

PHOENIX
GOLD

Armed & Dangerous

Rita Ryval...



THE DIFFERENCE INSIDE THE DESIGN

Anyone can start an audio company, even without a single audio engineer. But no matter what the packaging says or how great the equipment looks, the interior of your amp and speakers makes them what they are. Phoenix Gold products are designed by our own in-house audio engineers- spending months in product development, working out minute design details that you could never see from the outside, but make a huge difference in performance and sound quality.

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Mobile Electronics:



POWER + PERFORMANCE.

WE'VE ENGINEERED RYVAL AMPS TO EXCEL.

Outstanding Output Design

Ryval uses Darlington output drive circuitry with complementary 100 watt bipolar high-fidelity audio transistors, resulting in excellent amp performance.

Rugged Power Supply Design

Ryval power supplies are well protected, reliable, and designed with low loss (8 milliohm, 110 amp, 200 watt FETs) for more efficient conversion, designed to ensure the amp reaches its true power.

Reduced Distortion

Ryval amps feature dual differential circuit topology and asymmetrical voltage drive stages designed to improve power supply noise rejection and reduce distortion on all levels.

Torture Tested

Ryval amplifiers are endurance tested under harsh conditions using the latest HALT (Highly Accelerated Life Testing) processes before they get Phoenix Gold's stamp of approval.

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Amplifier Features

Class A/B (2 and 4 Channel Power Amps)

- Built-in Variable 12dB Lowpass Crossover
- 100Hz 12dB per Octave Fixed Highpass Crossover
- Auxiliary Outputs
- Speaker Level Inputs
- Remote Monitoring Display (RMD) Port

Class D (Single Mono Block)

- Lowpass Level Control Port
- 12dB Bass Boost @ 50Hz



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AMP MODELS/SPECS

SPECIFICATION	V752	V1502	V754	V8001
Total MAX Power	500 W	1000 W	1000 W	1600 W
Power 4 Ohm/Ch. (MAX)	150 W x 2	300 W x 2	150 W x 4	NR
Power 2 Ohm/Ch. (MAX)	240 W x 2	450 W x 2	240 W x 4	NR
Power 4 Ohm Mono (MAX)	500 W x 1	1000 W x 1	500 W x 2	1200 W
Power 2 Ohm Mono (MAX)	NR	NR	NR	1600 W
Power 4 Ohm/Ch. (RMS)	75 W x 2	150 W x 2	75 W x 4	NR
Power 2 Ohm/Ch. (RMS)	120 W x 2	225 W x 2	120 W x 4	NR
Power 4 Ohm Mono (RMS)	250 W x 1	500 W x 1	250 W x 2	600 W
Power 2 Ohm Mono (RMS)	NR	NR	NR	800 W

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Cogent Audio Labs

We separate the "Signal " from the "Noise"!

Our Mission (Cogent Audio Labs)

Our mission is to provide our worldwide clients with confidential, ethical, accurate, and pertinent information, in manner they can understand and use, more quickly and at a cost lower than traditional in-house methods.

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Our Motto (Cogent Audio Labs)

“Without accurate, understandable data, everything is merely opinion.”

Garry Springgay

Springgay has measured thousands of audio products during his career by using and/or developing fully documented techniques and by understanding how the products are actually used in the real world. His Independent Audio Test Facility has 25 years of experience specializing in 12V applications. In addition, Garry is a consultant to many major car audio manufacturers, technical editor for Performance Auto and Sound Magazine, and technical product reviewer for Car Audio and Electronics Magazine.

www.cogentaudiolabs.com



V752: 2 Channel Power Amp

Competitive Analysis Report

Phoenix Gold	V752	\$129.95 MAP	\$81.96 DLR
Kicker	ZX100.2	\$129.95 MAP	\$78.00 DLR
Kenwood	KAC-6202	\$129.95 MAP	\$78.00 DLR
Rockford F	P200.2	\$129.95 MAP	\$98.00 DLR

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Note: The competitive products are selected by Cogent Labs based upon Price, Feature set and who they determine are comparable Manufacturers

