

We have <sup>the</sup> **knowledge!**

*Also available in the series*

**Home Cinema**  
**LCD, LED & Plasma TV**  
**Wireless Streaming**  
**Get Set for Digital TV**



Passionate  
about Music?  
We have <sup>the</sup> **KNOWledge**  
on **Hi-Fi!**



**Biggest Brands, Best Prices,**  
**Expert Advice & Take It Home Today!**

**richerSOUNDS**



# Why Hi-Fi?

When did a song last make the hairs on the back of your neck stand up? When did music last really sing to you? Chances are, it wasn't listening to your iPod on a cheap speaker dock. Great music sounds considerably better on a proper hi-fi. Everything from digital downloads to good old-fashioned vinyl comes alive. You can even combine hi-fi with your home cinema – making movies sound even more exhilarating.

Building a system is simple with help from our experts. And you can add to it over time, keeping pace with new technology, with quality separates that are built to last.

Digital technology has revolutionised music. We can download tracks instantly, carry thousands of albums in our pocket, listen to radio stations online from thousands of miles away. But what about the sound quality when you come to play back your fab collection of digital music on something that just doesn't do it justice?

Good quality separates and speakers are the ultimate hi-fi for true music lovers. They bring music to life, allowing you to experience each note as the artist intended and hear every detail that the engineer could hear on the mixing desk.

Build a bespoke system from separates and you'll have something that will stand the test



of time. With quality components built to last and the ability to add to your system when new technology comes along, you'll never be forced to scrap your system again.

With a proud history of selling hi-fi for over 30 years, our team of music enthusiasts are here to help you every step of the way. We're passionate about sound and will take pleasure in finding the hi-fi kit that's right for you.



## Separates are Better

iPod boomboxes and all-in-one hi-fi systems are great... for some things. But hi-fi separates trump them for sound quality hands down. Separates are more powerful too, and flexible – you just buy the bits you need and grow the system over time. Suddenly feel nostalgic for your old vinyl? Add a turntable! Bought an iPhone? Bolt on a dock! And if a new music technology comes along, you won't have to replace your entire set-up to enjoy it.

### Don't fancy the hassle of choosing components?

We have great complete hi-fi separates systems at keen prices – in stores and online. Or tell one of our in-store experts what you need and they can tailor-make a system that fits you perfectly.



### Amplifiers: the heart of your system

The heart of your new hi-fi system will be the amplifier or amp. To use it, you connect "sources", such as a CD player, radio or iPod, and your amp then does the beautiful job of turning each into controlled power to feed your speakers.

A proper hi-fi amp produces a much more powerful and precise signal than you'd get from a mini system, so you can listen nice and loud without distortion. Many amps are also "receivers", which means they include a built-in radio tuner.

Our range of amps are excellent value, but do consider your amp as an investment – this is the heart of your hi-fi system that will serve you for years, probably decades. So go for the best quality you can afford, with plenty of inputs for adding new components.

Some amps also have outputs for two pairs of speakers, so you can enjoy the same music in two rooms at once.

Or if it's for a living room system, consider a home cinema receiver rather than just a hi-fi amp.

These are capable of processing high definition video and surround sound too, so you can use them with your TV and surround speakers as well as your hi-fi components and can make more sense (and less clutter) than having two separate systems for your music and movies.

**"When was the last time music really moved you? We're passionate about music – and we're passionate about finding the perfect hi-fi for you."**

Bekim - Chiswick store



## Traditional Sources

### CD player

CD players range in price from tens to hundreds of pounds. You'd be forgiven for thinking they all do the same job. But as well as better build quality, high-end players have superior DACs (digital-to-analogue converters) and other circuitry which squeezes more detail out of the digital files on CD, so even on complex pieces of music you get to hear every note from every instrument.

### Tuner

If your amp doesn't come with one built-in, you'll want to add a separate tuner so you can listen to radio. As well as FM and AM tuners, most of our separates also include DAB digital radio for a larger selection of stations and interference-free listening.

### Turntable

For the music-loving pleasure of listening to vinyl, old or new, add a turntable (record deck). To connect a turntable you either need an amp with a phono input, or a small, affordable box called a "phono pre-amp" to boost the signal to standard line level.

