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Michi Products Launched in APEC Market

Michi deliver unprecedented level of Hi-Fi performance building on over 55 years of audio design excellence

Tokyo, Japan - August 27, 2019 - Rotel is pleased to announce the launch of the Michi products to the APEC, Australian and New Zealand markets promising to deliver an unprecedented level of audio performance, exceptional value and elegance in a modern-contemporary industrial design.

The new Michi models include the P5 Preamplifier, S5 Stereo Amplifier and M8 Monoblock Amplifier engineered on the strength, history and heritage of Rotel with a revolutionary design architecture delivering extraordinary sonic performance.

The Michi P5 Control Amplifier is the culmination of audio design and performance with a full complement of analog and digital source inputs. Over 3 years in the making, every aspect of the P5 has been critically evaluated and crafted to ensure integrity of the signal path eliminating unwanted noise and distortion.



Dual DACs feed the Class-A preamplifier circuit ensuring detail, accuracy and the highest musical fidelity are achieved while maintaining the character and tonality for all genre of music regardless of listening style.

The Michi S5 Stereo Amplifier and M8 Monoblock Amplifier compliment the P5 with a Class AB design delivering 500 watts and 1,080 watts respectively into 8 ohms loads (800W and 1,800W into 4 ohms) with best in class audio performance.

Both amplifiers include twin, oversized, in-house manufactured toroidal transformers for exceptional bass energy while maintaining control and precision of the finest detail. The array of 32 high current output devices are supported from 188,000uF of bulk storage capacitors delivering smooth, accurate and relaxed audio to even the most demanding loudspeakers while maintaining crucial energy, rhythm and timing.



ROTEL ELECTRONICS CO., LTD.

27th DISTRICT BUILDING FREE TRADE ZONE, HONGWAN, ZHUHAI, CHINA



"The new Michi models represent the very best in engineering and design architecture and highest performance products since the launch of the Rotel brand in 1961", says Peter Kao Managing Director and 3rd Generation Family of Rotel. Kao continues, "Michi is the evolution and natural extension of Rotel representing the ongoing commitment to produce exceptional value built to the highest quality standards proudly continuing in the tradition and heritage of this iconic brand."



Retail pricing for the Michi models.

P5 Preamplifier	\$3,999 USD
S5 Stereo Amplifier	\$6,499 USD
M8 Monoblock Amplifier	\$6,499 USD

All models are fully featured and include a front panel high resolution display, IR remote control for ease of setup and operation and RS232 and Ethernet connections for simplified control system integration. The dedicated Michi bespoke in-house manufacturing facility ensures only the highest of quality standards are met with each product crafted and tested to ensure worthiness of wearing the Michi name.



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About Rotel Electronics

Rotel audio products are known worldwide for their quality, reliability, value, and, above all, exceptional sound reproduction. Since 1961, Rotel has utilized the resources of its formidable international design team and has manufactured its products in its own sophisticated production facilities. Rotel proudly offers a complete range of electronics that have consistently received critical acclaim and coveted industry awards. With substantial investment in new technologies and manufacturing, Rotel is prepared to meet the challenges of an evolving specialty electronics marketplace.

Press Contact

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