V752

2 Channel Power Amp



V752

75 x 2 @ 4 ohms/ch
120 x 2 @ 2 ohms/ch
250 x 1 @ 4 ohms Bridged

ZX100.2

35 x 2 @ 4 ohms/ch
50 x 2 @ 2 ohms/ch
100 x 1 @ 4 ohms Bridged

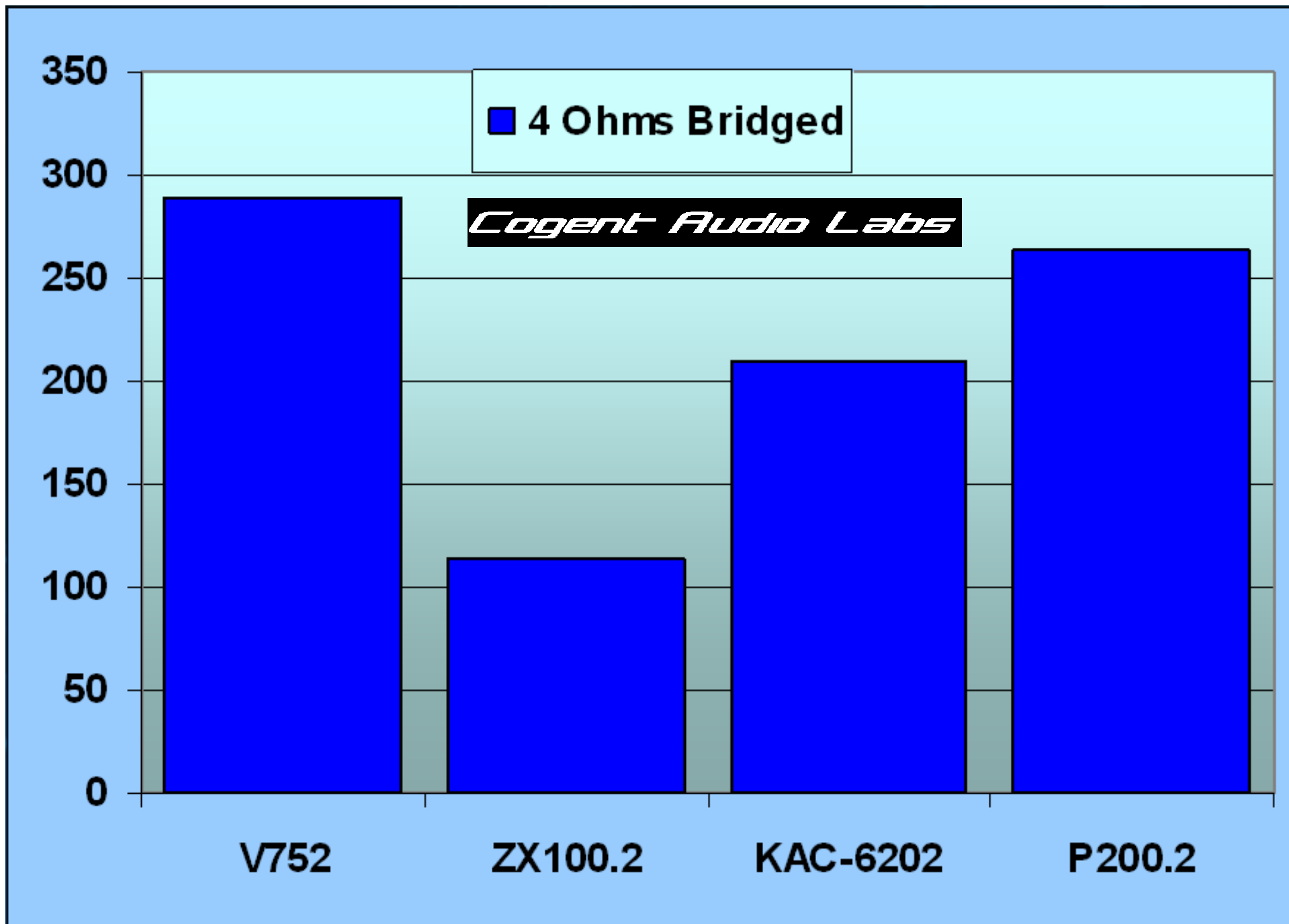
KAC-6202

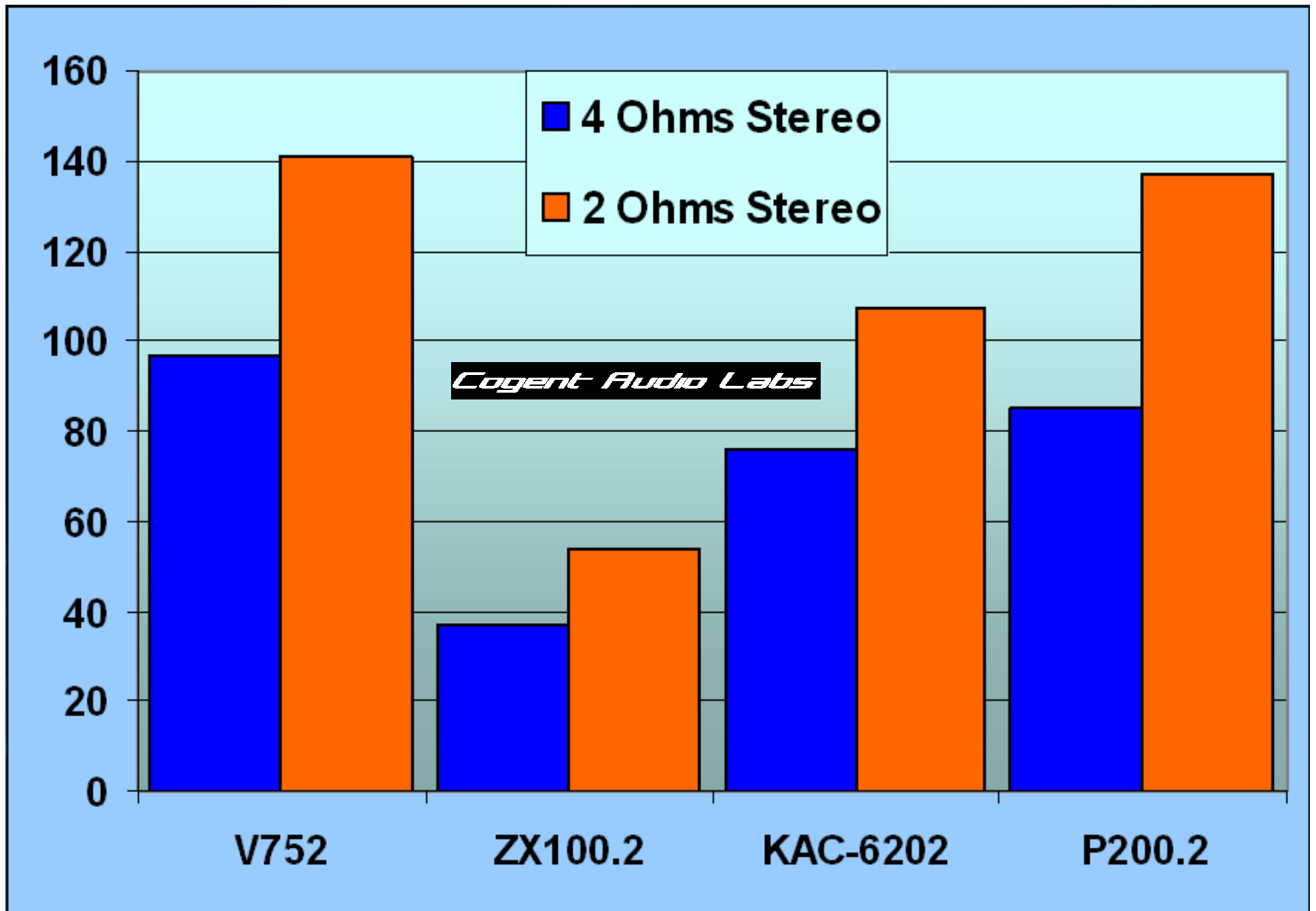
60 x 2 @ 4 ohms/ch
100 x 2 @ 2 ohms/ch
200 x 1 @ 4 ohms Bridged

P200.2

50 x 2 @ 4 ohms/ch
100 x 2 @ 2 ohms/ch
200 x 1 @ 4 ohms Bridged

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Watts per Dollar

Based on the MAP price, and using the power numbers, these are the watts per dollar ratios. A customer would get the indicated amount of power for every dollar spent.



Ryval V752

2.2

ZX100.2 0.8

KAC-6202

1.7

P200.2

1.8

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V754: 4 Channel Power Amp

Competitive Analysis Report

Phoenix Gold	V754	\$229.95 MAP	\$133.51 DLR
Kicker	ZX200.4	\$199.95 MAP	\$120.00 DLR
Kenwood	KAC-6402	\$179.95 MAP	\$112.00 DLR
Sony	XM-4060GTX	\$199.95 MAP	\$125.00 DLR

