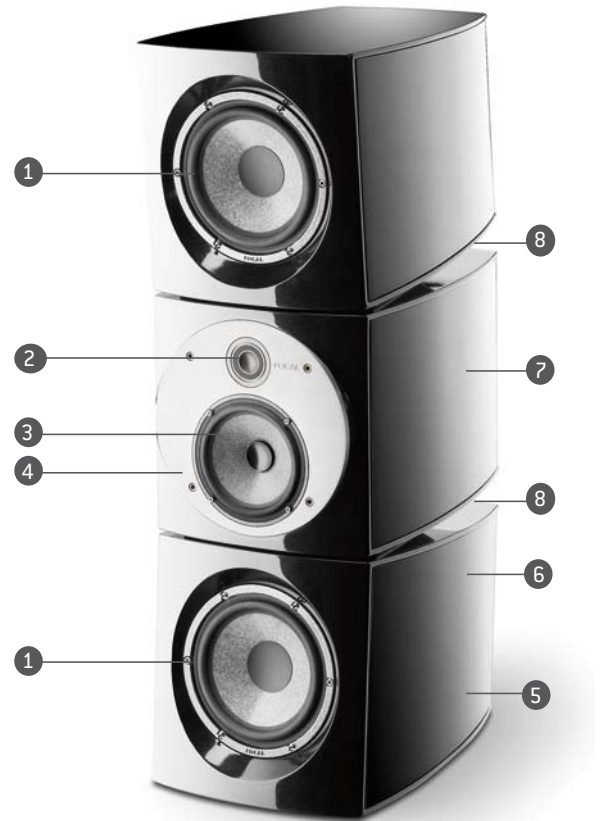
VIVA UTOPIA™

Product specification sheet

- 1 **8" (21cm) W woofers**
 - > 3rd generation composite sandwich technology, laser cut-out
 - > dual woofer: emitting surface almost equivalent to a 10^{5/8"} [27cm] (Scala and Maestro Utopia)
- 2 **IAL2 pure Beryllium inverted dome tweeter**
 - > very large bandwidth from 1 to 40 kHz
 - > IAL2 (Infinite Acoustic Loading): low resonance frequency at 580Hz
 - > same tweeter on all the Utopia 3 loudspeakers
- 3 **"W" Power Flower 6 1/2" (16.5cm) midrange**
 - > 3rd generation composite sandwich technology, laser cut-out
 - > Power Flower magnet, maximum power and reduced magnetic leaks
 - > same midrange on all the 3-way loudspeakers of the Utopia 3 range (Stella Utopia EM, Maestro Utopia, Scala Utopia)
- 4 **Rotating midrange/tweeter support**
 - > permits to choose between Viva Utopia or Viva Center Utopia mode
- 5 **OPC+ filtering**
 - > audiophile type components
 - > WBT connectors
- 6 **Gamma structure**
 - > MDF panels up to 5cm of thickness for much stability
 - > heavy anti-vibration structure, optimized with vibration cartography
- 7 **Focus Time**
 - > speaker mechanical phase optimization
 - > speaker orientation towards the listener
- 8 **Dual tube-shaped ports in each bass enclosure**
 - > low distortion, even at high level
 - > removable foam bungs for bass damping

Removable tweeter, midrange and woofer grilles

Type	3-way LCR bass-reflex loudspeaker
Drivers	Two 8" (21cm) "W" woofers Power Flower 6 1/2" (16.5cm) "W" midrange 1" (27mm) IAL2 pure Beryllium inverted dome tweeter
Frequency response (+/- 3dB)	39Hz - 40kHz
Response at - 6dB	34Hz
Sensitivity (2.83V / 1m)	92dB
Nominal impedance	8 Ω
Minimal impedance	3.2 Ω
Filtering frequencies	270Hz / 2200Hz
Recommended amp power	50 - 600W
Dimensions (H x L x D)	37 1/16x12 11/16x20 1/16" (942 x 322 x 510mm) 29 3/16x37 1/16x 26 3/8" (742 x 942 x 670mm) with stand (Viva Center Utopia) 52 15/16x15 1/2x26 3/8" (1345 x 394 x 670mm) with stand (Viva Utopia)
Weight (unit)	125lb (57kg) 176lb (80kg) with stand



Most of the internal volume of the Viva Utopia is filled with two vented bass enclosures. To avoid compression due to a small volume, a prism shape has been created for the Power Flower 6 1/2" (16.5cm) midrange. This process is so efficient that there's no need for important damping with acoustic wool and dynamics and definition are preserved.



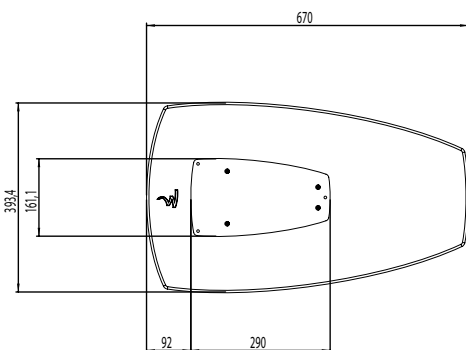
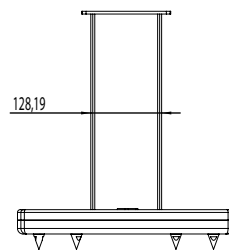
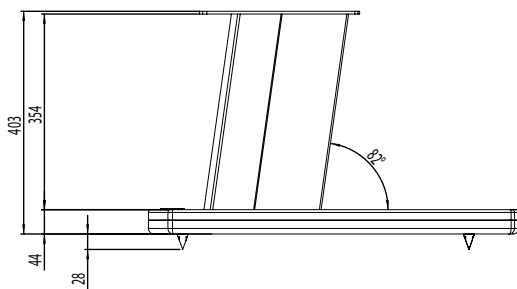
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VIVA UTOPIA STAND™

Product specification sheet






A bracket permits to adjust the Viva Center Utopia



Height without spikes	15 ⁷ / ₈ " [403mm]
Weight	50.7lb [23kg]



VIVA UTOPIA™
 Launching order

Product	Suggested retail price per unit	Finishes*	October (units)	November (units)	December (units)
 Viva Utopia	€9000	Black lacquer			
		White Carrara lacquer			
		Imperial Red lacquer			
		Warm grey lacquer			
 Viva Center Utopia	€9000	Black lacquer			
		White Carrara lacquer			
		Imperial Red lacquer			
		Warm grey lacquer			
 Viva Utopia Stand	€850	-			

* Other color available on demand (no extra cost) for side and back panels.
 Front face and inserts in Black lacquer.

Company: _____

Name: _____

Date:

Signature:

Please fax back to the "Export team": 00 33 4 77 43 57 04
 Stéphane COUTY, Salima HAMEL, Catherine MATHIEU



