



# Multi-Room Solutions

## NaimNet News issue one

### Welcome to NaimNet News

NaimNet News will keep you updated with the latest developments in our groundbreaking Multi-Room and Custom install products and systems.

NaimNet, the IP connected multi-room system with Naim hi-fi credentials, was previewed to great acclaim at UK Cedia in June 2006. Comment from installers and potential clients was very positive. With a sense of high anticipation, we are now preparing for the launch of the initial suite of NaimNet products.

You know the problems with conventional Multi-Room solutions – really good sound quality is difficult to achieve. Pleasing clients with attractive and intuitive interfaces is hard, and programming all but the simplest of systems can stretch even the most committed. NaimNet provides bit-perfect storage, perfectly synchronised distribution, and audiophile amplifiers delivering true high fidelity to any number of rooms. NaimNet provides digital streaming sources too, including a choice of remarkable Music Servers and a multiple DAB tuner. All NaimNet connections are achieved through absolutely standard data network cables and are configured using simple intuitive installer tools.



Alan Ainslie, NaimNet

NaimNet marks a new chapter in Multi-Room and Custom Installation. NaimNet News is where you'll find the latest installment.



# NaimNet Multi-Room Solutions

NaimNet Multi-Room components offer comprehensive Audio and Video distribution and control completely free of performance compromise. Connected by *StreamNet* from *NetStreams*, and fully compatible with all *NetStreams*' *DigiLinX* IP-Based Multi-Room Audio and Control products, the fully scalable NaimNet system is equally cost-effective in small apartments or substantial homes.

NaimNet is connected via standard PC Ethernet-type cabling. System control comes from a wide range of interface devices - touch-screens, tablets, PDAs or PCs. NaimNet also opens the door to control of lights, screens, blinds, heating and security through easily configured interfaces to partner products.

## NaimNet is the first multi-room audio and video distribution genuinely able to provide:

- Uncompressed and perfectly synchronised audio distribution.
- Negligible audio/video delay.
- Rich control through multiple interface types.
- Simple installation with CAT5 cable.
- Unlimited scale.
- Easy expansion and upgrade.
- Simple integration with IP based home control systems.



## NaimNet Rooms

NaimNet room amplifier options include both concealed or Naim-style full size products. Room amplifiers support both touch-screen and keypads. Five local analogue inputs are provided and any source can be selected for distribution.

## NaimNet Sources

NaimNet or *StreamNet* compliant digital sources can connect directly to the network at any location and can be played in any room. NaimNet Tuners, Servers and Multi-Room Preamplifiers are scheduled for launch over the coming months.



## Easy Installation

As a Custom Installer you are probably only too aware that while a large part of the value you offer clients is in installation and programming, these functions also represent the greatest risk of cost overrun. This is often down to the abilities of conventional systems being outstripped by clients' ever increasing demands.

Specify NaimNet and *DigiLinX*, however, and you'll find, no matter how large and complex the system, that the design is simple and straightforward and programming is a mere matter of commissioning. A sequence of tick boxes and text boxes within the setup routine delivers all the functionality specified, without any need for serious programming skills.

NaimNet's simple initial setup can also be extended through a comprehensive installation "toolbox" that can further ease the process and eliminate the risk of failing to meet your client's expectations. Remote-access system configuration is also planned so you can handle modification and maintenance without the need for time-consuming site visits.



## Mix And Match With DigiLinX

As a custom installer you know it's effectively impossible to specify a really large project from just one brand of multi-room equipment. No brand offers a broad enough range of price points, or alternatively, full compatibility with other manufacturers. As a result, guest rooms are often left out of high-end installations, or whole systems are specified to a lower level of performance simply to stretch the budget. Either way, opportunities for both you and your client are lost.

NaimNet is different. It is fully compatible with *DigiLinX* from *NetStreams* and the two ranges operate with a totally consistent user interface. While *DigiLinX* is not an entry-level solution, a *DigiLinX* room amplifier can be offered for a lot less than the price of a high-end NaimNet room amplifier. Combining NaimNet and *DigiLinX* provides a huge range of price and performance options and helps ensure that clients get the system they really wanted all along, and that you can make the most of the opportunities.