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Our Motto

**“Without accurate,
understandable data,
everything is merely
opinion.”**

V754

75 x 4 @ 4 ohms/ch
124 x 4 @ 2 ohms/ch
250 x 2 @ 4 ohms Bridged

ZX200.4

35 x 4 @ 4 ohms/ch
50 x 4 @ 2 ohms/ch
100 x 2 @ 4 ohms Bridged

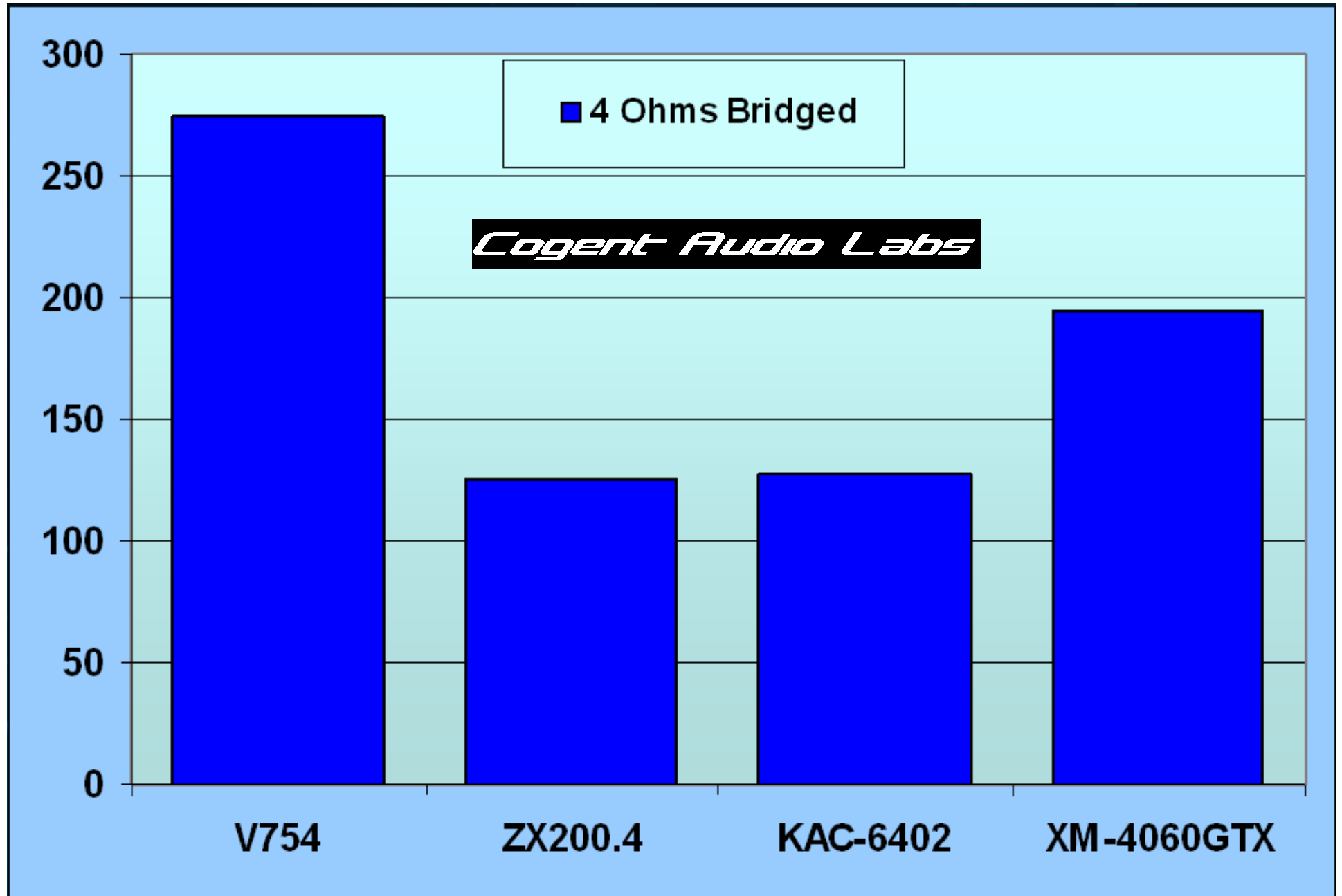
KAC-6402

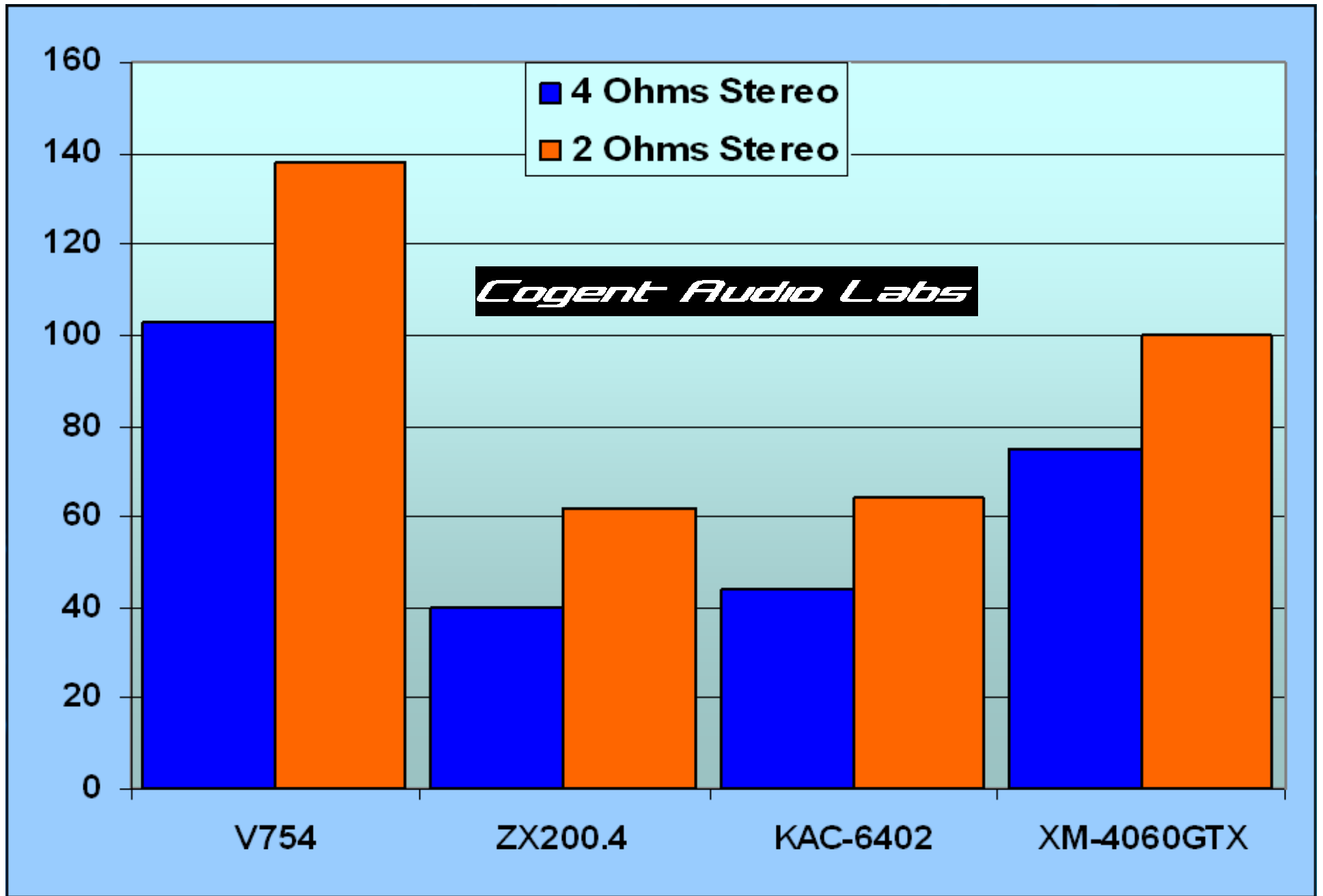
40 x 4 @ 4 ohms/ch
50 x 4 @ 2 ohms/ch
100 x 2 @ 4 ohms Bridged

XM-4060 GTX

60 x 4 @ 4 ohms/ch
75 x 4 @ 2 ohms/ch
150 x 2 @ 4 ohms Bridged

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Watts per Dollar

Based on the MAP price, and using the power numbers, these are the watts per dollar ratios. A customer would get the indicated amount of power for every dollar spent.



Ryval V754

2.4

ZX200.4

1.2

KAC-6402

1.4

XM-4060GTX

2.0

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V1502

2 Channel Power Amp

Competitive Analysis Report

Phoenix Gold	V1502	\$229.95 MAP	\$133.51 DLR
JL Audio	A2150	\$199.95 MAP	\$115.00 DLR
Kicker	ZX250.2	\$249.95 MAP	\$138.00 DLR
Rockford Fosgate	P325.2	\$249.95 MAP	\$137.99 DLR

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V1502

2 Channel Power Amp



V1502

150 x 2 @ 4 ohms/ch
225 x 2 @ 2 ohms/ch
500 x 1 @ 4 ohms Bridged

A2150

70 x 2 @ 4 ohms/ch
110 x 2 @ 2 ohms/ch
220 x 1 @ 4 ohms Bridged

ZX250.2

85 x 2 @ 4 ohms/ch
125 x 2 @ 2 ohms/ch
250 x 1 @ 4 ohms Bridged

P325.2

80 x 2 @ 4 ohms/ch
160 x 2 @ 2 ohms/ch
325 x 1 @ 4 ohms Bridged

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V1502

2 Channel Power Amp

End to End,

One Powerful
Amp,

- 1) Four gauge Inputs Block
- 2) Dual 30 AMP Fuses
- 3) Port for Optional RMD Diagnostics
- 4) Heavy Duty Speaker Output Terminal Block

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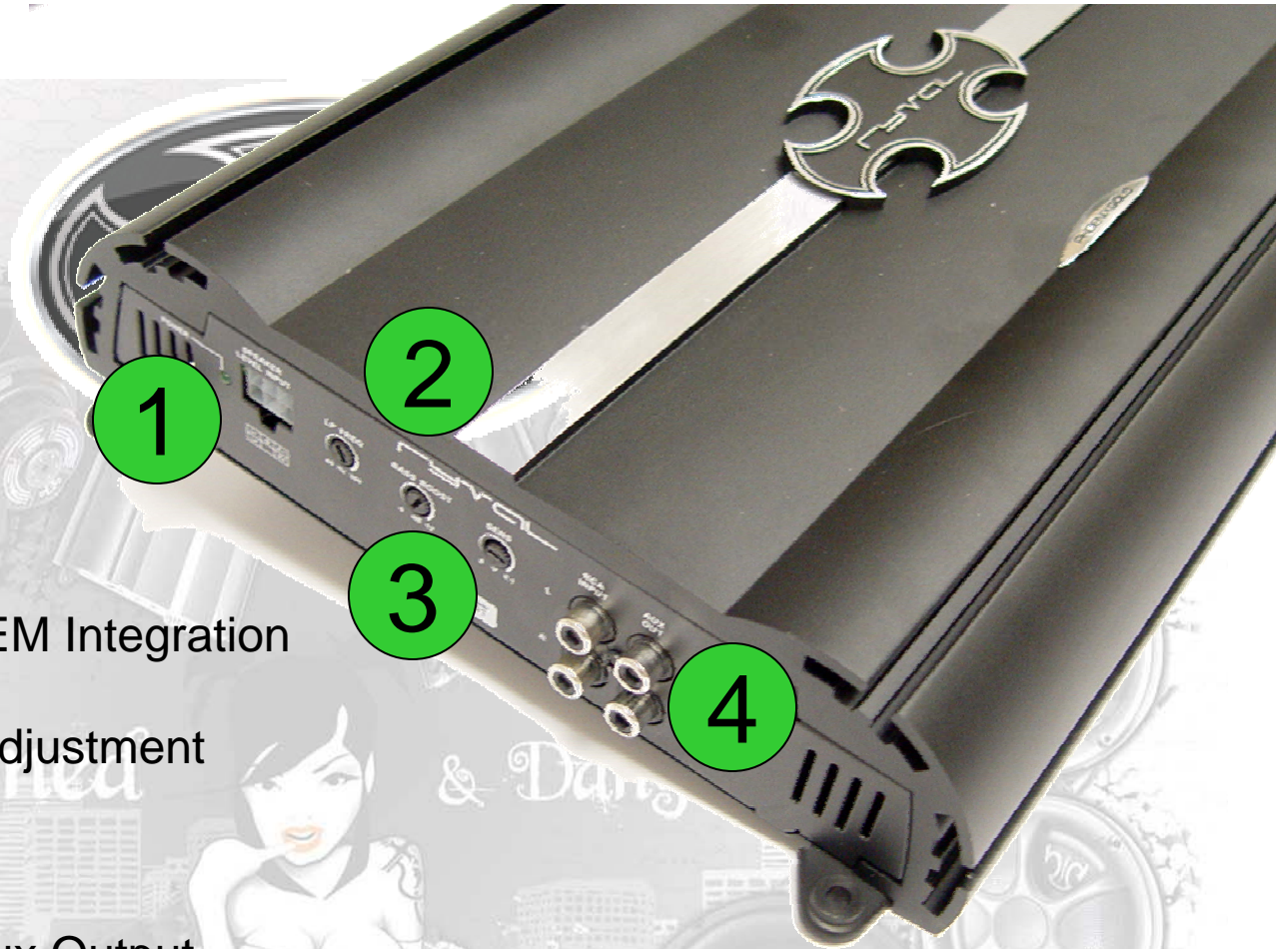


More...V1502

2 Channel Power Amp

- 1) High Level Input for OEM Integration
- 2) Low Pass Crossover Adjustment
- 3) Input Sensitivity
- 4) Low Level Input and Aux Output

