



P

Paradigm[®]

PERSONA[®]

Owners Manual

The Persona 9H is a “Hybrid speaker”. Consequently, there is an internal power supply to amplify the woofer system. This requires that Persona 9H be connected to an AC power source. For this reason, each Persona 9H includes an IEC standard power cord. This cord should be firmly inserted into the AC power receptacles on the rear panel of the speaker, and the opposite end to an AC wall outlet.

WARNING: The power cord should not be installed, removed, or left detached from the speaker while the other end is connected to an AC power source.



CE RECYCLING AND REUSE GUIDELINES (Europe)



In accordance with the European Union WEEE (Waste Electrical and Electronic Equipment) directive effective August 13, 2005, we would like to notify you that our speakers may contain regulated materials which, upon disposal, require special reuse and recycling processing. For this reason Paradigm Electronics Inc. (the manufacturer of Paradigm speakers and Anthem electronics products) has arranged with its distributors in European Union member nations to collect and recycle this product at no cost to you. To find your local distributor please contact the dealer from whom you purchased this product or go to our website at paradigm.com.

Please note that only the product falls under the WEEE directive. When disposing of packaging and other shipping material we encourage you to recycle through the normal channels.

Paradigm is a registered trademark of Paradigm Electronics Inc. Persona is a registered trademark of Paradigm Electronics Inc. ART (Active Ridge Technology), PPA (Perforated Phase Alignment) and ARC (Anthem Room Correction) are trademarks of Paradigm Electronics Inc. Truextent Beryllium is a registered trademark of Materion. Copyright Paradigm Electronics Inc. All rights reserved.

Specifications subject to change without notice.

paradigm.com




Paradigm Electronics Inc.,
205 Annagem Boulevard,
Mississauga, ON, Canada L5T 2V1

MAN0144 10.11.17

TABLE OF CONTENTS

Unpacking Instructions Persona 9H	1
Unpacking Instructions Persona 7F, 5F, 3F and Persona C	2
Accessories	3
General Tips	4
Break in	4
Cleaning	4
Preventing Speaker Damage	4
Amplifier Distortion — The #1 Culprit!	4
More Powerful Amplifiers are Safer	4
Volume Control	4
There is a Limit!	5
The Right Amount of Power	5
Your Listening Room	5
Center Speaker – Stand Mounting	6
Attaching Bumper Pads to Bookshelf/Center Speakers	7
Placement: Front Left & Right Speakers	8
Accurate Timbre	9
Balanced Bass	10
Optimal Imaging	11
Placement: Center Speaker	12
Speaker Connection	13
Minimum Gauge Requirements	13
Standard Connection for All Speakers	14
Bi-Wire Connection	15
Bi-Amp Connection	16
Horizontal Bi-Amplification	17
Vertical Bi-Amplification	17
Controls for Persona 9H	18
Fine Tuning	19
Anthem Room Correction (ARC™) <i>(Persona 9H Only)</i>	20
Basic Troubleshooting	25
5-Year Limited Warranty	26

IMPORTANT SAFETY INSTRUCTIONS

1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.
5. Do not use this apparatus near water.
6. Clean only with dry cloth.
7. Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
8. Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9. Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
10. Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
11. Only use attachments/accessories specified by the manufacturer.
12.  Use only with the cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/ apparatus combination to avoid injury from tip-over.
13. Unplug this apparatus during lightning storms or when unused for long periods of time.
14. Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.

IMPORTANT SAFETY INFORMATION



The lightning bolt flash with arrowhead symbol, within an equilateral triangle, is intended to alert the user to the presence of uninsulated “dangerous voltage” within the product’s enclosure that may be of sufficient magnitude to constitute a risk of electric shock.



The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.



WARNING! Do not use your Paradigm product(s) outside of the country of original sale—voltage requirements vary by country. Improper voltage can cause damage that will be potentially expensive to repair. Paradigm products are shipped to authorized Paradigm distributors with the correct power supply for use in the country of intended sale. A list of authorized distributors can be accessed at www.paradigm.com or by emailing info@paradigm.com.



WARNING!

**RISK OF ELECTRIC SHOCK
DO NOT OPEN**



WARNING! TO REDUCE THE RISK OF FIRE OR ELECTRIC SHOCK, DO NOT EXPOSE THIS APPARATUS TO RAIN OR MOISTURE AND OBJECTS FILLED WITH LIQUIDS, SUCH AS VASES, SHOULD NOT BE PLACED ON THIS APPARATUS.

- TO COMPLETELY DISCONNECT THIS APPARATUS FROM THE AC MAINS, DISCONNECT THE POWER SUPPLY CORD PLUG FROM THE AC RECEPTACLE.
- THE MAINS PLUG OF THE POWER SUPPLY CORD SHALL REMAIN READILY ACCESSIBLE.

UNPACKING INSTRUCTIONS PERSONA 9H

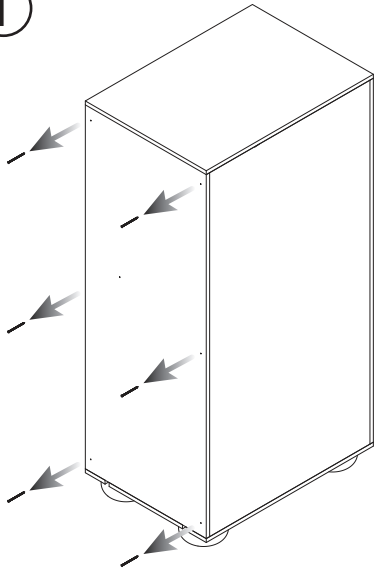


IMPORTANT! Review These Steps Before Proceeding!

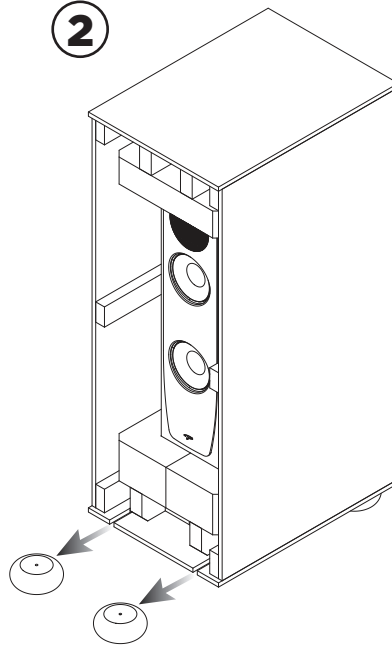


IMPORTANT! When removing the speaker from the carton, ensure belt buckles, rings or other jewellery do not come into contact with the speaker and scratch the finish.

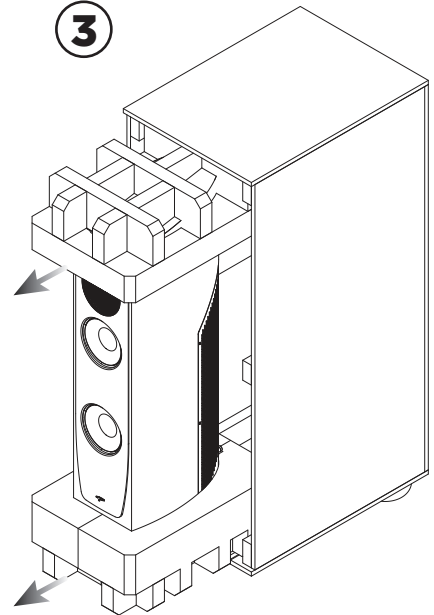
1



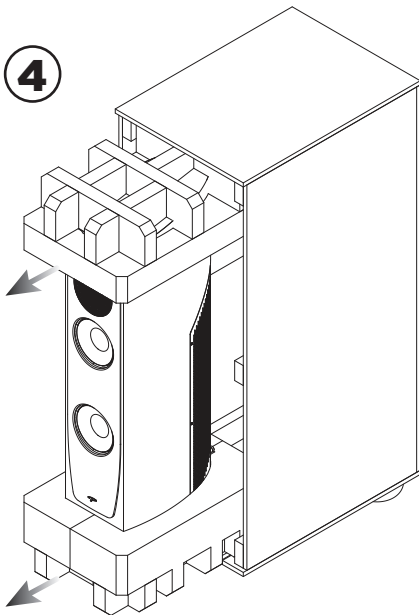
2



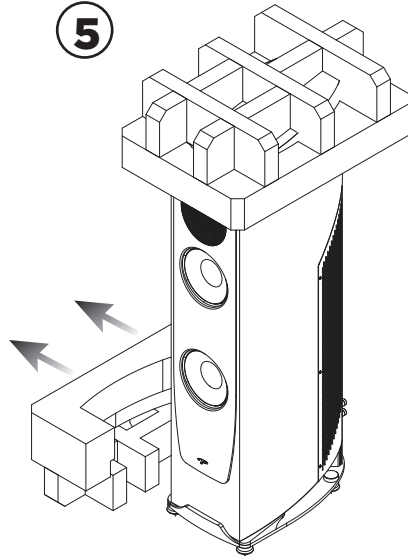
3



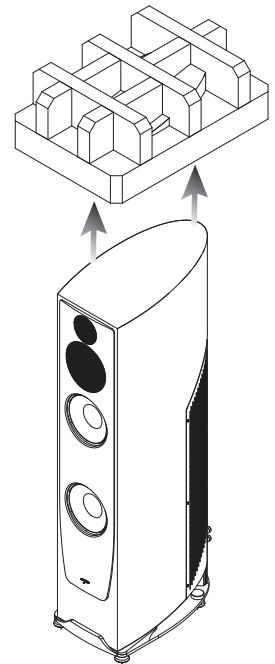
4



5



6



UNPACKING INSTRUCTIONS PERSONA 7F, PERSONA 5F AND PERSONA 3F

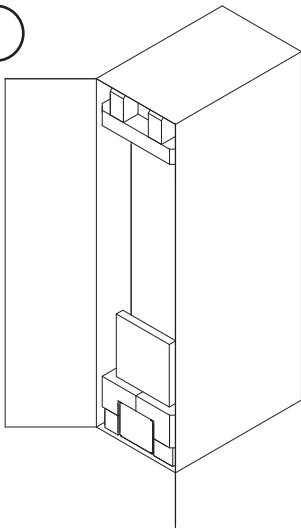


IMPORTANT! Review These Steps Before Proceeding!