## NaimNet Systems Integration

Systems integration between A-V, Lighting, Heating and Security can be achieved easily with IP-connected devices. NaimNet is working with several manufacturers to create native IP connected systems with simple installation and configuration.

## NaimNet Installer Tools

NaimNet is a radical concept that can achieve outstanding performance and control for the end-user. But for the installer too it incorporates numerous features to simplify installation and support. A complete NaimNet system can be configured in a fraction of the time a comparable conventional system might take and setup can be performed either 'off line', perhaps with the client while taking the brief, or 'on line' once the network and hardware have been installed.

## Audiophile Sound Quality in Every Room

NaimNet wouldn't be truly Naim if it didn't adhere to Naim's principles that put sound quality first. So to begin with, digital and analogue circuitry and pcb layout, earthing techniques and power supply implementation are all derived from our expertise in CD Players, DVD Players, preamplifiers, power supplies and power amplifiers.

NaimNet is a bit-perfect distribution system, so with room amplifiers built to Naim sound quality and engineering principles, true hi-fi performance can be achieved throughout an installation.

A Naim server doesn't just read a CD once, it makes multiple reads until accurate data is recovered and stored. Every musical nuance is copied onto the hard drive, free of compression, for selection and playback at a later date. The perfect bit image is then fed to the IP network for distribution around the multi-room system. Uncompromised musical performance ensures that Naim Music Servers take their rightful place among Naim source components to offer the finest music in the home.





Each Music Server in the range incorporates the following features:

- 24-bit architecture to ensure absolute fidelity in advance of anticipated audio formats. No data compression or any other audio compromises - just pure music.
- The Naim Extended Music Database enables easy selection of music by artist, composer, song, conductor, movement, soloist or genre with a rich, informative playback display.
- NaimNet IP-Enabled multi-room, that delivers six independent audio selections for distribution on a standard CAT5 network.
- Local analogue audio outputs with Naim CD Player standard performance.
- Naim Secure Music Storage to make losing music through hard disc failure a thing of the past.
- Local iPod digital playback and control. An iPod plugged into the front panel of the server will be interrogated and its music contents displayed as a separate server library. iPod playback is through the server audiophile DACs rather than the iPod analogue headphone output.
- Naim Network Scanning to locate playable music on network-connected PCs - mp3 downloads or other stored music collections for example.
- Naim Multi-Server Sync to make your music collection available at remote locations and to add music to your collection from any location.
- Naim Analogue Archive for high-resolution analogue transfer into secure digital storage. (NS 03 option)
- Industry standard CEDAR de-click and de-crackle software as standard on the NS REF



Naim Analogue Archive and CEDAR

With Naim Analogue Archive, users of NS 03 and NS REF can make high-resolution stereo recordings direct to the music server hard disk for secure long-term storage with secure backup. The most likely application for this will of course be to archive vinyl record collections, and the server's 24-bit 96kHz encoding ensures no vinyl nuance is lost during transfer to the digital domain.

The NS REF music server also includes the CEDAR noise reduction routine that can transparently de-click and de-crackle analogue recordings. CEDAR has long been used in professional mastering studios for the restoration of archive recordings. It is a benign system running in the background while the recording is made, that can be used either at its default settings or fine-adjusted for even better results. CEDAR can even recover the music from badly damaged vinyl recordings and still leave the music and recorded ambience untouched. The NS REF server will store both CEDAR processed and unprocessed copies of the recorded data and users can choose to delete one or other of the files to conserve disk space.

Server Comparison

Features and functions		Naim Music Servers	PC Based Servers	Current Industry Media Servers
Uncompressed storage	WAV Files	Standard	Optional	Optional
Secure Music Storage	Built-in backup drive. Dealer restorable.	Y	N	N
Audiophile Quality	Bit-accurate ripping	Y	N *	N
	Bit-accurate playback	Y	N *	N
	True high-end Audiophile engineering – separate linear analogue supplies	Y – all models	N	N
Network capability	Network Scanning	Y	Y	N
	Network Storage capability	Y	Y	N
	Direct Digital iPod / MP3 connection	Y	Y	N
	Multi-Server Synchronisation	Y by upgrade	N	N (One exception in the market)
	Simple remote user access	Y by upgrade	N	N (One exception in the market)
Analogue Archive	24bit 96KHz Analogue Record	Y - NS REF Upgrade option for NS 03	N *	N
Multiroom capability	NaimNet / DigilInX compatible	Y	N	Y in some cases
	Multiple audio outputs	NS 02, NS 03	N	Y in some cases
Music database	Extended Music database	Y	N	N
	Database at TRACK level	Y	N	N
	Multiple Disc support	Y	N	N
	Gapless Playback	Y	N	N