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V1502

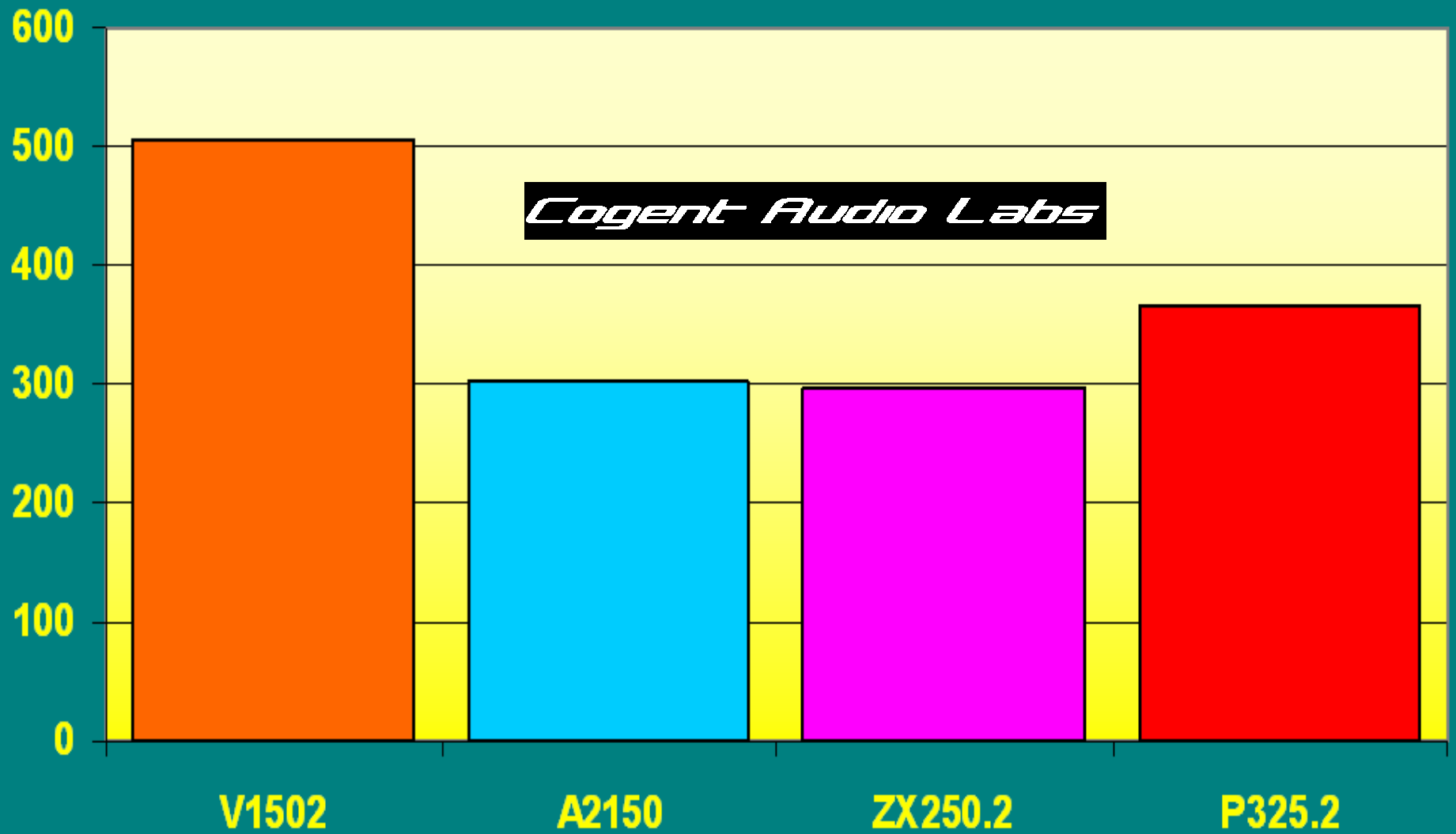
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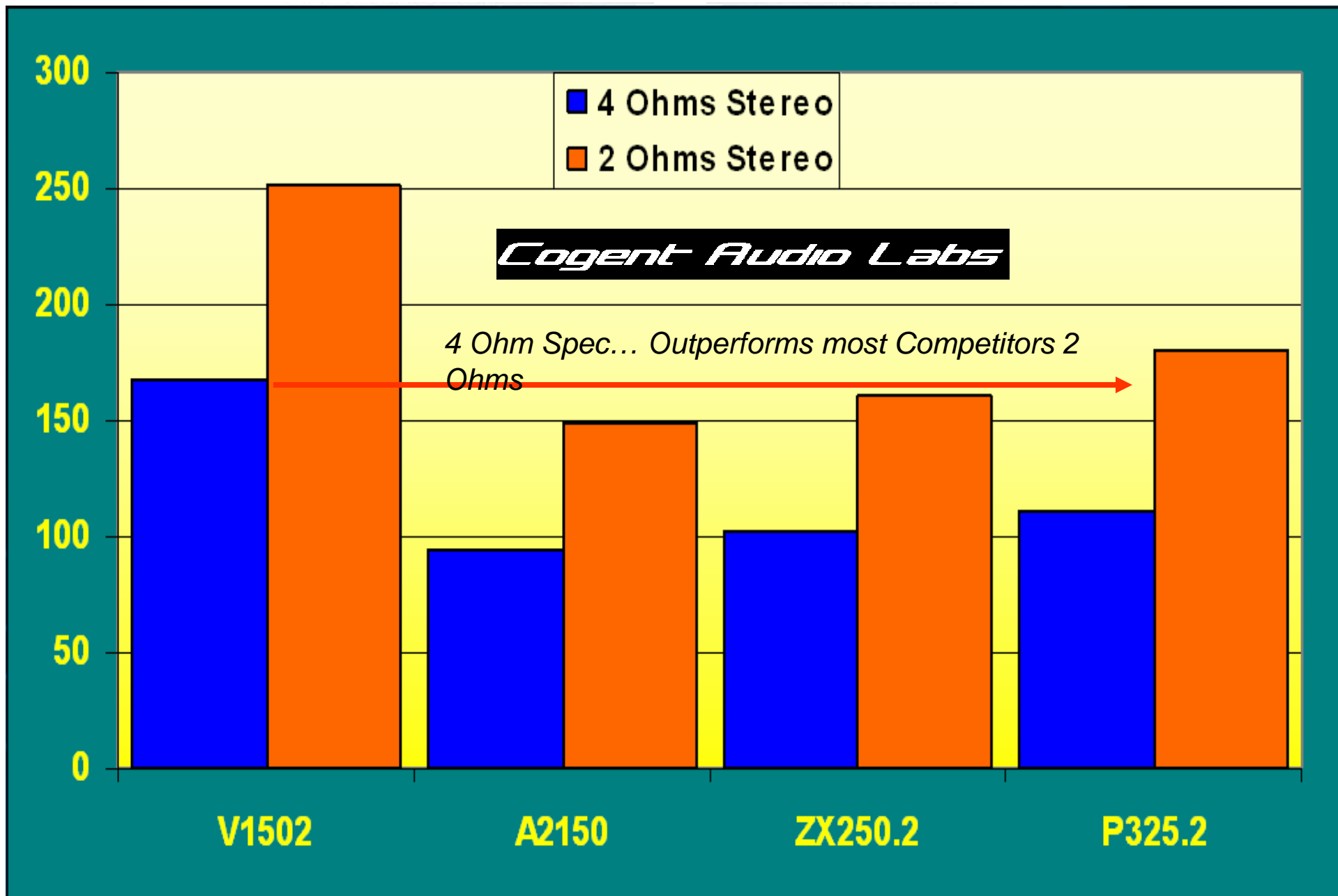
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4 Ohms Bridged







Watts per Dollar

Based on the MAP price, and using the power numbers, these are the watts per dollar ratios. A customer would get the indicated amount of power for every dollar spent.

Ryval V1502	2.2
A2150	1.5
ZX250.2	1.3
P325.2	1.4

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Ryval Mono-block Amplifier

- Efficient Class D Design
- 12 dB Lowpass Crossover
- Low Pass Level "LPL" Controls
- Speaker Level Inputs
- Remote Monitor Display (RMD) Port

Coming June 2007

V8001

Mono Block

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Ryval Mono-block Amplifier

- 1600 Watt Mono Block Amplifier
- 1600 Watts X 1 (2 Ohm Max Power)
- 1200 Watts x 1 (4 Ohm Max Power)
- 12 dB variable Low Pass Crossover

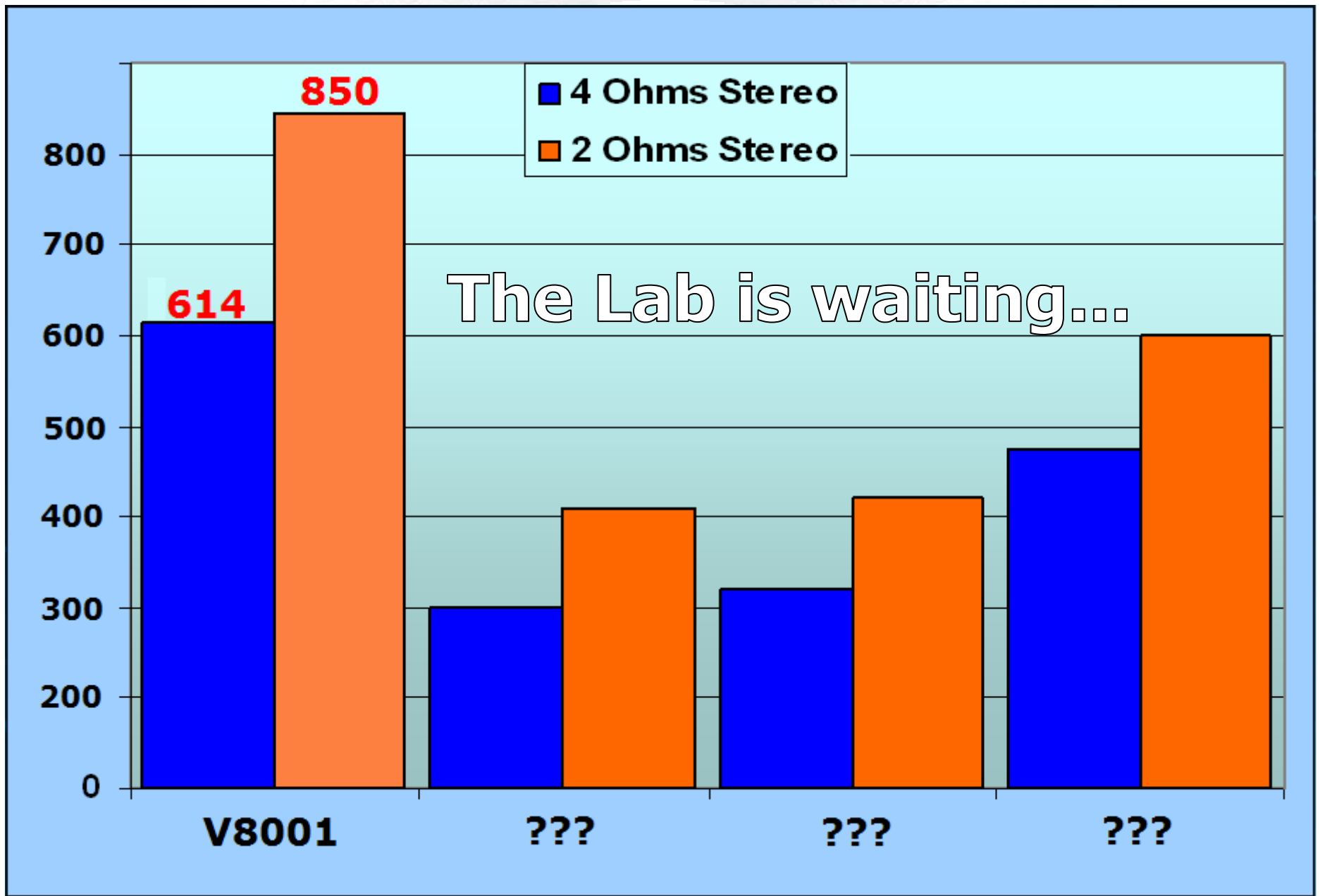


All three 30 AMP
Fuses are active

V8001

Mono Block

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Amplifiers FAQ... Frequently Asked Questions

1) Can I hook up my factory radio to your amp?