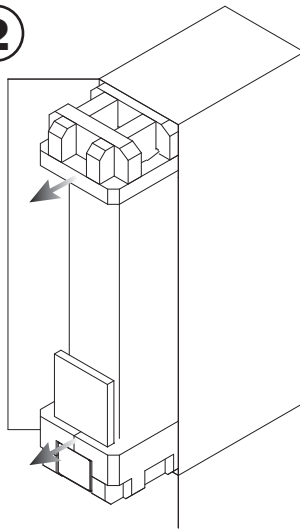


IMPORTANT! When removing the speaker from the carton, ensure belt buckles, rings or other jewellery do not come into contact with the speaker and scratch the finish.

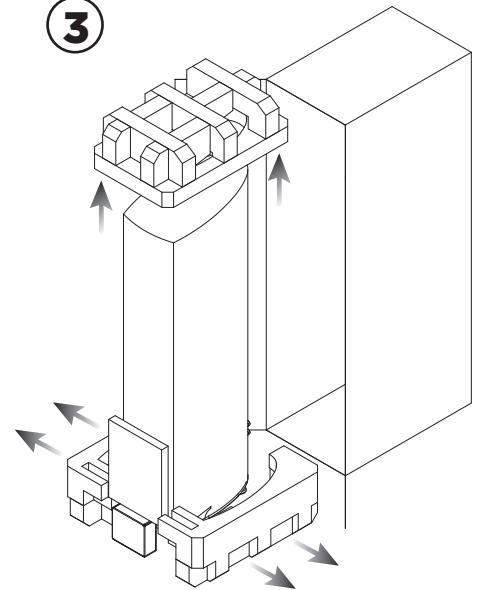
1



2



3

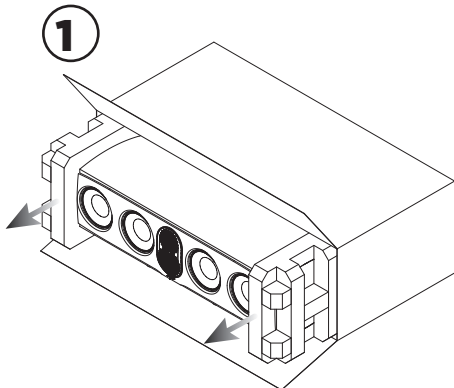


UNPACKING INSTRUCTIONS PERSONA C

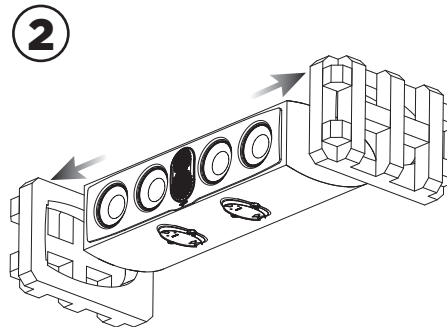


Attach the two bases before positioning on tabletop. If using a Paradigm Stand, follow the instructions packed with the stand.

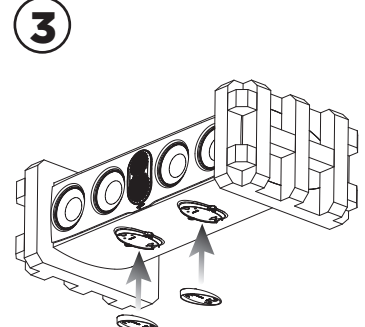
1



2

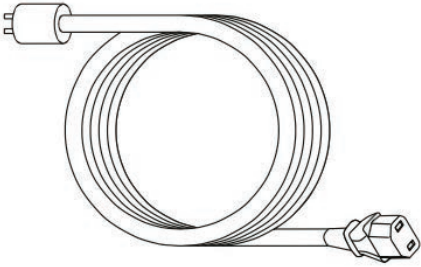


3

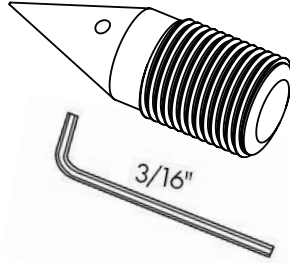


ACCESSORIES

Power Cord (*Persona 9H Only*)



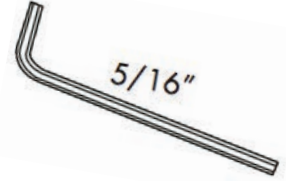
4 - Carpet Spikes and Allen Key
9H, 7F, 5F and 3F Only



4 - Rubber Feet



1 - Allen Key
(for rubber feet)
9H, 7F, 5F and 3F Only



INTRODUCING PERSONA



GENERAL TIPS

Break-In

Although Paradigm Persona speakers sound great “out of the carton,” they will sound even better once they are “broken in.” Allow them to play for several hours before you begin any critical listening.

NOTE: If your speakers have been transported or stored in the cold, let them warm to room temperature before use.

Cleaning

Persona speakers have a durable premium finish. To clean, use a damp soft cloth. Do not use a strong or abrasive cleaner. Avoid getting any part of the speaker system wet. Do not place wet objects (drinking glasses, potted plants, etc.) on top of the speakers—if allowed to soak in, even a small amount of water may permanently damage the speaker enclosure.

PREVENTING SPEAKER DAMAGE

Paradigm Persona speakers are efficient and can be driven to loud listening levels with moderate amplifier power. They are also able to handle the output of very powerful amplifiers. To prevent damage to your speakers, please read the following guidelines before hooking them up.

Amplifier Distortion — The #1 Culprit!

Amplifier distortion is the principle cause of speaker damage. When listening at higher volume levels, your amplifier may run out of clean power and begin to produce a distorted signal if levels are increased any further. This will damage any brand of speaker very quickly. (See your Authorized Paradigm Dealer for amplifier recommendations).

More Powerful Amplifiers are Safer

When choosing an amplifier, always select an amplifier with a power rating greater than that of the speaker. Using a 100 watt per channel amplifier on a 50 watt speaker allows the amplifier adequate headroom in order to provide a distortion free signal. Conversely, using a 40 watt per channel amplifier on a 50 watt speaker limits the amplifier’s headroom. This causes the amplifier to enter its distortion level much sooner, potentially damaging the speaker.

Volume Control

Do not be fooled by the Volume Control of your receiver/preamplifier. It only adjusts listening level—it is not a “power-output” dial. The amount of amplifier power actually used at a given Volume Control setting depends solely on the nature of the music you are listening to.

At a given Volume Control setting a quiet section of music will use less amplifier power than a loud section. With typical pop-rock, jazz or large scale classical music, the rated output power of many receivers/amplifiers is often reached when the Volume Control is between the “11 and 1 o’clock” settings (with bass/treble and loudness controls not used—otherwise rated power may be reached at even lower Volume Control settings).

PREVENTING SPEAKER DAMAGE *(cont'd)*

Remember, all amplifiers produce distortion when operated beyond their rated output power. The resulting distortion will damage all speakers! Exercise caution! If you listen at loud levels, be careful to listen for the point of audible distortion—if the speakers begin to sound distressed turn the Volume Control down or your speakers and/or amplifier(s) will be damaged! **This type of damage constitutes abuse and is not covered by the warranty.** If louder volumes are desired, obtain a more powerful amplifier.

There is a Limit!

Although more powerful amplifiers are safer, there is a point at which you could have more power than the speaker can handle. At that point you will overpower the speaker and damage it. Exercise caution! At loud levels do not increase bass/treble controls from zero and ensure that all loudness/contour/bass EQ buttons are off (otherwise rated output power will be reached at lower volume control settings).

The Right Amount of Power

A power-range rating is given as a guide to indicate the approximate minimum and maximum power input of your Paradigm Persona speakers. Amplifiers that exceed your speaker's power-range rating are recommended. Their greater power reserves provide better sound. However, exercise caution! Use the speakers within their power-range rating to prevent damage (keep listening levels below the point of excessive woofer cone excursion).

