

lucid

TECHNOLOGY

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AD9624 & DA9624 Sales Guide

With our recent product releases, Lucid Technology has again raised the bar in the world of digital audio production. By taking advantage of the latest technical developments, these exciting new products make leading-edge music performance more easily accessible to the musician/producer than ever before. With quality you can count on at an affordable price, Lucid products make audio perfection a reality!

Market Positioning

Up until now, the only way to guarantee high quality analog to digital conversion was to invest thousands of dollars in high end products. While such products will certainly give you the results you desire, the reality is that not many end users have the unlimited budgets required to accomplish this goal. Equally frustrating are the results one gets from the purchase of an inexpensive converter. The phrase, "you get what you pay for" certainly rings true in the case of digital audio converters.

This unique combination of performance and affordability presents a very strong selling opportunity. The professional feature set and flexibility of the 9624's makes them stand head and shoulders above the flood of "inexpensive" converters currently in the market. What's more, with a superior dynamic range and pristine sound only found in converters costing thousands of dollars, Lucid products are the choice of many demanding professionals desiring immaculate sound at a sensible price. Our products are designed and built to meet the challenges and requirements of the digital audio world - at a price that anyone can now afford.

Converters? How do I sell these things?

Good question. It's pretty obvious that for most customers involved with digital audio recording, converter quality is probably not something that is given much thought. But at that most crucial point where the analog waveform is converted into 0's and 1's, the quality of a converter is of the utmost importance. The majority of the end user's buying digital recording hardware, whether it be audio cards, DAT machines or hard disk recorders haven't got a clue that this is the case. Just because it's digital, doesn't mean it has to be good!

Here's an effective sales tool: Take any stereo audio source and connect it to a lucid AD9624. Take the digital output and connect that to the digital inputs of a DAT machine. Place the AD9624 in 16-bit noise shaping mode and record a minute or two. Now, record the same audio material, but bypass the AD9624 and connect to the analog inputs of the recorder and begin recording. Listen to both recordings carefully. The

extremely low noise floor, and a velvety transparent sound. And the recording using the internal converters? Well, you (or your customer) are the judge.

Higher end customers whose budgets aren't nearly as large as their desire to own only the best converters possible need to be informed that Lucid Technology converters will give them the superior imaging and realism that was once only possible with hardware costing thousands of dollars. On the other hand, customers who are currently disillusioned with the quality of their lower end digital hardware, and desire to improve the enhance the fidelity at a reasonable price will welcome the lucid Technology solution.

Also, Lucid Technology's strategic alliance with **Sonic Solutions** has proven to the digital audio world that for recording, mastering and post-production, our converters are first class!

Target Customer

- Mastering
- Video Post Production
- Project Studios
- Multimedia applications
- Broadcast
- "Pro-sumer "project studios
- Archiving of vinyl records to digital domain
- Incorporation of digital audio with existing MIDI sequencing applications
- Any application where there is a high demand for high resolution, high quality two-channel audio transfer to and from either digital tape or a computer

Features and Benefits

- >115dB (AD9614) >114dB (DA9624)
- Internally generated sample rates of 32, 44.1, 88.2 and 96kHz
- External sync via word clock input
- True 24-bit resolution using high precision converters

- a). Crystal converters in the AD9624
- b). AKM converters in the D/A

- **Simultaneous** AES/EBU and S/PDIF (Coaxial & Optical) digital outputs
- 16-bit noise shaping
- 20 segment LED ladders with peak hold
- 1U half rack design
- High quality at an affordable price!

AD/DA 9624 Sales Guide
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Product Comparison of 24-bit, 96kHz Converters

<u>Manufacturer</u>	<u>Model</u>	<u>Retail Price</u>	<u>Features</u>	<u>Comments</u>
Apogee	PSX-100	\$2,995	>117dB AES, ADAT, TDIF S/PDIF Interfaces Apogee Bit-Splitting UV22	Extremely popular product
Mytek	ADAC9624	\$3,995	Programmable noise shaping. Bit splitting	Product has been replaced by the D-Master 9624 (not yet available)
SEK'D	2496	\$3,999	128dB (A/D), 123dB (D/A) 121dB (dither/noise shape mode)	
Apogee	Rosetta AD	\$1,195 48kHz \$1,995 96kHz	ADAT, TDIF Interfaces 120 dB Dynamic Range UV22	No Word Clock No D/A
SEK'D	ADDA 2496 S	\$999	113dB (A) Dynamic Range 106dB (A) dynamic Range 1/2 rack space	No Metering No dither/noise shaping No TOSLINK No Word Clock
Lucid	AD9624 DA9624	\$899 \$749	>115 dB Dynamic Range (A/D) >113 dB Dynamic Range (D/A) 16-bit noise-shaping 20 segment LED's w/Peak Hold Simultaneous AES/EBU & S/PDIF Output Headphone amp In DA9624	Affordable High Quality