Yes- using the speaker (High) level input.



2) Can I run the amplifier at 1 Ohm?

Sure, but we don't recommend it. Running the Ryval amps at 1 ohm generates lots of heat and inefficiency- a situation that will lead to the amplifier shutting down. Also, reducing the impedance to such a low value really defeats the amps ability to control the speaker's motion (dampening factor) and results in big increases in distortion. The amplifier is well protected from thermal and over-current and voltage problems, so if too much heat is generated or a fault condition happens, the amplifier will simply shut off. Besides, with the amount of power the Ryval amps deliver, there really is no need.

3) All amps make outrageous power claims. What about Ryval?

We have been very careful to list both max power and CEA power measurements. In many cases, our CEA ratings exceed our competitions max power rating.

4) How do I hook up with Rita?

What you do in your free time with our Rita Ryval posters is your business.



Amplifiers

In Conclusion:



Add it up...

1) The combination of Power to Price is second to none.

(Dollar to Watt Ratio)

2) Sound Quality- *the tradition continues*

3) Packaging: *A real team effort, the best we have ever done*

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Acoustics



POWER + PERFORMANCE.

RYVAL SPEAKERS BRING MOVE TO THE MUSIC

Performance and Value that will Impress

The Ryval speakers have been designed to perform. Our engineers did not add chrome baskets and “bling” to these speakers. What our engineers did do was design them to play louder and lower. With excellent sensitivity numbers, Ryval Subwoofer, Coaxial and Component speakers are the ideal upgrade to OEM speakers bringing every watt possible to the listener.

Venting

Ryval Subwoofers have a unique venting system for better cooling, less distortion and longer life

Cone Damping

A poorly damped speaker cone will deform and ring. We use a special laminate-treated paper cone that has exceptional damping qualities to more accurately reproduce the music

Torture Tested

Ryval speakers are endurance tested under harsh conditions using the latest HALT (Highly Accelerated Life Testing) processes before they get Phoenix Gold's stamp of approval.

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Speaker Features:

Subwoofers

- CAE/CAD Optimized for high efficiency and clarity of sound reproduction
- Laminate treated paper cone with excellent stiffness to weight ratio and superior damping qualities
- High excursion triple layer UV treated black foam surround for long-term reliability
- CAD optimized magnet/motor structure for efficiency and clarity
- High-temperature light-weight polymide voice coil structure for increased sensitivity

*(Available in single or dual voice coil)

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Speaker Features: Coaxial/Component

- Laminate treated paper cone with excellent stiffness to weight ratio and superior damping qualities
- 19mm balanced drive tweeter with excellent reproduction of high frequencies
- High excursion triple layer UV treated black foam surround for long-term reliability
- High-temperature light-weight polyimide voice coil structure for increased sensitivity



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But wait, there is more...



- The speakers were designed to **“jump off”** the demo board with their high sensitivity rating
- One of the best choices you can make when upgrading an OEM system. They have outstanding sensitivity, so they require very little power to play loud. Couple that with decent bottom end and good power handling, and they're tough to beat



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COAXIAL MODELS/SPECS

Specification	V4.0	V5.0	V6.0	V6.5	V460	V570	V690
Power Handling (Max)	140 W	200 W	200 W	200 W	200 W	200 W	200 W
Power Handling (RMS)	35 W	50 W	50 W	50 W	50 W	50 W	50 W
Frequency Response	120-20kHz	100-20kHz	90-20kHz	75-20kHz	120-20kHz	70-20kHz	50-20kHz
Sensitivity	92dB	92dB	90dB	92dB	91dB	91dB	89dB

COMPONENT MODELS/SPECS

Specification	V5C	V65C
Power Handling (Max)	200 W	200 W
Power Handling (RMS)	50 W	50 W
Frequency Response	80-20kHz	65-20kHz
Sensitivity	91dB	91dB

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V10S/V10D
V12S/V12D



Specification	V10S	V12S	V10D	V12D
Power Handling (RMS)	150 W	150 W	150 W	150 W
Power Handling (Max)	600 W	600 W	600 W	600 W

- Designed for Audio Performance - Louder and Lower!
- High Sensitivity
- Excellent Power Handling
- A/B this woofer with the Competition...

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V12S

Single Voice Coil 12"

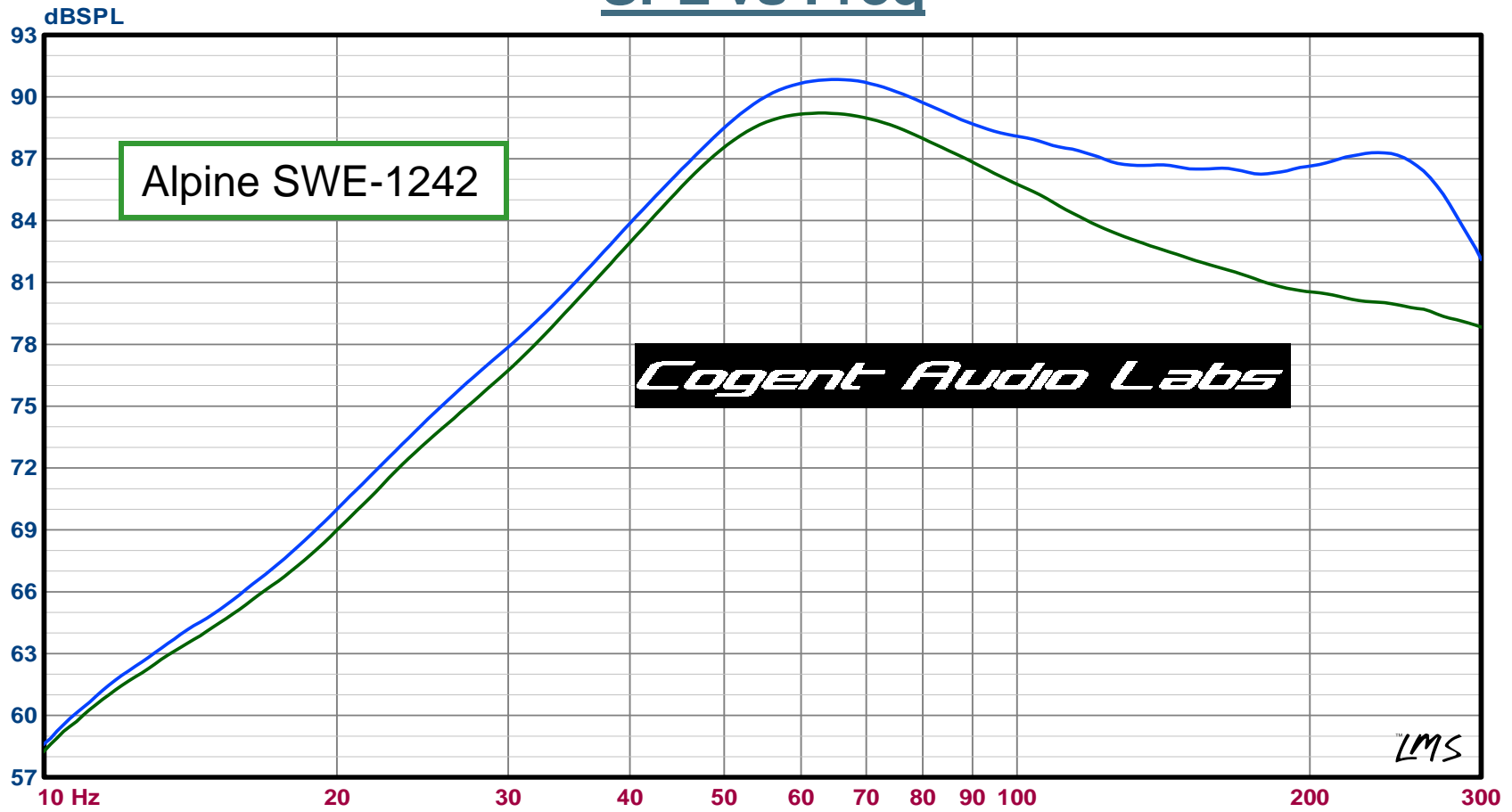


Competitive Analysis Report

Phoenix Gold	V12S	\$89.00 MAP
Alpine	SW E-1242	\$89.99 MAP
MTX	T4512	\$99.99 MAP
Kicker	C12-4	\$89.95 MAP
Rockford Fosgate	P112S4	\$89.99 MAP