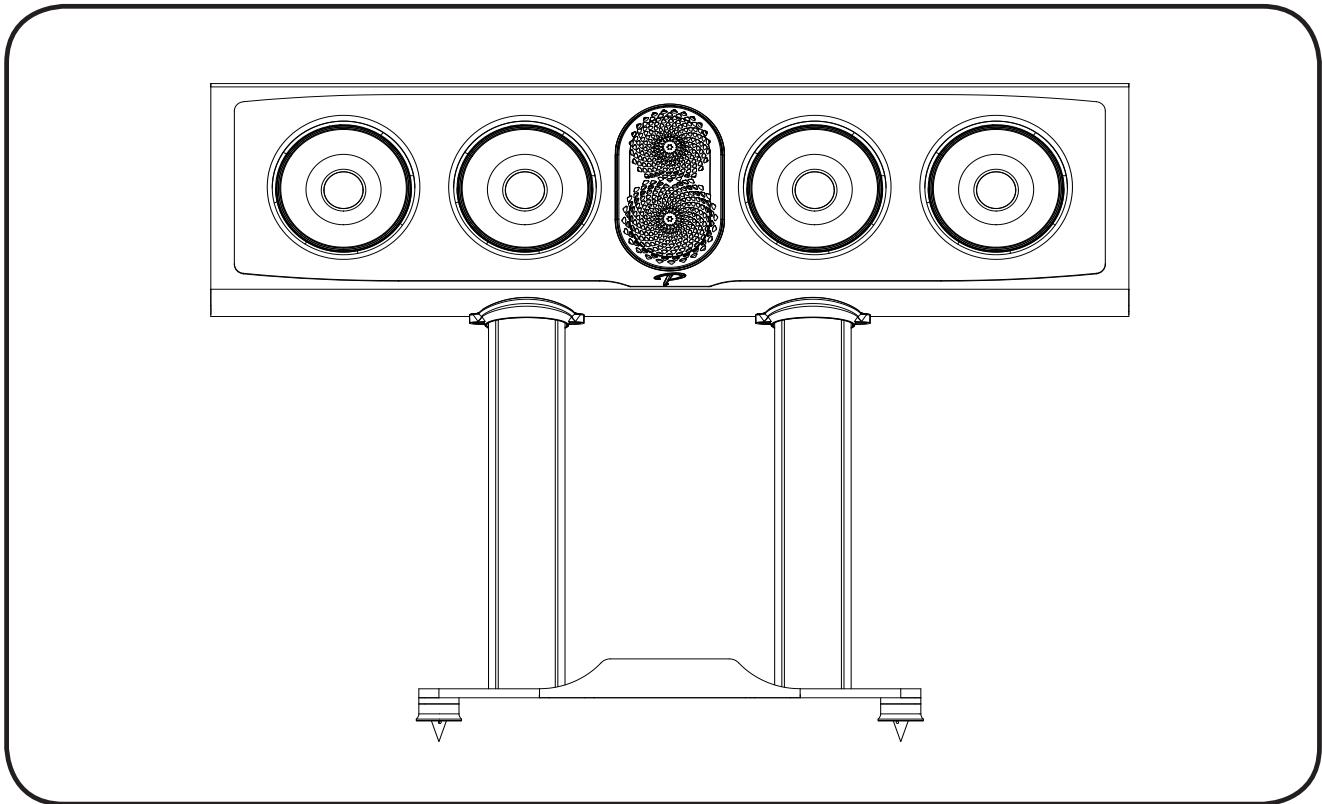
YOUR LISTENING ROOM

Paradigm Persona speakers are designed to provide superior high-end sound in a wide variety of domestic settings. However, it is important to note that listening room construction, dimensions and furnishings all play a part in the quality of sound you will ultimately achieve. Your listening room will impose its own character on the performance capabilities of any speaker system. The extra care you take in correctly positioning the speakers will result in greater listening enjoyment. Keep the following guidelines in mind when considering listening room characteristics.

- Mid and high frequencies are affected by the amount of soft furnishings in your room—curtains, carpets, sofas, wall coverings, etc. An excess of such items can result in a somewhat dull sound. The same room without any soft furnishings can produce a bright overall sound. The typical quantity of soft furnishings found in most living situations provide the right acoustic characteristics to allow the speakers to sound balanced;
- Concrete floors and walls tend to aggravate low-frequency standing wave problems and are less preferred;
- Rooms where height, width and length are similar should be avoided as they can exhibit significant low-frequency standing wave problems. This may result in reduced clarity. If no other room is possible, experiment with speaker placement to minimize acoustic problems.

CENTER SPEAKER STAND MOUNTING *(optional)*

The Paradigm Persona center channel speaker can be mounted to Paradigm's **B-18C** stand if desired. Ask your Paradigm dealer for details.



Paradigm's B-18C stand is made expressly for the Persona C speaker and provides the perfect height and aesthetics.

ATTACHING BUMPER PADS TO BOOKSHELF/CENTER SPEAKERS



IMPORTANT! To prevent damage to your speaker's finish, place the top side of your speaker on a soft surface (rug, blanket, etc.) before applying the bumper pads to the bottom side corners.

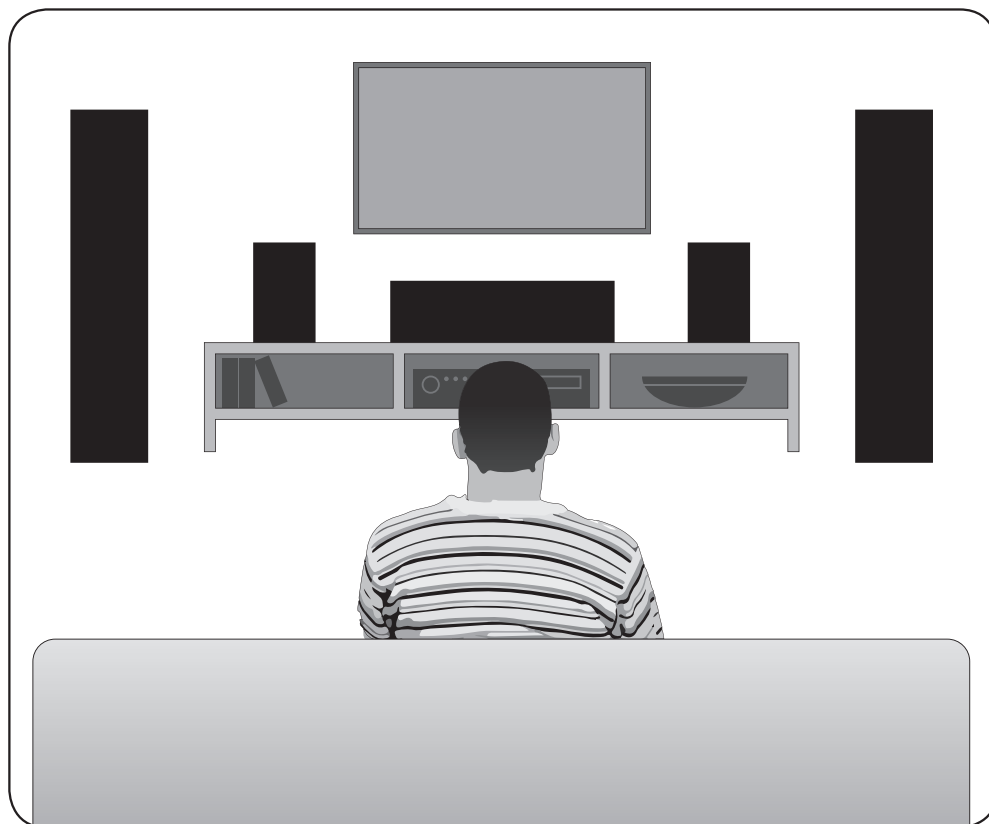
Bookshelf and Center Speakers

Self-adhesive bumper pads (included) should be applied to the bottom corners of Paradigm Persona B bookshelf and Persona C center-channel speakers when placed on a shelf or other flat surface. This will isolate your speakers from the solid surface, improving overall sound quality.

NOTE: As an alternative, you may choose to stand mount your Paradigm Persona B bookshelf speakers using Paradigm stands. Ask your Paradigm dealer for details.

SPEAKER PLACEMENT: FRONT LEFT & RIGHT SPEAKERS

Paradigm Persona front speakers are designed to allow flexible placement while providing a very large window of sound throughout your listening room. To ensure the best performance possible we strongly recommend that you observe the placement guidelines on the following pages ...



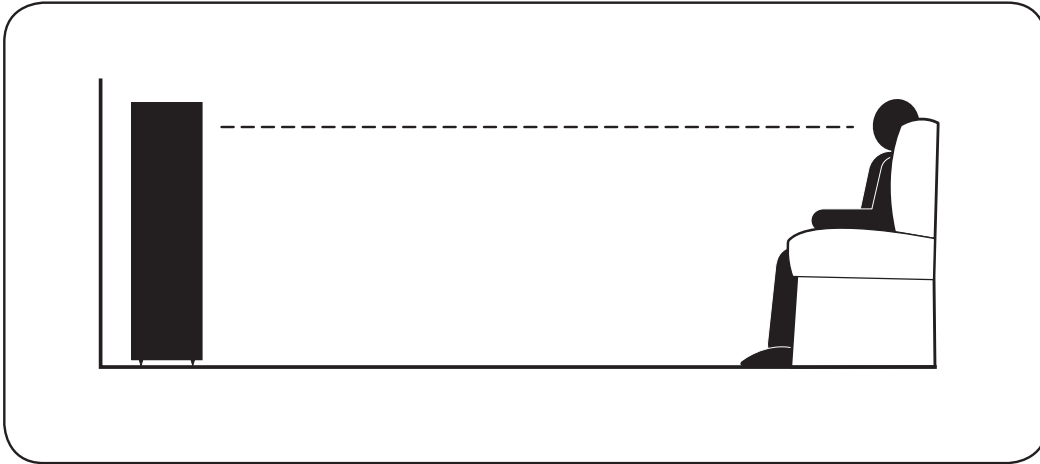
Ideal placement of left and right speakers

SPEAKER PLACEMENT: FRONT LEFT & RIGHT SPEAKERS *(cont'd)*

Accurate Timbre

For the most accurate and natural timbre, place front speakers so that their high-frequency drivers are approximately at ear level, as shown below.