## New Sources

Extra technology to boost your system's capabilities...

### iPod dock

At its most basic a small, simple dock is all you need to hook an iPod or iPhone up to your amp. They often recharge the iPod at the same time. Some docks come with remote controls too. And our range also includes wireless docks which you can place anywhere in the room. Carry your music with you, but make it sound better at home.

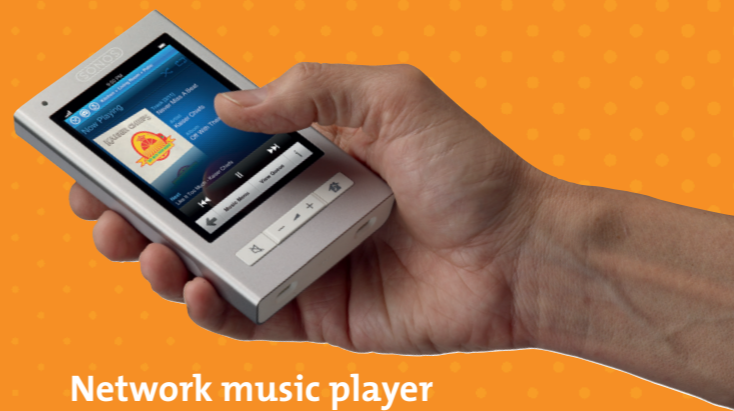
### Laptop computer

More and more people are connecting their laptops to their hi-fi either wirelessly using something like an Apple Airport device (and iTunes software) or via a standard cable connection. This allows you to enjoy a flexible and user-friendly interface and also to enjoy better-than-CD quality 24-bit downloads that are now

available from most specialist music labels. The key to extracting the best possible sound from your laptop is to use a standalone DAC, as the DACs fitted to all PCs are pretty basic.

### DVD and Blu-ray

Opt for a home cinema receiver and you have other sources to consider. For "high definition" picture quality and the most awesome surround sound formats, Blu-ray is best. Blu-ray disc players will also play DVDs and music CDs (and DVD players play CDs too) although only a limited number of premium players are designed to play music to the standards of a quality stand-alone CD player, so do ask for advice if this is important to you.



### Network music player

These connect your amp to the digital music on your computer or NAS drive and to the Internet, allowing you to listen to streaming music services such as Spotify, Napster and Last.fm as well as to thousands of podcasts and internet radio stations from all over the world.

Some Blu-ray players can be hooked up to your home wi-fi network and the Internet too. For more on this, read our separate guide 'Wireless Streaming' and speak to one of our team in-store.



"Our website, [richersounds.com](http://richersounds.com), is bursting with information, advice and news of the latest red-hot offers available in stores and online."

Dan - Exeter store



## Speakers of the House

Speakers are as important as your amp in terms of the sound you get from your system. Great speakers can make your music truly sing. Modern loudspeaker engineering expertise means you no longer need huge floorstanders to get a decent amount of bass. Big is beautiful, but small can sound great too.

The choice of speaker style is yours and depends on how much space you can spare, how loud you want to go, how you listen, what you listen to and even the shape of your room.

Our passionate in-house experts will enjoy helping you work out what's right for you, from our range of smaller bookshelf & stand-mounted speakers, larger floorstanders, and even satellite speakers and subwoofers (bass speakers) for both discrete audio & surround sound music in your home cinema.

One of our team can also help you with how to best set your new speakers up, with tips on positioning them to get the best sound out of your space, and clever tricks like "bi-wiring" – separately connecting bass "woofers" and high frequency "tweeters" to the amp for even better sound.



# Jargon Buster

## Analogue vs digital

Analogue signals like FM radio or vinyl records are great for music because they have infinite detail, but any noise or interference causes hisses and crackles. Digital signals like DAB radio, CD or digital downloads sound cleaner but almost always carry less musical detail. Get the best of both worlds by investing in a great DAC for your hi-fi. (see right)

## Lossless

Digital music doesn't have to mean lower quality audio. While MP3s are compressed to keep file size down, "lossless" files such as Apple Lossless, FLAC and WavPack are bigger but give you CD, or, better-than CD audio quality, perfect for hi-fi.