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SPL vs Freq



Alpine SWE-1242

Cogent Audio Labs

LMS

Map

- 7: Alpine SWE-1242 Nearfield 1.25ft sealed
- 8: PG Ryval V12S

Notes

Nearfield SPL Measurement scaled to 1W/1M
 1.25ft Sealed enclosure
 Scaled to 1W/1M

LMS

4.5.0.352
 Jul/01/2005

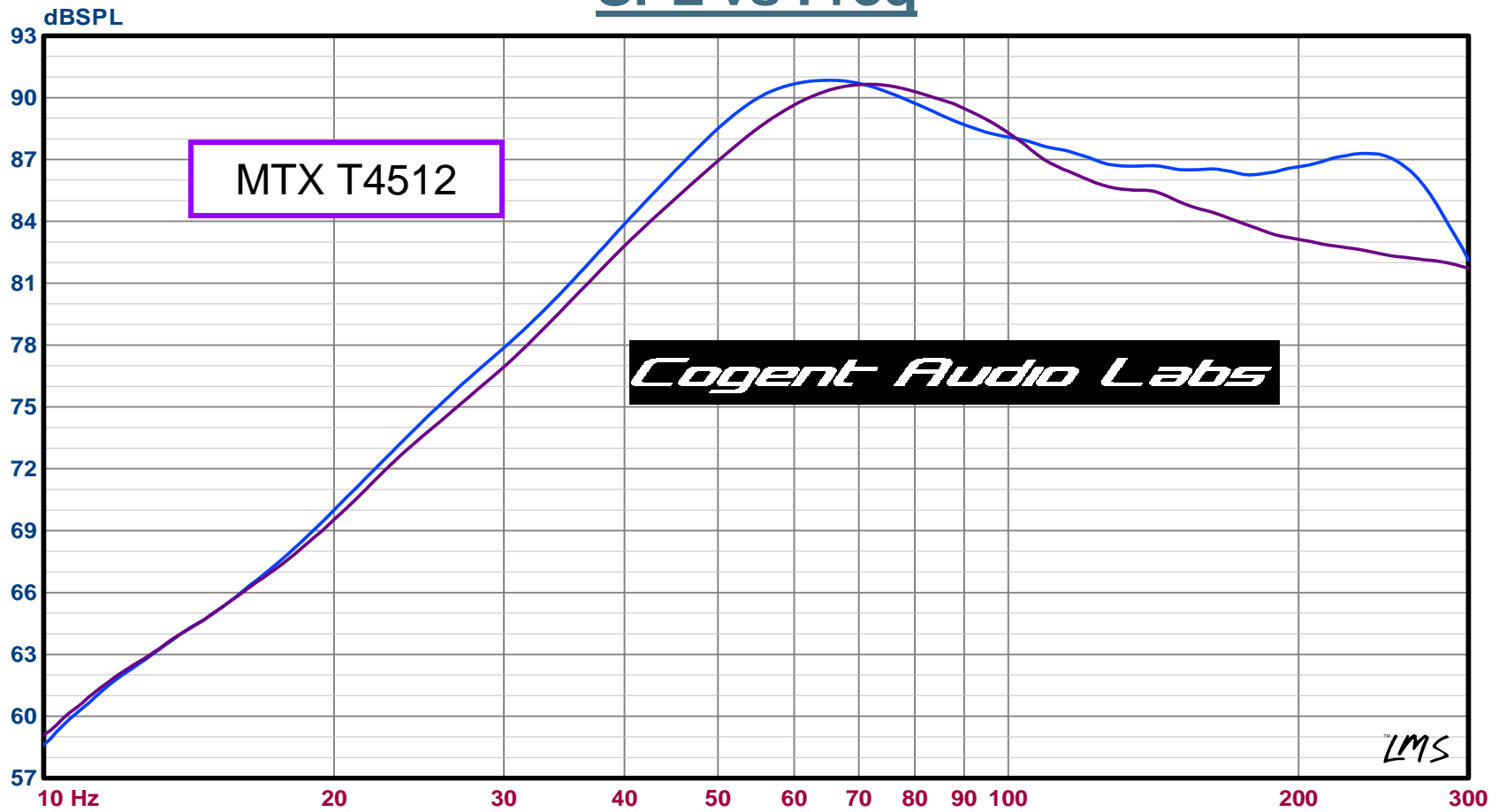
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 Company: Cogent Audio Labs

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May 25, 2007
 Fri 3:04 pm

LINEAR X
 S Y S T E M S

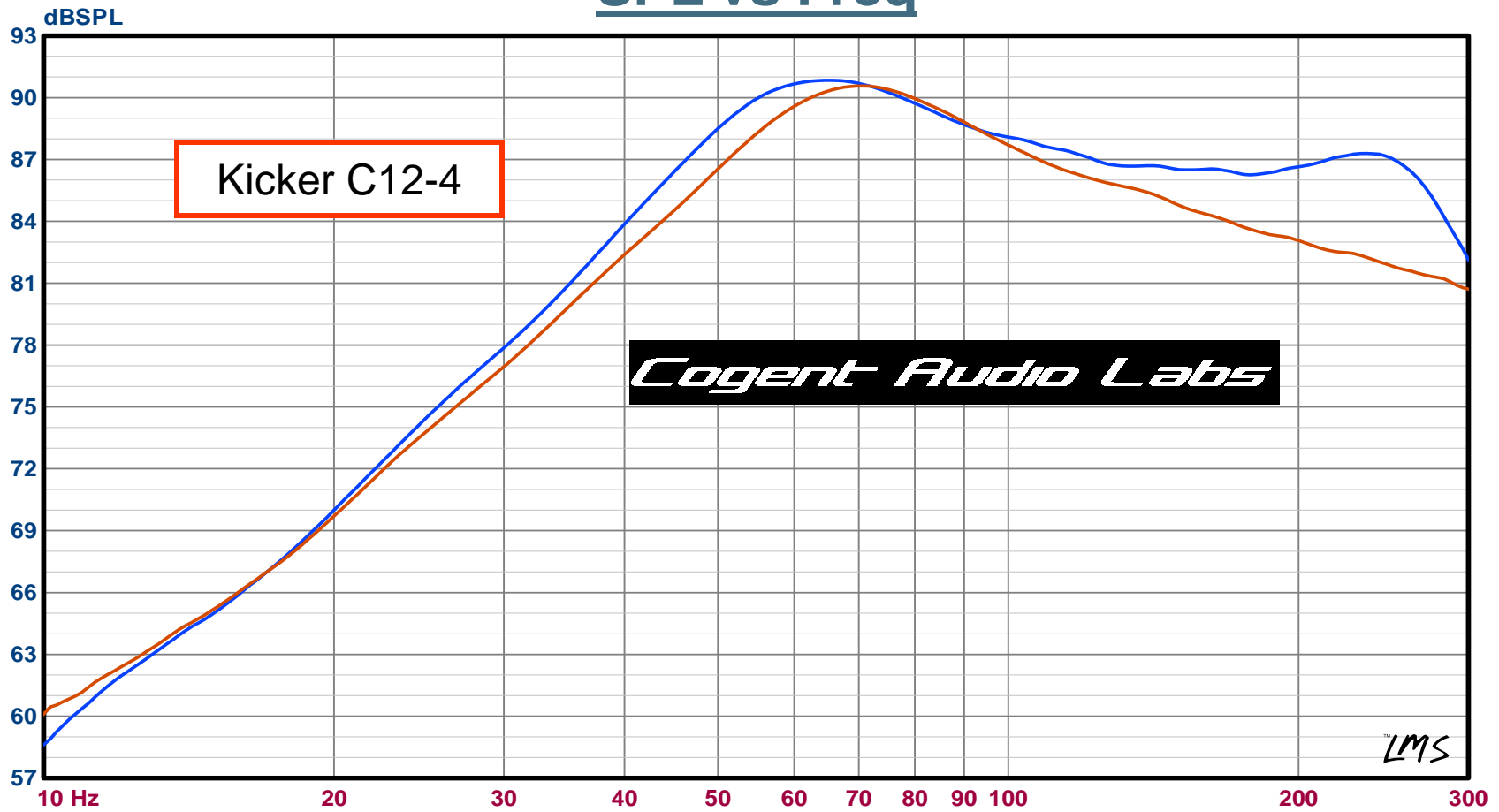
SPL vs Freq



Map
 — 8: PG Ryval V12S
 — 10: MTX T4512 Nearfield 1.25ft sealed

Notes
Nearfield SPL Measurement scaled to 1W/1M
1.25ft Sealed enclosure
Scaled to 1W/1M