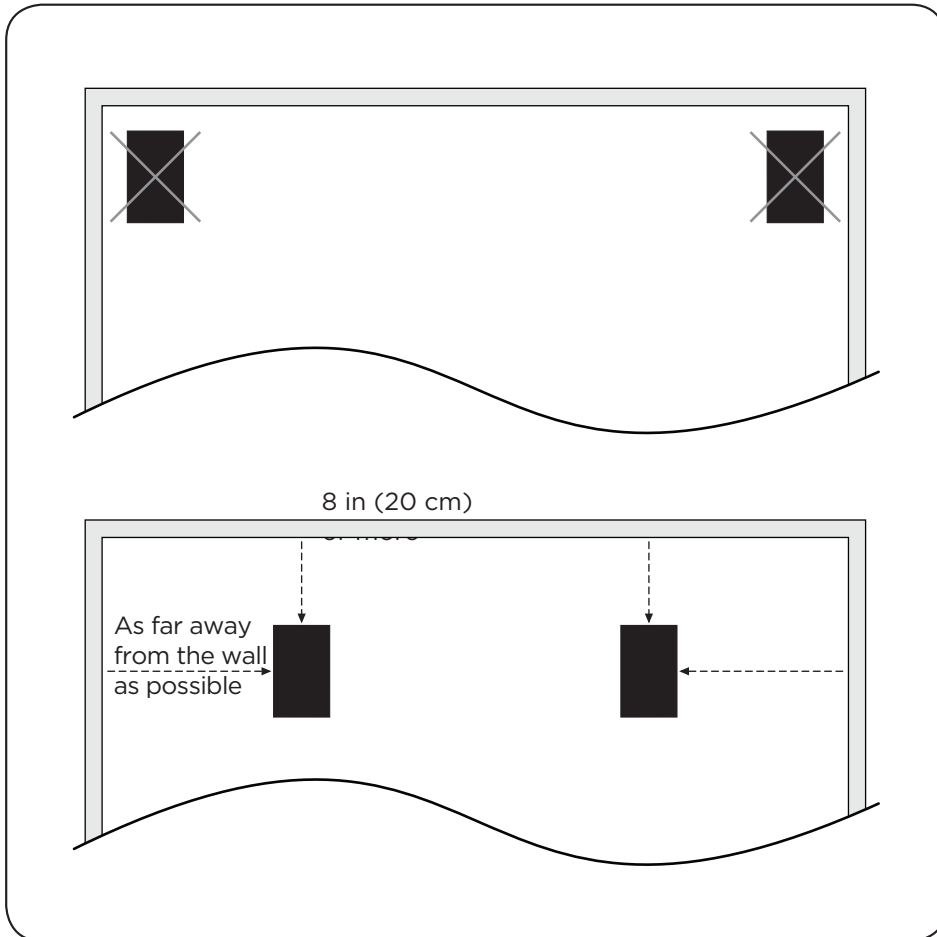
Placing bookshelf models on Paradigm speaker stands (sold separately) or bookshelves raises their high-frequency drivers to approximately ear level, thereby ensuring the best performance possible.



SPEAKER PLACEMENT: FRONT LEFT & RIGHT SPEAKERS *(cont'd)*

Balanced Bass

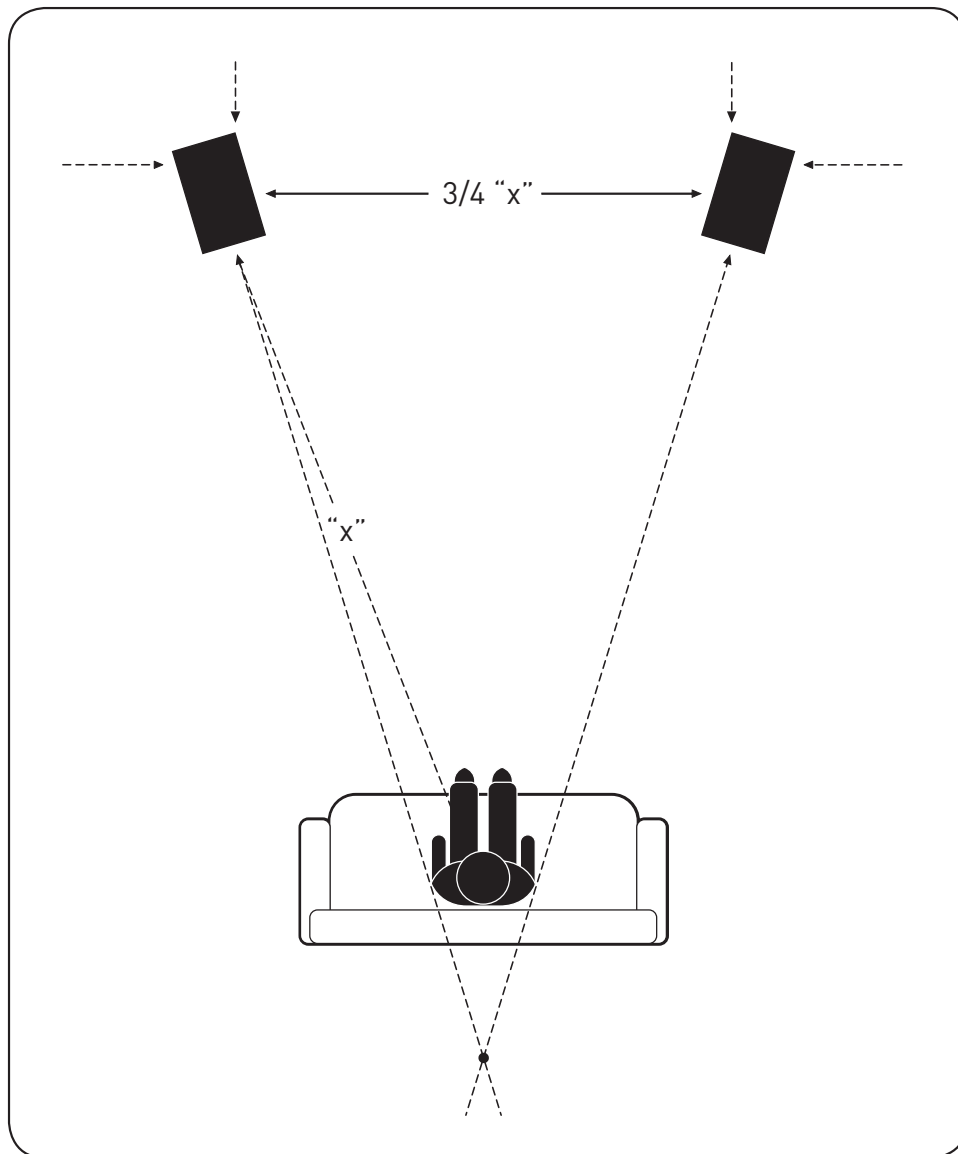
Placing front speakers in corners will over-emphasize bass and reduce overall clarity. Avoid corner placement. Position front speakers 8 in (20 cm) or more from the wall behind the speaker and as much as possible from either side wall, as shown below. This will ensure better bass performance and optimal midrange clarity.



