

## Vioelectric phono preamp PPA V790 offers great flexibility for demanding audiophiles



Vioelectric introduces the PPA V790, a phono preamp like no other. Three balanced and three unbalanced phono inputs allow for connecting and managing entirely different systems. The phono preamp can be fully adjusted to the connected vinyl players to achieve the ultimate sound. With its discreet analogue circuit, the PPA V790 accomplishes lowest noise and distortion even with high amplification. The outstanding figures underline the manufacturer's exceptional quality standard and facilitate pure vinyl sound with no colouration. For fans of historic records, the PPA V790 offers NAB and Columbia NC equalisation options in addition to the standard RIAA setting.

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**Gauting, Germany, 4<sup>th</sup> May 2021** – Vioelectric introduces the PPA V790 made by the people who have inspired and wowed journalists and users with their headphones amps for years. The new preamp boasts outstanding sound properties and features six programmable phono inputs, making it the perfect centrepiece for discerning vinyl fans.

### Maximum flexibility for vinyl fans

Vinyl enthusiasts have been waiting for a phono preamp like this, now Vioelectric presents the PPA V790. Many fans of the black gold regularly use a variety of record players, some high-end systems even offer the option to install multiple arms. Changes to the setup often also require extended experimentation with different systems, as absolute sound can only be achieved by precisely tuning the components. The PPA V790 offers six phono inputs that can be individually calibrated to ideally accommodate the connected cartridge. The settings can be saved for each input separately. With this feature set, the PPA V790 clearly speaks to music fans with high standards. Its technical properties are designed appropriately: the newly developed discreet input stage boasts specifications bordering on the impossible.

### Summary

**Vioelectric introduces PPA V790**

**Manufacturer**  
Vioelectric

**Product name**  
PPA V790

**Price**  
3,990.00 EUR

**Availability**  
3. Quarter of 2021

**Distributor**  
cma audio GmbH

**Websites**  
[www.cma.audio](http://www.cma.audio)  
[www.vioelectric.de](http://www.vioelectric.de)

### Images

**Product rendering**  
[http://cmaaudio.rtfm-pr.de/vioelectric\\_ppa\\_v790.jpg](http://cmaaudio.rtfm-pr.de/vioelectric_ppa_v790.jpg)

### Devices for testing

If you are interested in a sample device for review purposes, please write us an e-mail.

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**One for all**

A high-quality cartridge may basically work with any phono preamp, but to fully exploit its potential, the system must be finely tuned for maximum synergy. The PPA V790 by Vioelectric accounts for this fact in its own special way. It does not simply offer a choice between MM and MC systems, instead allowing for a more detailed calibration of the signal path. Eight input impedances can be selected for MC cartridges, MM systems have a choice of eight different capacities. For the ideal interaction with following components, the V790 provides a boost function. A clipping LED indicates overload. A subsonic filter with 6 dB per octave at 20 Hz protects the speakers from unwanted low-frequency signals and cleans up the bass response. Despite all this flexibility, day-to-day operation is very simple: all settings can be saved for each input. Once set up, the technology takes a back seat and the music gets the spotlight.

**Made for the audiophile vinyl palace**

The six input pairs of the Vioelectric PPA V790 provide ample inputs for even the most extensive vinyl shrines. The first three inputs are balanced XLR connectors, the next three are unbalanced RCA. This ensures compatibility with pretty much any phono output. The same configuration can be found for the outputs: balanced XLR and unbalanced RCA for connecting to any listening setup.

**High end electronics for high end standards**

The developers behind Vioelectric have been writing recording studio history for 35 years. The microphone preamps, headphone amplifiers and analog-to-digital-converters by Lake People are often quoted as the best of their kind. This experience is the foundation for the Vioelectric PPA V790: the phono preamp offers a signal integrity like a modern high-end studio. DC coupled inputs with cascaded bipolar transistors provides great bandwidth, low distortion and impeccable transient reproduction. At an amplification of 66 dB, the signal-to-noise ratio is at an astonishing 143 dB.

**Historic vinyl treasures rediscovered**

In addition to the conventional RIAA equalisation of the record's frequency response, the PPA V790 also has options for historical vinyl records in full quality, specifically older American pressings. Many of the records published in the USA between 1942 and 1956 were coded to NAB or Columbia LP standards. These recordings are often only playable with additional DSP equalizers unfit for truly audiophile aspirations. The PPA V790 provides the respective EQ curves at the press of a button – fully analogue and with pristine accuracy. Precision is a Vioelectric hallmark: the variance for all three equalisation curves is below 0.1 dB.

**Price and availability**

Phono preamplifier Vioelectric PPA V790 is available from 3. quarter of 2021 at retailers and through cma.audio. The MSRP is 3,990.00 euros including 19% VAT.

**About cma audio / Lake People electronic**

As a company group, cma audio GmbH and Lake People electronic GmbH are ideal partners and service providers for products and solutions in audio technology. Lake People develops and manufactures high-quality audio electronics and cma audio distributes audio products, systems and services.

## PRESS RELEASE

With its brands Lake People, Vioelectric and Niimbus, Lake People electronic GmbH provides both professional and audiophile markets with excellent headphone amplifiers, converters and tools. The claim "Made in Germany" defines the company and its 35-year tradition. The entire development and manufacturing take place under the watchful eye of founder and mastermind Fried Reim in Constance, with even most of the suppliers coming from Germany. Distribution is handled by cma audio GmbH, the experienced and globally operating value added distributor. For German brands, cma audio opens markets around the world, while also granting international brands wide-ranging access to European markets. Renowned brands like Audeze, Chord Electronics, FERROFISH, IsoAcoustics, MARIAN, Mogami, OEAudio, Prism Sound and SPEAR Labs trust in the services of cma audio. The team, located in Gauting near Munich, Germany, passionately and competently care for the company's exclusive portfolio and have established cma audio as a reliable partner for resellers, online shops, system houses and professional as well as institutional users for over 20 years.

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