SPL vs Freq



Kicker C12-4

Cogent Audio Labs

LMS

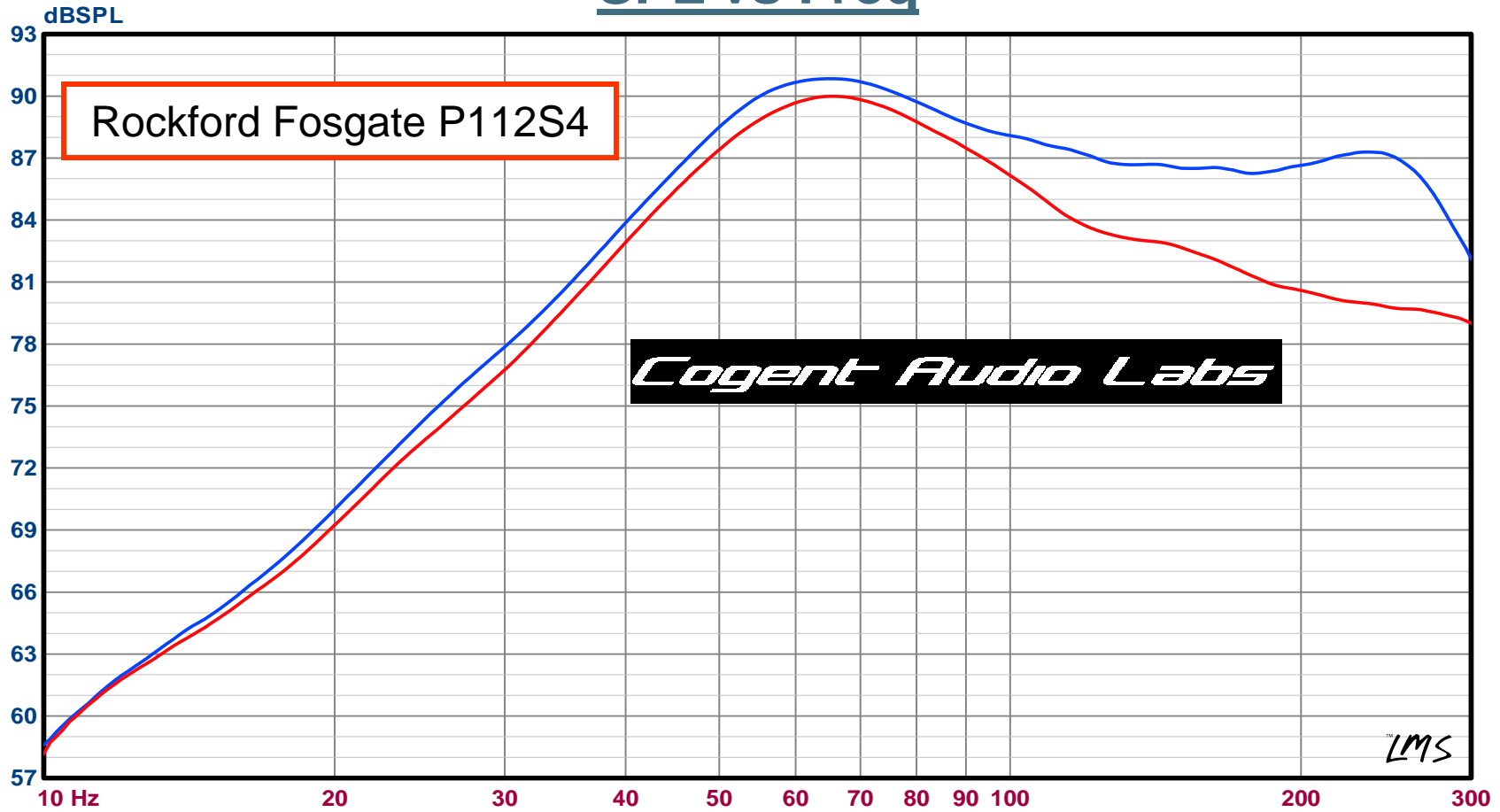
Map

- 8: PG Ryval V12S
- 11: Kicker C12-4 Nearfield 1.25ft sealed

Notes

Nearfield SPL Measurement scaled to 1W/1M
 1.25ft Sealed enclosure
 Scaled to 1W/1M

SPL vs Freq



Map

- 8: PG Ryval V12S
- 13: RF P112S4 Nearfield 1.25ft sealed

Notes

Nearfield SPL Measurement scaled to 1W/1M
 1.25ft Sealed enclosure
 Scaled to 1W/1M

LMS

4.5.0.352
 Jul/01/2005

Person: Springgay
 Company: Cogent Audio Labs

Project: Ryval1
 File: Untitled.lib

May 25, 2007
 Fri 3:03 pm

LINEAR X
 S Y S T E M S



Box Measurements

Sealed

	V10S/D	V12S/D
SQ	1.15 cu ft	1.7 cu ft
SPL	0.4 cu ft	0.5 cu ft

Vented

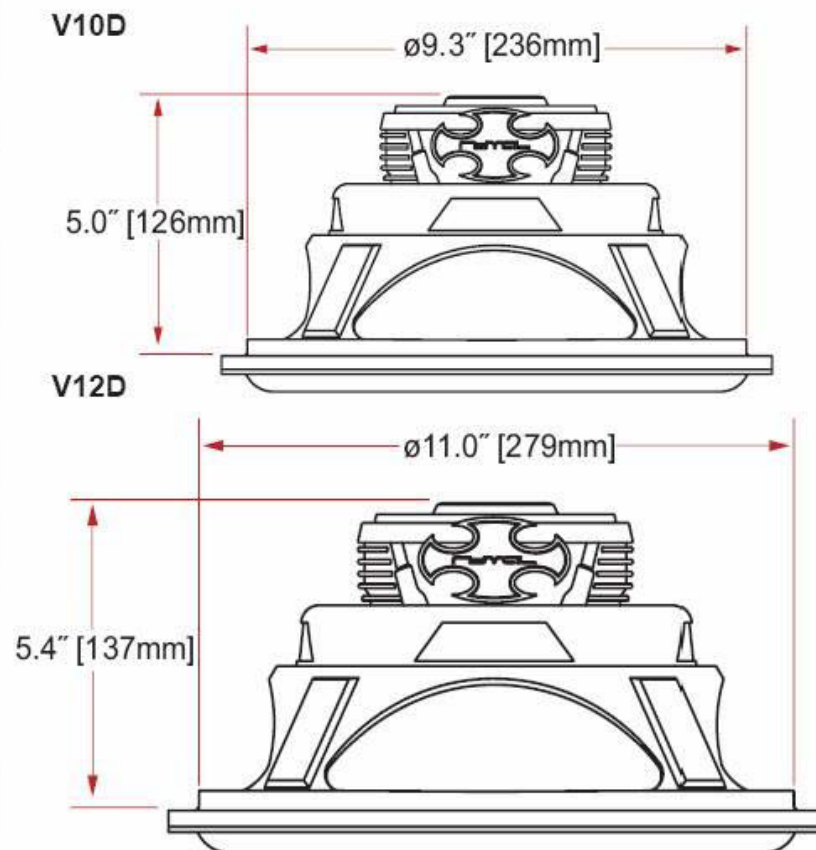
	V10S/D	V12S/D
SQ	2.4 cu ft	3 cu ft
Vd/VI	3 in / 9 in	4 in / 12 in
SubSonic	20Hz	20Hz
SPL	0.6 cu ft	1.6 cu ft
Vd/VI	2 in / 8 in	3 in / 5 in
SSF	30Hz	30Hz
Peak	+4dB @ 50Hz	+6.75dB @ 50Hz

SSF- This is the suggested subsonic filter setting.

Enclosure Woofer Displacement

	V10S/D	V12S/D
Sealed	.08 cu ft	.11 cu ft
Vented	.08 cu ft	.11 cu ft

WOOFER MOUNTING DIMENSIONS



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FAQ... Frequently Asked Questions

1) What's the deal with using a paper cone speaker?

We chose a laminated paper cone for its superior acoustic properties. Paper is light, has excellent dampening qualities, and is weather resistant when laminated. Some of the best audiophile speakers in the world use paper (Vifa, Seas, etc.) for its superior qualities.

2) What do you mean by "Venting System" on the woofers?

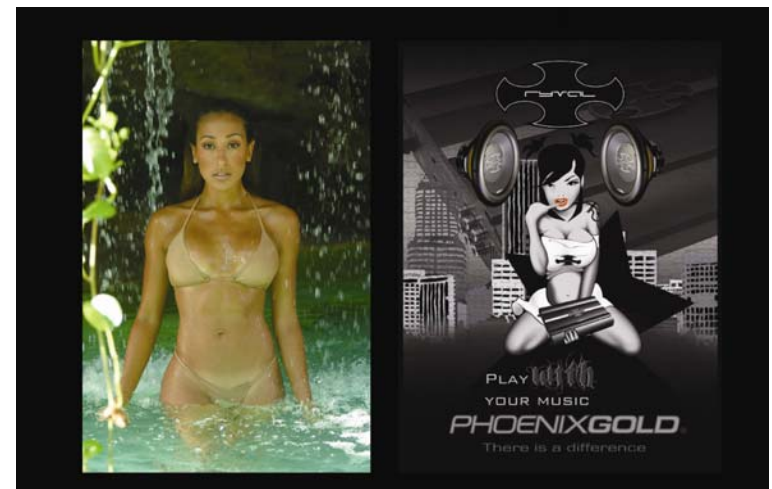
We have designed perforations into our voice coils to draw air across the coils to cool them. This allows us to use a lightweight former to provide higher SPL.

3) What kind of Box do the Ryval Woofers work best in?

Ryval woofers work in both sealed and vented boxes, for best overall performance, we suggest a sealed box.

4) Is Rita modeled from a real girl?

You will have to buy more product to find out....



CRAFTING A SYSTEM THAT'S RIGHT

Installation is the final step in creating the perfect sound system. It can also be the weakest link, because a system won't perform to its full potential without high quality connectivity.