SPEAKER PLACEMENT: FRONT LEFT & RIGHT SPEAKERS *(cont'd)*

Optimal Imaging

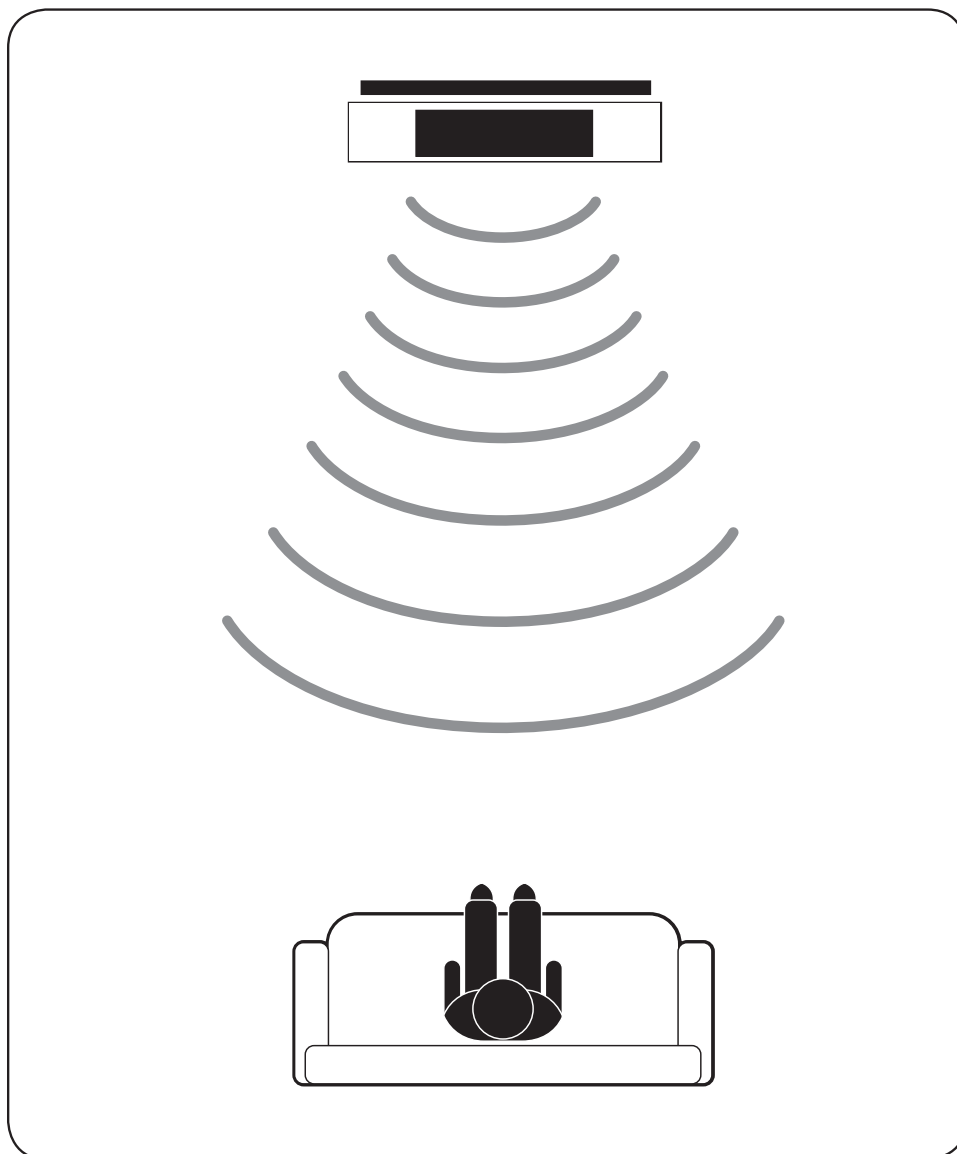
Measure the distance from your main listening area to the front speakers ("X"). For best imaging, place speakers from three-quarters of that distance up to that same distance from each other ($3/4$ of "X" to "X"), as shown. To further optimize imaging, toe speakers slightly inward so they point toward the listening position with their axes crossing just behind it, as shown.



SPEAKER PLACEMENT: CENTER SPEAKER

Paradigm Persona C center channel speakers are designed to cover a large, wide listening area, allowing listeners throughout the room to hear center-channel information with unprecedented clarity and intelligibility.

Placing your center channel speaker below (or above) the TV will ensure the best possible clarity and intelligibility. Position the speaker flush with the front of the TV or speaker shelf to minimize unwanted sound reflections. Make sure the center-channel is approximately the same distance away from the primary listening position as your front speakers. (Some A/V receivers/processors can electronically adjust for differences in distance.)



SPEAKER CONNECTION



IMPORTANT! Turn your amplifier(s) OFF before connecting your speakers. This will avoid damage which could result from accidental shorting of speaker cables.

Speaker Cable / Speaker Wire

It is wise to use the best speaker cable or wire you can. The length and type of speaker cable or wire used in your system will have an effect on your overall listening enjoyment. Do not use speaker wire less than #16. In general, the longer the length of wire used, the greater the necessity of a lower gauge, and the lower the gauge, the better the sound.

A variety of cables are available whose manufacturers claim better performance than heavy gauge speaker wire; you may be interested in trying both before making your final buying decision.

Connections are done at the signal input section on the rear electronics panel of the speaker. Use spade connectors for optimum contact and ease of installation. Hand-tighten the binding posts and be careful not to over tighten.

MINIMUM GAUGE REQUIREMENTS

LENGTH	DIAMETER	GAUGE
Under 4.5 m (15 ft)	1.3 mm (0.05 in)	16 awg
Under 9 m (30 ft)	1.6 mm (0.06 in)	14 awg
Over 9 m (30 ft)	2.0 mm (0.08 in)	12 awg

SPEAKER CONNECTION *(cont'd)*

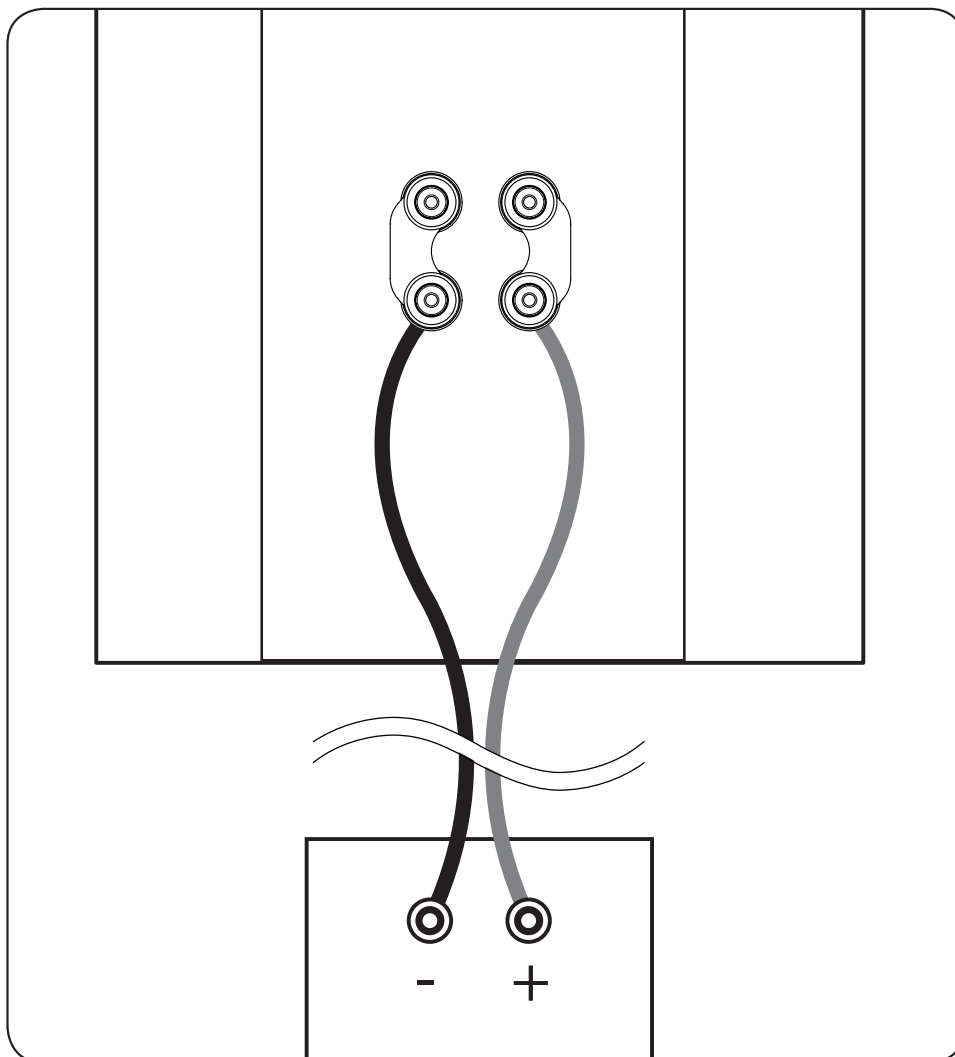
Standard Connection for All Speakers



DO NOT attempt to bi-wire or bi-amplify speakers unless you have removed the jumper bars.

All Paradigm Persona speakers have two sets of input terminals connected externally with jumper bars. These speakers can be bi-wired or bi-amplified to achieve even better performance.

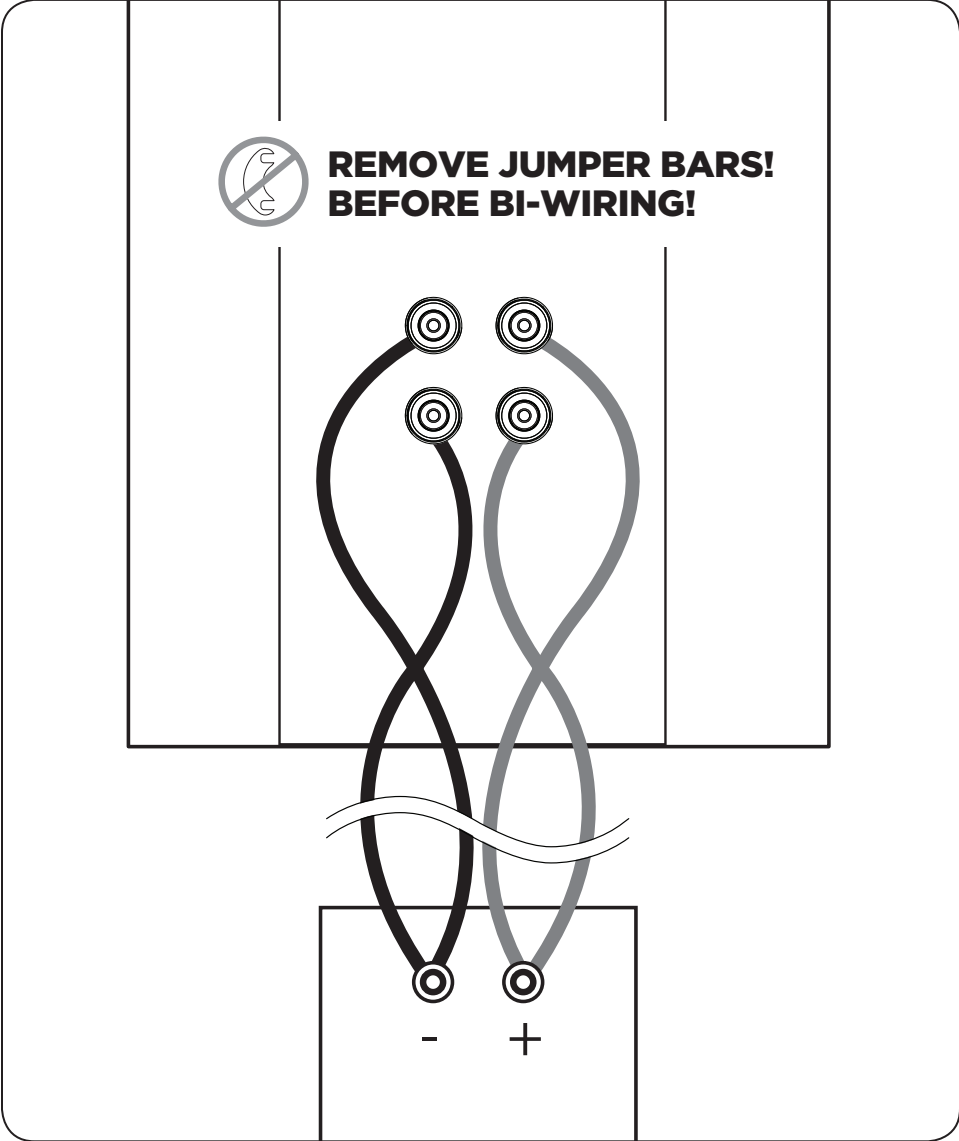
For standard connection of speakers with two input terminals, leave the jumper bars attached and connect using either set of input terminals.