## Multi-room

The simplest way to enjoy multi-room is to buy an amp with speaker outputs and switching to serve two or more rooms. Another cabled way is to install a system like Cambridge Audio's Incognito. Alternatively, wireless streamers let you listen to digital music over wi-fi. Our experts are here to help you decide what's right for you.

## NAS drive

Store digital music and movies on a standalone NAS (network-attached storage) drive and you can access your digital media over your home wi-fi network even when your computer's switched off.

**“Our in-store experts can tailor-make a hi-fi system that suits your needs, your room, your music taste and of course your budget.”**



## Interesting Upgrades

**A truly great hi-fi is about more than just boxes...**

### DACs

Standalone digital-to-analogue converters (DACs) like the Cambridge Audio DacMagic squeeze maximum sound quality from digital music (from CD, iPod or iPhone, or streamed from PC or Mac). Digital files played through a decent standalone DAC sound significantly superior to the results from cheap DACs built into most digital kit.

### Headphones

Our wide range will do your hi-fi justice, with the ideal mix of noise isolation and audio quality. The range includes wired, wireless and noise-cancelling options.

### Universal remotes

Juggling several remotes can be a pain. We have the answer, from simple remotes that control most brands to high-end programmable touchscreen controllers. We can even turn your iPod Touch or iPhone into a universal remote.

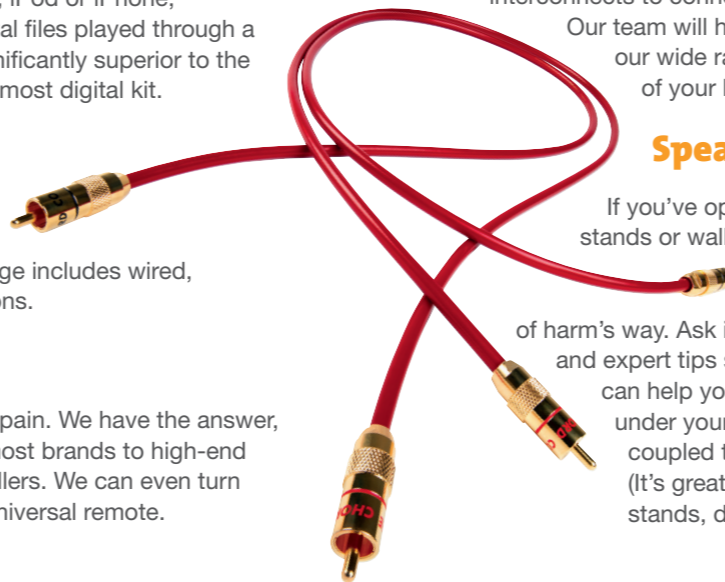
### Cables

The right cables are vital to get the best sound from your system. As well as speaker cables, you'll need interconnects to connect your sources to your amp.

Our team will help you find the best match from our wide range to optimise the performance of your hi-fi system.

### Speaker stands

If you've opted for smaller speakers, stands or wall brackets are a great way to position them for the best sound and to keep them out of harm's way. Ask in-store for advice on positioning and expert tips such as how using sticky tack can help you get a better sound when placed under your speakers to ensure they are best coupled to the stand or surface below! (It's great for sitting speakers on their stands, dampening unwanted resonances.)



## Why Richer Sounds?

At Richer Sounds we have a proud history of over 30 years selling hi-fi equipment to our music-loving customers. We're passionate about sound and proudly known for our expertise and enthusiasm at choosing and setting up the best value hi-fi systems, regardless of price. Come in to see us and we'll tailor-make a system for you, to suit your needs, your room, your music taste and your budget.

- We're experts at building hi-fi systems and carry a wide range – so we can make sure you get a system that works together perfectly.
- Demo rooms, in most stores, let you hear our great collection of demo music (and our hi-fis!) in a relaxed environment.
- We'll think about the bigger picture so you don't have to - our knowledgeable team will make sure you have all the right cables, remotes, etc.
- If you fancy a multi-room system or home theatre, our home installation team can take care of everything.
- We're known for selling our hi-fi products at the very best prices. In addition to this, our price beat guarantees that if you do find anything cheaper in-store or online, we'll not only match, but beat that competitor's price.

**Come in and let us help bring your music to life!**