\* Exception is Pro-use PC / MAC for Music editing

Find Your Music

With the Naim Extended Music Database music is at your fingertips. Finding favourites on a Naim server is easier than finding a CD on the shelf. Naim Music Servers can store a huge number of discs, but storage is nothing without easy and rapid access. The data supplied by record companies to alternative server brands is too limited for anything other than contemporary popular music so Naim has worked with the All Music Group ([www.allmusic.com](http://www.allmusic.com)) to provide access via the server user interface to their huge and valuable database that covers all genres down to the last detail.

# Pulling It All Together

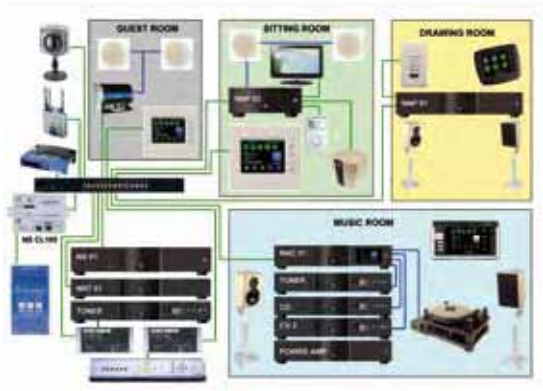
## - Systems Integration

It's no surprise that clients don't take kindly to multiple wall mounted keypads. Perhaps even less appreciated is a multitude of remote handsets. The traditional custom install solution is to get immersed in RS232 interfaces, and system controllers, to integrate all the elements. It's rarely easy and often the Achilles heel.

NaimNet, however, offers the ability to integrate several different ways - IR (RC5), RS232, and IP. Three options help keep programming as simple as possible, without restricting the possibilities. IP devices integrate in the simplest manner possible: for example, a Panasonic IP camera could be viewed on a NaimNet touch-screen or front panel display - of a server for example. Programming an unlimited number of cameras, with pan, tilt and zoom is simplicity itself.

Lighting control, usually via RS232, is provided by the DigiLinX CL100 which connects anywhere on the network and delivers RS232 commands to the controlled products. Drivers for Lutron, Mode Lighting, and Rako products are already available and more will follow. Just select the driver from a pull down menu and give the lights a name. New partners from various sectors are also on board with NaimNet, and any existing DigiLinX partner is available to use with NaimNet right away.

### NaimNet Full-House Integration



"NAIM is a genuine audiophile speciality brand from the UK. NaimNet lays to rest the widely-held belief that any product based on PC technology is incapable of producing good audio."

**Matthew Simmons, Digital Fidelity** 



As one of Naim Audio's most established dealers, we were excited when we first heard about NaimNet. We now live in an IP world and it is good news that Naim has taken this bold step to provide this high quality solution for audio distribution in the 21st century where compressed audio is rapidly becoming the norm. We are looking forward to offering our customers a real performance advantage over current distributed audio products and await the launch of NaimNet products with anticipation..."

**David Graham, Graham's Hi-Fi, London**

"Far from being a complex matter, systems integration with NaimNet is simple. Ready-written modules for Rako lighting remove the need for programming and allow an installer setting up a NaimNet system to incorporate our lighting within minutes."

**Paul Wafer, Rako Controls**



"We're very pleased at Mode Lighting to be working with Naim and the NaimNet system. Aside from the value, quality and operational features that Naim and Mode offer through our respective systems, a key quality that NaimNet and Mode Lighting bring to the Custom Installer is speed of set up. The icon based controls then provide a simple yet powerful user experience that's ideal for the non technical homeowner. NaimNet will help push integrated systems out to a wider market."