SPEAKER CONNECTION (cont'd)

Bi-Wire Connection

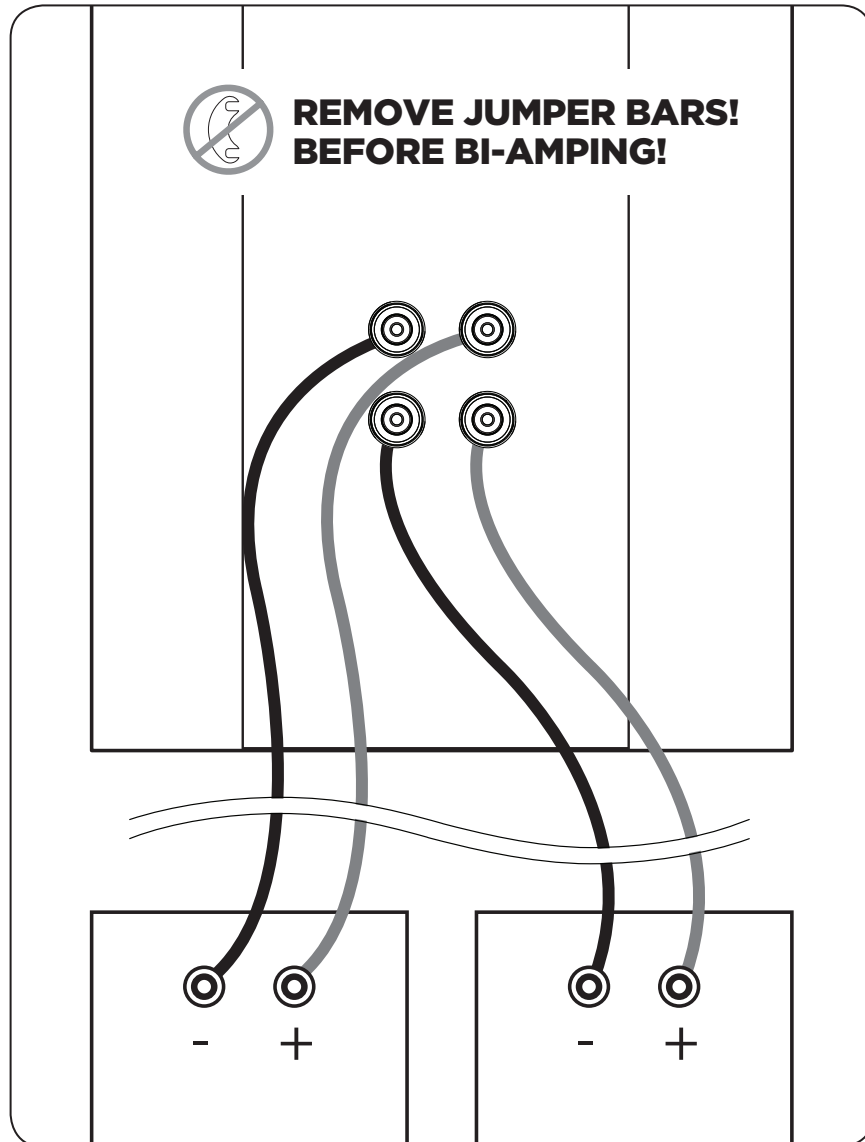
Bi-wiring can improve clarity and openness with less grain and more solidity to the bass. Two speaker cables are required for each speaker that is bi-wired.



SPEAKER CONNECTION *(cont'd)*

Bi-Amp Connection

IMPORTANT! When bi-amping, always use amplifiers with identical gain. If uniform amplifier gain is not maintained the speaker-to-speaker balance will be incorrect when vertically bi-amped, or the speaker system's frequency balance will be incorrect when horizontally bi-amped. To prevent problems, use identical amplifiers (brand and model). Make sure they are operating in the same non-bridged or bridged mode.



SPEAKER CONNECTION *(cont'd)*

Passive bi-amping offers a dramatic improvement in clarity, openness and detail, with much better bass solidity and definition. The presentation of music and movie soundtracks is simply more intelligible and transparent.

With passive bi-amping, the speaker's internal passive crossovers remain connected. An external electronic crossover is not required and cannot be used (there is no direct electrical access to individual drive units). This saves expense and setup difficulties. Passive bi-amping optimizes your speaker to achieve the best possible high-end performance.

To bi-amplify, two power amplifiers are required. Connection can be either vertical or horizontal.

Horizontal Bi-Amplification

Horizontal Bi-Amplification (*shown on previous page*) dedicates one amplifier to your speakers' mid/low-frequency inputs and another to their high-frequency inputs. This configuration can maintain better clarity when listening at loud levels—if low-frequency demands cause amplifier clipping, distortion will still be kept away from high-frequency drivers. Connect your speakers to one amplifier at a time.

Vertical Bi-Amplification

Vertical Bi-Amplification (*not shown*) dedicates one amplifier to each speaker. This configuration provides complete channel separation, which optimizes your system's imaging ability. Connect your speakers to one amplifier at a time.

PERSONA 9H HYBRID LOUDSPEAKER

6-driver, 3-1/2-way Hybrid Floorstanding Loudspeaker with *Active Bass Acoustic Suspension*.

A true full-range hybrid loudspeaker, Persona 9H is the perfect balance of powered woofers with a passive upper register array.

Persona 9H sounds exceptional! Astounding bass and definition and neutral, transparent midrange reproduction. The control set, outlined below, allows you access the ambient lighting and listen to ARC “before and after”. For complete instructions concerning ARC™ and its operation, see page 20.

CONTROLS

ARC)))



ARC - On/Off:

Toggle between before (off) and after ARC measurements (on) have been taken. *NOTE: If you haven't uploaded ARC, depressing this button will cause the front LED to blink. Press the button again (off) and the blinking will stop.*

SWEEP



Sweep:

This button will toggle between three different modes: press and hold for 2-seconds to start sweep; press momentarily to pause sweep and play current frequency; press and hold for 2 seconds to cancel sweep.

POWER
LED



Power LED:

Toggle the Power LED switch to illuminate the “P” on the front of the speaker. To “dim” the illumination level, toggle the Power LED switch to the middle. To completely extinguish illumination, toggle the Power LED switch to the bottom.

AMBIENT
LED



Ambient LED:

Toggle the Ambient LED switch to engage a soft blue illumination from the base of the speaker. To “dim” the illumination level, toggle the Ambient LED switch to the middle. To completely extinguish illumination, toggle the Ambient LED switch to the bottom.



USB:

Used for connection between ARC and PC. See Page 22.

ARC)))



FINE TUNING

Since Paradigm Persona speakers are designed to provide exceptional high-end performance in a variety of room settings, fine tuning is simply a matter of making slight adjustments to their placement in the room, if necessary.

Start with just the front speakers and listen to familiar music in stereo. The soundstage will be both wide and deep, but this can be tuned to your Personal preference by adjusting the toe-in (the amount the speakers are turned toward the listening area). More toe-in will increase image depth and localization; less toe-in will increase image width. Adjust the toe-in in small increments, listening each time, until you achieve the soundstage balance you prefer.

Toe-in is not applicable to the other speakers in your system since their position and sound distribution pattern is fixed.

Fine tuning for the center channel is simply a matter of making level adjustments that may be required for any particular multichannel music or movie program. If required, adjust A/V Processor or A/V Receiver levels to ensure that there is always a cohesive overall soundstage.

ANTHEM ROOM CORRECTION (ARC™) – Persona 9H Only **A True Scientific Solution to the Problems of the Room**

Anthem Room Correction Technology is a proprietary digital signal processing system that allows you to quickly and accurately optimize the performance of your PERSONA 9H to better suit the unique parameters of your room.

By listening to your room's acoustic signature, ARC can tune your equipment to correct for the performance-robbing effects (reflections, resonances, standing waves, etc.) of the various surfaces and other obstacles in your room.