AKIT42 - 4 GAUGE: COMPLETE KIT

20ft of RUBY or BLUE 4 gauge power cable
2ft of 4 gauge ground cable
Glass style fuse holder
17ft RCA cable
32ft of 16 gauge speaker wire
Ring terminals
Terminal spades
Glass fuse
Assorted hardware

AKIT82 - 8 GAUGE: COMPLETE KIT

20ft of RUBY or BLUE 8 gauge power cable
2ft of 8 gauge ground cable
Glass style fuse holder
17ft RCA cable
32ft of 16 gauge speaker wire
Ring terminals
Terminal spades
Glass fuse
Assorted hardware

FUSEBLOCKS

All fuse holders are waterproof from harsh elements
MBB blocks utilize PGU glass style fuses
Flexible for multiple amplifier installations
Four 4 – 8 gauge PGU fusible outputs
Multi-bussbar fuseblock
Satin finish
Use with PGU series fuses

MBB.501

MBB.502

DISTRIBUTION BLOCKS

Multiple styles allow for numerous installations
One 4 gauge input to four 8 gauge outputs
Gold plated
Rated to 175A
Satin finish

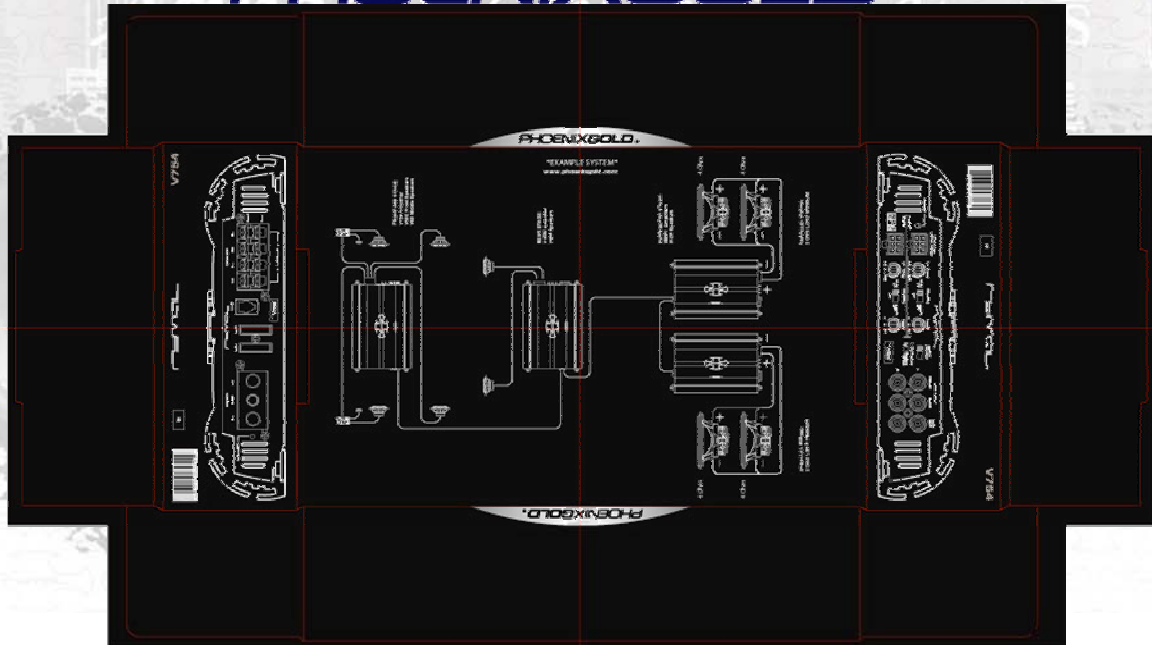
PDB.501



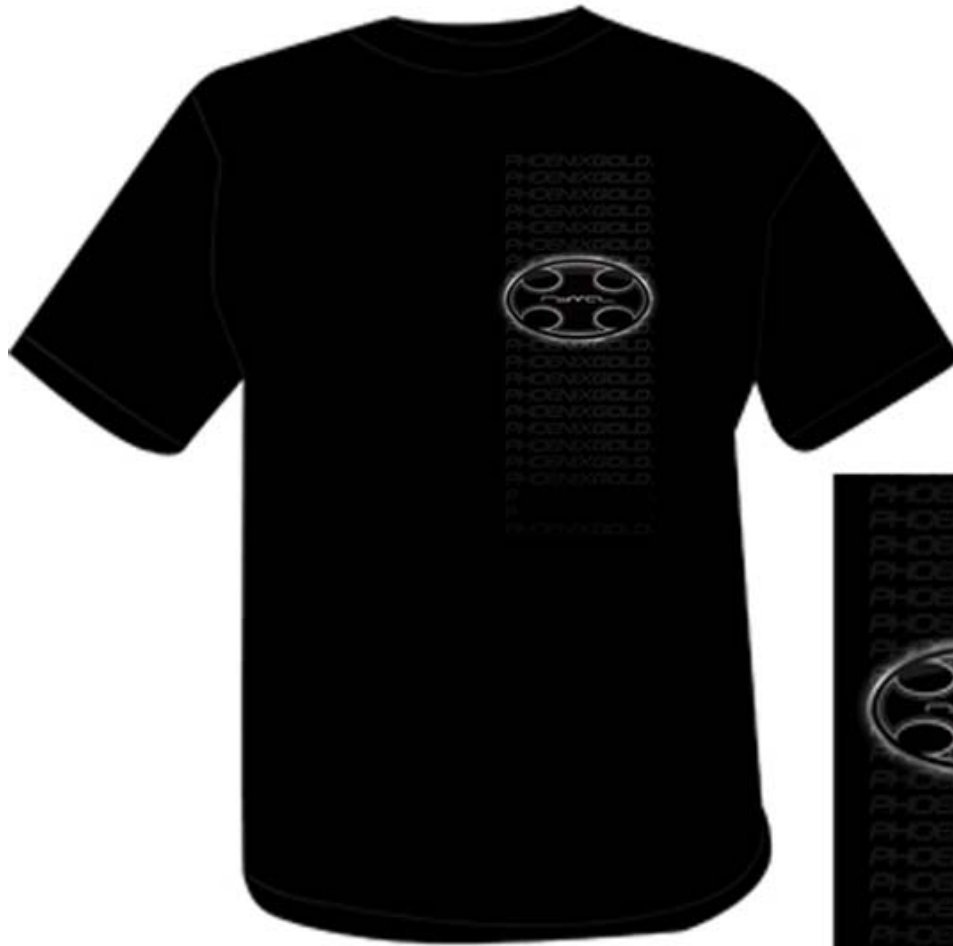
New Boxes...



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The New Ryval T's



FRONT



BACK

Posters...



Ads...



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PHOENIXGOLD®

CELEBRATING OVER 20 YEARS OF
CAR AUDIO EXCELLENCE HERE IN
THE GREAT NORTH WEST



RSD

The **RSD** Series is a rock-solid line of audio equipment that blends form with function to create the perfect blend of visual and audio design. Created with radial symmetry, a set of balanced features designed around a central point this high-end equipment creates a revolutionary design that compliments the car and looks the way it performs: strong, reliable, smooth and resilient.



Route 66

Route 66 is the symbol of America's love affair with cars and the power, freedom and adventure of the open road. True to this spirit, Phoenix Gold introduces the Limited Edition Roadster 66. The ultimate amplifier, it combines phenomenal power with design elegance to let you experience the road as it is meant to be - ensonced in sound.



Ryval

The **Ryval** Series is designed to play louder, stronger, and longer than any other comparably priced product on the market. With outstanding output, strong power supply, reduced distortion and quality assured torture testing, The ryval brand is sure to surpass the competition



TORTURE TESTED

When our products can run for **TWO WEEKS** at **FULL POWER** 24/7 in an **ENVIRONMENTAL CHAMBER** cycled rom 14 degrees to 131 degrees Fahrenheit, survive **SHOCK TESTING, BRUTAL VIBRATIONS** and a battery of **ENDURANCE TESTING**, only then do they get our **STAMP OF APPROVAL**.

www.phoenixgold.com Order Desk 1.800.950.1449

PHOENIXGOLD

THE ALL NEW 800?? PRODUCT LINE
AUTHORIZED, TESTED & APPROVED
BY PHOENIX GOLD



The **RSD** Series is a rock-solid line of audio equipment that blends form with function to create the perfect blend of visual and audio design. Created with radial symmetry, a set of balanced features designed around a central point this high-end equipment creates a revolutionary design that compliments the car and looks the way it performs: strong, reliable, smooth and resilient.



Roadstar 66 is the symbol of America's love affair with cars and the power, freedom and adventure of the open road. True to this spirit, Phoenix Gold introduces the Limited Edition Roadster 66. The ultimate amplifier, it combines phenomenal power with design elegance to let you experience the road as it is meant to be - ensonced in sound.



The **Ryval** series is designed to play louder, stronger, and longer than any other comparably priced product on the market. With outstanding output, strong power supply, reduced distortion and quality assured torture testing, The ryval brand is sure to surpass the competition



TORTURE TESTED

When our products can run for **TWO WEEKS** at **FULL POWER** 24/7 in an **ENVIRONMENTAL CHAMBER** cycled rom 14 degrees to 131 degrees Fahrenheit, survive **SHOCK TESTING, BRUTAL VIBRATIONS** and a battery of **ENDURANCE TESTING**, only then do they get our **STAMP OF APPROVAL**.

Adresses of companies go heree
xx
xx
xx
xx

International Ads

PHOENIXGOLD

Magazine:

**Performance
Auto**

& Sound



PASMAG.COM

PHOENIXGOLD

CAROLYN *Savage*

Why this magazine?



Ya Right?



All Measurement Were Made Using an Independent Audio Testing Company

No Competitor's Products were Harmed in Making This Presentation

PSYCAL
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End