**James King, Mode Lighting**



"As a leading supplier of lighting and shade controls we are delighted to be associated with Naim and in particular its new custom integration/home system, NaimNet. With NaimNet, we can offer integrated, user-friendly AV and lighting control solutions to suit every room, mood and activity."

**Andrew Bechgaard, EMEA Marketing, Lutron**



### NaimNet gains approval

"As with ALL modern media, multiroom audio distribution systems are moving to IP. It is fantastic to finally see a high-end British manufacturer, with a long history of producing wonderful sounding hi-fi, get involved in this world. Most companies making IP-based systems have no idea how to produce proper amplification and loudspeakers. I'm a bit of an old-school analogue-audio fanatic, and I just love the sound of Naim equipment."

**Steve Moore, Digital Plumbers**

**Mike Simmonds of Gulliford Hi-Fi** recently hosted a NaimNet preview event which was very well received. Comments made by customers on the night include:

- "We were really impressed with the demonstration and the fact that we can put good sound around the house reliably"
- "I have been waiting for this system as my house was prewired just with speaker cables and I will now be able to have control and extend my system to maximise my existing Naim System"
- "I have prewired my house for NaimNet and am really looking forward to having it fitted"
- "This is definitely the future"

# Product Introduction Schedule

Over the coming months we plan to introduce new NaimNet hardware products at regular intervals. New products are always at the mercy of component suppliers and technical issue, making it often impossible to be precise on launch dates. We know it would be useful for Custom Installers to have some visibility of the 'road map' ahead, so below is a timetable of our planned product launches for the coming year.

## Launch Schedule

<b>APRIL 2007</b> <b>NS 01</b> Music Server	<b>APRIL 2007</b> <b>NS 02</b> Music Server	<b>APRIL 2007</b> <b>NNT AB</b> Hand held Control Tablet	<b>MAY 2007</b> <b>NS 03</b> Music Server	<b>MAY 2007</b> <b>NNP 01</b> IP Room Amplifier	<b>MAY 2007</b> <b>NNP 02</b> IP Room Amplifier
<b>MAY 2007</b> <b>NNP 03</b> IP Multiple DAB Tuner	<b>AUTUMN 2007</b> <b>NS REF</b> Audiophile Music Server	<b>WINTER 2007</b> <b>NNC 01</b> IP Control Pre-amplifier			

## Certification Training

NaimNet installations will be carried out to exacting standards by NaimNet certified installers. Invitations will be sent out over the next few weeks, for the first phase of certification training, to those who have completed an application form.

If you are still yet to apply, please visit [www.naimnet.com](http://www.naimnet.com) where you can download an application form.

### Phase 1 of Certification Training

<b>March 2007</b>	<b>Farnham</b>
<b>March 2007</b>	<b>London</b>
<b>April 2007</b>	<b>Cambridge</b>
<b>April 2007</b>	<b>Preston</b>



## Herman Cárdenas

Herman Cárdenas is Founder and Chairman of *NetStreams*, the US company that provides the IP network technology for Naim's entry into high-end custom installation. Following are a few excerpts from an interview Herman gave the BAJ.

### ...on Hardware

"You can buy Microsoft Media Centre with its extenders today and you can play different songs in different rooms - obviously compressed and not at the same quality level as Naim's equipment will produce - but try to play the same song in all the rooms at the same time and it won't happen. Actually, it will but they'll all be several seconds apart."

### ... on Philosophy

"*NetStreams* and Naim, as you can appreciate, pretty much share the same philosophy. We simply wanted to be the best at distributing audio and video."



### .... on The Digital Ecosystem

"Quality first was always an important concern for *NetStreams* and we realised early on that distributed control was the way to achieve this. So our technology is independent and that made our platform even stronger because it allowed different manufacturers to play in what we call the same digital ecosystem. So, Naim's products serve a role in this ecosystem but they also have to co-operate with, say, lighting controls from Lutron or Rako, and Panasonic IP cameras."

### .... on the Learning Curve

"IP went through its own learning curve because audio and video are unforgiving, which is why Naim and other high end companies are in business because they've not only figured out how to do it but how to do it better."

"What Naim has accomplished in six months with our *StreamNet* technology would have probably taken other companies maybe four to five years."



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Interior pictures featuring TV displays courtesy of SIM2.