ARC is easy to use, and just a few simple steps can customize your PERSONA 9H for your unique listening space. ARC is sophisticated, one of the most accurate and detailed digital room correction technologies available today. ARC will work tomorrow, too; with constant advances and updates available for download on the Anthem website.

WHY ARC?

ARC is a state-of-the-art room correction system that analyzes bass response in your room, and then sets the correct equalization parameters to attain optimal sound. ARC improves bass response and enhances seamless dynamic blending.

Computer-assisted ARC applies super-efficient Infinite Impulse Response (IIR) Filters, in addition to Custom Filter Topology, to minimize delay and reduce processing noise. If any audio artifacts could overcome this unique combination of IIR plus Custom Filtering, they would be so small as to be completely inaudible. ARC is just that effective.

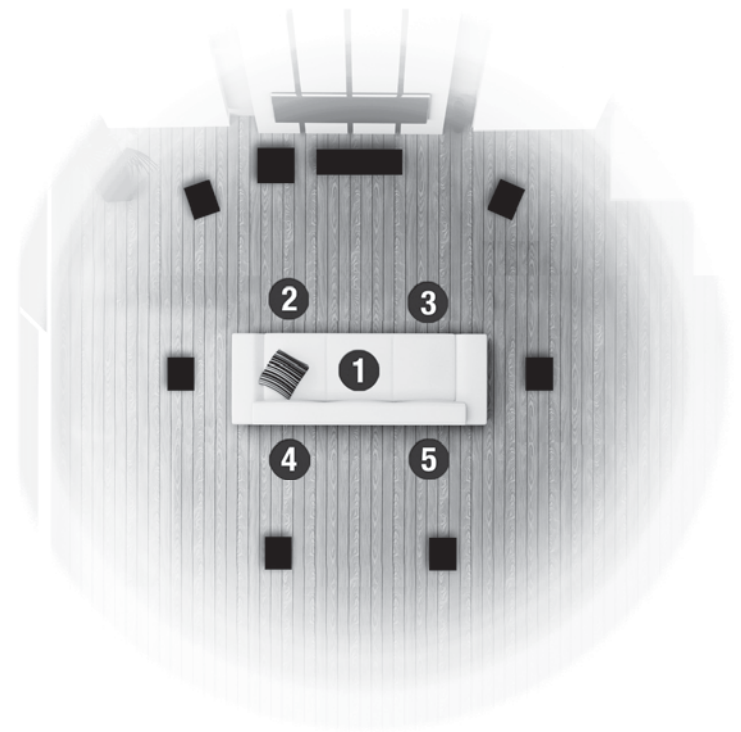
ARC allows for multiple microphone measurements.

Most room equalization methods work from only a single point source, taking one measurement at the "primary listening position." ARC measures room response from at least five user-selected measurement points (up to ten positions may be measured), beginning with a "main measurement position." Additional measurement positions are symmetrically spaced a minimum of 2 feet from the first position (see diagram). This multi-measurement process ensures optimal bass performance throughout the listening area.

Unlike other "Room EQ" systems, ARC applies correction to peaks (modes) and dips (anti-modes).

Correcting both allows ARC to achieve a far more accurate and natural room response. To limit the demands on the amplifier and maximize signal-to-noise ratio, ARC applies appropriate limits to this correction.

ARC is Ultra-Accurate! Your own computer's 64-bit floating-point processor does the hard work of calculating the correction curves, which greatly minimizes the rounding errors common with less sophisticated room correction systems



HOW DOES ARC WORK?

The "room correction" process begins when a test signal generated from your speaker and is picked up by the ARC calibrated microphone. The system then runs a frequency sweep to highlight possible problem areas and determine necessary adjustments. Once your ARC measurements are captured by the microphone and saved on the connected PC, the optimized solutions are calculated by ARC and uploaded to your speaker. You will hear the difference, with more realistic, better-blended bass response.

ANTHEM ROOM CORRECTION (ARC) – Persona 9H Only (cont'd)



WHAT'S INCLUDED WITH ARC:

Your ARC Kit Includes:

- Microphone and microphone clip
- Telescoping stand and base
- 2 USB cables

Each microphone has its own unique factory-set calibration file. You can download your microphone's unique calibration file from anthemav.com/arc. Each microphone can only be used with its unique matching calibration file.

Before you begin

- Ensure that the ARC software you are using, and the audio equipment you are using it with, are compatible. Check anthemav.com/arc for the latest software versions and the latest equipment compatibility list.
- Your ARC microphone and its calibration file work together as a pair. Before the microphone can be used by the ARC software, its exact response must be known. So each ARC microphone's frequency response is precisely measured at the factory to create its unique calibration file. Download your microphone's unique calibration file from anthemav.com/arc.
- Your computer must be running Windows 7 or later. If you're using a laptop computer, check its power settings and battery meter to ensure that ARC procedures will not be interrupted.
- The ARC acoustic measurement process rejects typical background noise, but if loud noise is present it may interfere with the ARC process. ARC may indicate that re-measurement is required. To avoid this, ensure that the room being tested will be sufficiently quiet during measurement.

ARC Software Installation

- Download the latest software version to your computer desktop at anthemav.com/arc
- Right-click on the downloaded .zip file folder and extract to desktop.
- Open the extracted folder and double-click on "Setup."
- Software installation instructions will appear on your screen.
- Go to Start Menu and "run" ARC.

If you are downloading an ARC update, make sure the existing ARC program is closed on your computer before installing a new version.

ANTHEM ROOM CORRECTION (ARC) – Persona 9H Only (cont'd)

MICROPHONE POSITIONING & CONNECTION



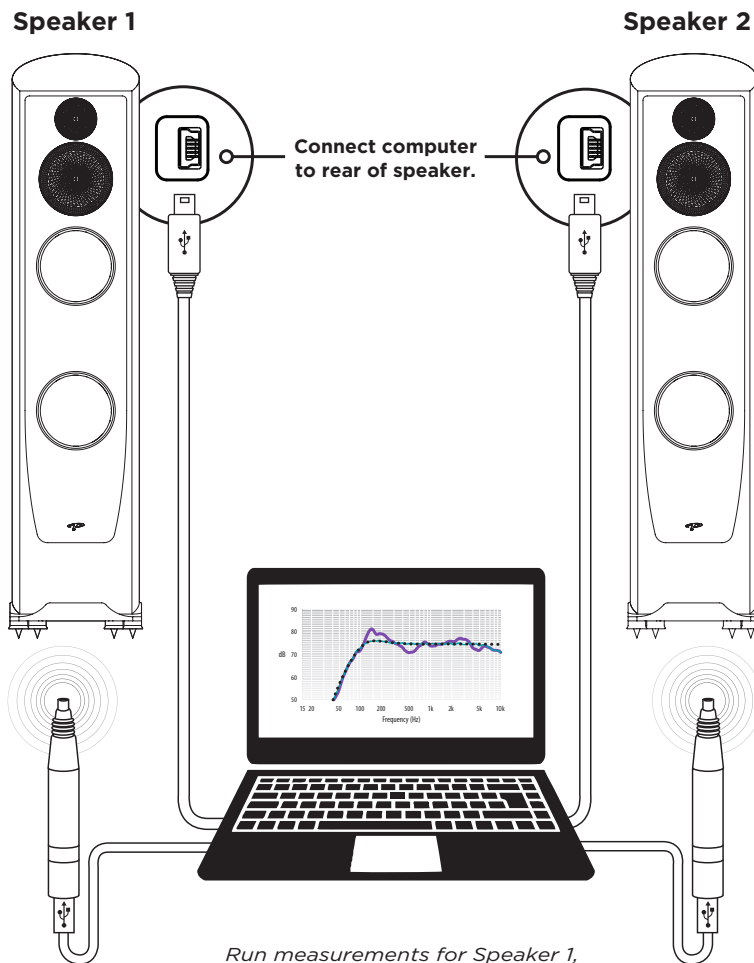
During all measurements, the microphone must point straight up.

The microphone's height is critical to proper measurement. The microphone should be positioned at ear-level when seated and should correspond with the height of the high-frequency drivers in the front speaker array.

Incorrect microphone positioning may result in a dull or bright sound. Readjust the microphone to seated ear-level in line with the high-frequency drivers and repeat ARC measurements.

To adjust the length of the telescoping tube, first loosen its clamp by rotating it counterclockwise; reposition, then rotate clockwise to lock. Set the microphone in the first position. Don't stand near the microphone while sweep tones are playing, otherwise, reflections from your body may cause bad measurements.

Connect the microphone and your speakers to the computer using the supplied USB cables.



Run measurements for Speaker 1, then repeat the process for Speaker 2.

ANTHEM ROOM CORRECTION (ARC) – Persona 9H Only (cont'd)

TESTING PROCEDURE

We recommend you measure audio response at a minimum of FIVE listening positions. Up to TEN positions can be tested with ARC if your room is unusually large (more than 40' x 40') or unusually shaped—more is not necessarily better.

POSITION ONE: This “main measurement position” should be located at or just in front of the central seating position (the “Sweet Spot”). This is the “main measurement position” that is used to set the bass volume levels.

ADDITIONAL POSITIONS: All additional measurement positions should be symmetrically spaced a minimum of 2 feet from position one* (see *Diagram A*).

NOTE: If your “main measurement position” is against a wall, additional measurement positions should be in front of the seating area. Vary the distance of these positions relative to the wall by 1 foot or more from each other so they are not all the same distance from the wall (see *Diagram B*).

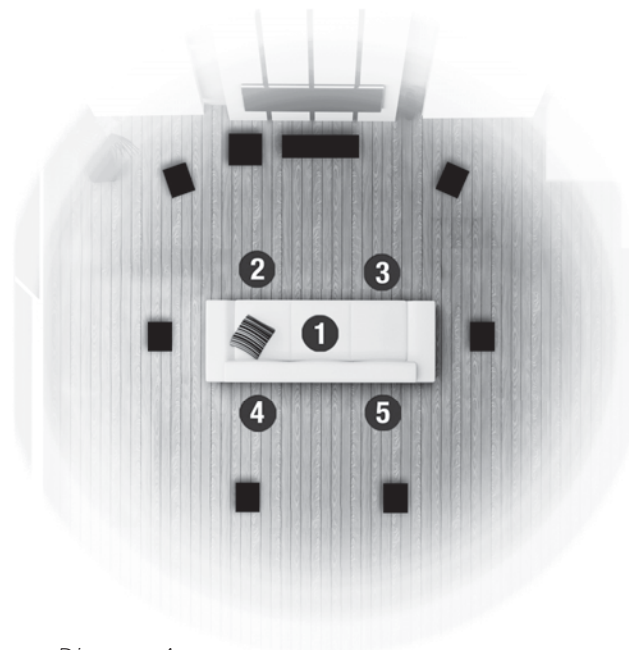


Diagram A

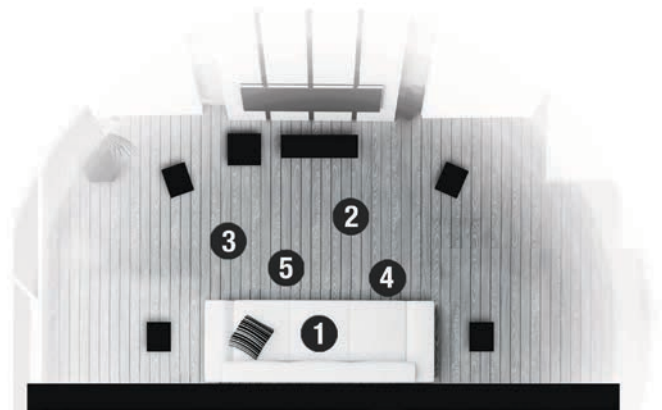


Diagram B

QUICK MEASURE SPEAKER POSITION HELPER

If speaker positioning is flexible, you can try using Quick Measure before running ARC. (Alternatively you can start with a full measurement and then see whether it might be necessary to re-position speakers.) To use Quick Measure:

- Click the *Quick Measure* icon.
- Click Connect and then select the device you want to measure.
- Once connected, click Start to enable the sweep tone for the speaker that you are positioning.
- After a few sweeps the graph will show a live update of the uncorrected measurement. It will keep running until you turn it off.
- You may now move your speaker around the room and watch for when the response graph is flattest.
- Leave speakers where the graph is flattest, particularly in the bass frequencies, click Stop and close the *Quick Measure* window, and then run ARC normally.

NOTE: If you are using multiple speakers, you must repeat the process for each one.

ANTHEM ROOM CORRECTION (ARC) – Persona 9H Only (cont'd)

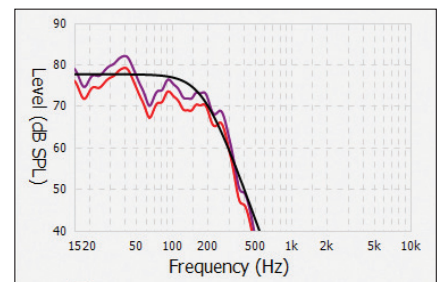
BASIC ARC MEASUREMENT

1. With your microphone set in Position One, the “main measurement position,” use the USB to connect both the microphone and the ARC-ready equipment being measured to a USB input on your computer.
 2. Run ARC by selecting it from the Start Menu. The program will guide you through the measurement steps. At the end of the process, ARC will automatically load the room correction data to your equipment. The process takes about 10 minutes depending on the number of measurements.
 3. You can name the measurement data file saved to your computer. Up to 16 characters may be used to name a measurement. Additional characters will be removed. Valid naming characters are: a-z, A-Z, 0-9, “ “, “-”, “.”, “:”, “;”, “<”, “=”, “>”, “?”, and “@”. Other characters will not be allowed.
 4. Once the ARC program is finished, you can disconnect your computer. You can break down and store the microphone set safely for future use.
 5. Use the ARC button, on the rear of the speaker, to toggle between the pre and post ARC correction.
- If the positions of your speakers change, or if new furniture or other sound-reflective materials are introduced into the room, or your main listening position changes, you will have to re-measure.
 - If you are using multiple speakers, you must repeat the process for each one.

ADVANCED USERS

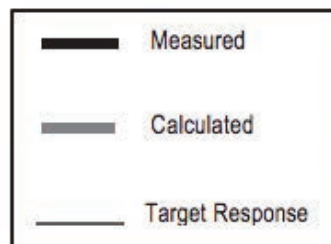
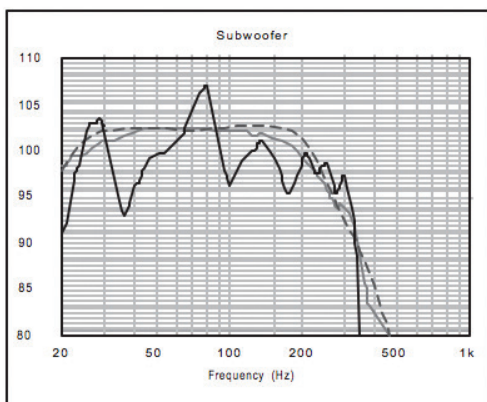
One of the incredible features of ARC is that it gives you the tools to customize your room response curves. This is recommended only for more advanced users.

For the latest instructions for advanced users, please visit anthemav.com/arc.



PRINTING A REPORT

To print a copy of your graphics and targets, click on *Print*.



Sample ARC Analysis/Correction

BASIC TROUBLESHOOTING

If a problem occurs, you can try the troubleshooting suggestions listed below. If one of these doesn't remedy the problem, or you are not sure how to proceed, please contact the Paradigm Customer Support team and we will be happy to help.

Customer Support

- Visit our website at paradigm.com/support
- Email us at techsup@paradigm.com



Warning: Do not open the product. Under no circumstances should the product be repaired by anyone other than an authorized Paradigm Dealer, as this will invalidate the warranty. Please contact Paradigm Customer Support for more information.

PROBLEM	SOLUTION
No Sound	<ul style="list-style-type: none">• Make sure receiver, preamp or amplifier is plugged in and turned on.• Check power outlet at the wall is working.• Are headphones plugged in, or is the system on Mute?• Re-check all connections.
No Sound from One or More Speakers	<ul style="list-style-type: none">• Check your balance control.• Check that all power cords are properly plugged in and functioning.
Lack of Bass or Dislocated Image	<ul style="list-style-type: none">• One or more speakers may be connected out of phase (their polarity is reversed).• Re-check to ensure that each speaker's cable is connected with correct polarity: red (+) to red (+) and black (-) to black (-).

5-YEAR LIMITED WARRANTY

Paradigm® Persona™ speakers covered in this manual are warranted to be and remain free of manufacturing and/or material defects for a period of five (5) year from the date of original purchase. Within the time period specified, repair, replacement or adjustment of parts for manufacturing and/or material defects will be free of charge to the original owner.

Thermal or mechanical abuse/misuse is not covered under warranty.

Limitations:

- Warranty begins on date of original retail purchase from an Authorized Paradigm® Dealer only. It is not transferable;
- Warranty applies to product in normal home use only. If product is subjected to any of the conditions outlined in the next section, warranty is void;
- Warranty does not apply if the product is used in professional or commercial applications.

Warranty is Void if:

- The product has been abused (intentionally or accidentally);
- The product has been used in conjunction with unsuitable or faulty equipment;
- The product has been subjected to damaging signals, damaged in shipping, mechanical damage or any abnormal conditions;
- The product (including cabinet) has been tampered with or damaged by an unauthorized service facility;
- The serial number has been removed or defaced.

Owner Responsibilities:

- Provide normal/reasonable operating care and maintenance;
- Provide or pay for transportation charges for product to service facility;
- Provide proof of purchase (your sales receipt given at time of purchase from your Authorized Paradigm® Dealer must be retained for proof-of-purchase date).

Should servicing be required, contact your nearest Authorized Paradigm® Dealer, Paradigm Electronics Inc. or Import Distributor (outside the U.S. and Canada) to arrange, bring in or ship prepaid, any defective unit. Visit our website, **paradigm.com** for more information.

Paradigm Electronics Inc. reserves the right to improve the design of any product without assuming any obligation to modify any product previously manufactured.

This warranty is in lieu of all other warranties expressed or implied, of merchantability, fitness for any particular purpose and may not be extended or enlarged by anyone. In no event shall Paradigm Electronics Inc., their agents or representatives be responsible for any incidental or consequential damages. Some jurisdictions do not allow limitation of incidental or consequential damages, so this exclusion may not apply to you.

Retain this manual and your sales receipt for proof of warranty term and proof of purchase.



Paradigm Electronics Inc.,
205 Annagem Boulevard,
Mississauga, ON, Canada L5T 2V1