

PRESS RELEASE

Focal unveils the Alpha 50 Evo and Alpha 65 Evo



Focal evolves its Alpha range with the newly unveiled Alpha Evo. New features, new technologies, new design: the Alpha 50 Evo and Alpha 65 Evo studio monitors offer high performance at a price unrivalled on their market, providing ultra powerful professional tools to more people than ever. Both speakers are equipped with a 1" (25mm) Aluminium tweeter combined with a 5" (13cm) woofer (Alpha 50 Evo) or a 6.5" (16.5cm) woofer (Alpha 65 Evo) with new Slatefiber cones developed and manufactured in Focal's workshops in France. Both monitors feature excellent dynamics and neutrality in their tonal balance. And the evolution continues with the newly added 1/4" (6.35mm) TRS jack input—in addition to the XLR and RCA analogue inputs.

Thanks to new technologies and features like the inserts for wall and ceiling mounts, Alpha 50 Evo and Alpha 65 Evo are highly versatile and therefore perfect for Mix, Mastering, DJ and Broadcast applications.

With these new products, the French brand showcase once again its sound expertise and asserted its position as a global leader.

Content of this Press Release:

- PERFORMANCE AND VERSATILITY
- EVO FOR EVOLUTION
- DESIGN AND CABINET-MAKING
- KEY POINTS
- TECHNICAL SPECIFICATIONS

Berlin, 25th of March 2021 - Dedicated to music creation and all reproduction, the Alpha 50 Evo and Alpha 65 Evo guarantee excellent sound coherence, no matter where you're listening. For renewed performance, Focal has chosen an aluminium inverted dome tweeter to ensure vast sound dispersion, as well as the Slatefiber cone. This recycled carbon cone, produced exclusively by the French brand at its Saint-Étienne workshops, has been chosen for its neutrality and dynamics. Focal is constantly renewing its offering, drawing on its acoustics expertise of over 40 years and its innovation capacity. This is demonstrated by the new large laminar port, which limits distortion noise.

EVO FOR EVOLUTION

The Alpha Evo monitors boast a new 1/4" (6.35mm) TRS jack input—in addition to the XLR and RCA analogue inputs—, a disengageable automatic stand-by mode and inserts for wall and ceiling fastening: a truly versatile range (Mix, Mastering, DJ, Broadcast). In terms of amplification, the monitors are each equipped with two class D amplifiers. The high current capacity of these allows full control of the signal dynamics. It also allows high volumes to be reached without distortion. Each of the loudspeakers picks up the smallest details in the mix, across all musical styles.



Overview

Facts

- Focal announces Alpha 50 Evo and Alpha 65 Evo active studio monitors
- New Slatefiber cone for neutral sound with no distortion
- 1" Aluminium inverted dome tweeter
- 2 Amps Class D
- disengageable automatic stand-by mode
- 3 Inputs (1/4" TRS, XLR, RCA)
- Inserts for wall fastening

Product name

Alpha 50 Evo

Alpha 65 Evo

Brand

Focal

Exclusive distribution

Sound Service GmbH

Website

www.sound-service.eu

www.focal.com

Price (MSRP)

Alpha 50 Evo: 332,01 Euro

Incl. 19% VAT

Alpha 65 Evo: 415,31,- Euro

Incl. 19% VAT

Availability

Ca. April/May 2021

Media

Press download incl. images

<https://blog.sound-service.eu/press-kits/>

Products for review

Please use press contact below!

Press contact details

Sound Service GmbH

Martin Pohl

Phone: +49 (0) 30 707

130-145

E-mail:

m.pohl@sound-service.eu

Company contact details

Sound Service GmbH

Moriz-Seeler Str. 3

12489 Berlin

+49 (0) 30 707 130-0

E-mail:

info@sound-service.eu

Web:

www.sound-service.eu

DESIGN AND CABINET-MAKING

The monitors feature a 5/8" (15mm) -thick MDF cabinet, and incorporate internal braces to ensure it is highly robust, even at the highest levels of acoustic pressure. The bass-reflex design has been used to ensure easy acoustic integration in even the most cramped spaces. In terms of aesthetics, the traditional cube monitor shape makes way for rounded contours. The side panels create a sophisticated, robust and modern design which contributes to excellent acoustics and a unique and harmonious signature across the collections.

Key points

- Excellent dynamics
- Wide dispersion enabling the same sound to be maintained throughout the entire room
- Slatefiber cone manufactured in France: sound neutrality, no distortion
- Identical tonal balance at both low and high volume
- Connect up to 3 audio sources
- Inserts for wall fastening
- Protective grills included

(331 words / 2126 characters)

TECHNICAL SPECIFICATIONS

Alpha 50 Evo Monitoring

Frequency response (+/- 3dB)	45Hz - 22kHz
Maximum SPL	101dB SPL (peak @393/8" (1m))
Inputs	TRS: symmetrical 10kOhms
Connectors	XLR: symmetrical 10kOhms
	RCA: asymmetrical 10kOhms
	with compensated sensitivity
Medium and low frequency amplifier	30W (music), class D
High frequency amplifier	20W (music), class D
Automatic stand-by mode	After around 15 minutes of no use
	By signal detection >6mV
Power supply	100 - 240V~(T2AL fuse/250V)
Connection	IEC socket and detachable power cable
Sensitivity	Adjustable, 0 or +6dB
Level midrange/bass (0 - 300Hz)	Adjustable, +/-6dB
Treble level (4.5 - 22kHz)	Adjustable, +/-3dB
Power on/off	On/off switch on the rear panel
Stand-by consumption	<0.5W
Views and controls	On and off LED - Stand-by LED
Woofers	5" (13cm)
	Slatefiber cone
Tweeter	25mm (1") with aluminium inverted dome
Construction	0.6" (15mm) MDF
Finish	Black vinyl and paint
Dimensions with 4 rubber feet (HxWxD)	12.2 x 9 x 9.41"
	(310 x 228 x 239 mm)
Weight	13.1lbs (5.95kg)

Alpha 65 Evo Monitoring

Frequency response (+/- 3dB)	40Hz - 22kHz
Maximum SPL	104dB SPL (peak @393/8" (1m))
Inputs	TRS: symmetrical 10kOhms
Connectors	XLR: symmetrical 10kOhms
	RCA: asymmetrical 10kOhms
	with compensated sensitivity
Medium and low frequency amplifier	55W (music), class D
High frequency amplifier	25W (music), class D
Automatic stand-by mode	After around 15 minutes of no use
	By signal detection >6mV
Power supply	100 - 240V~(T2AL fuse/250V)

PRESS RELEASE

Connection	IEC socket and detachable power cable
Sensitivity	Adjustable, 0 or +6dB
Level midrange/bass (0 - 300Hz)	Adjustable, +/-6dB
Treble level (4.5 - 22kHz)	Adjustable, +/-3dB
Power on/off	On/off switch on the rear panel
Stand-by consumption	<0.5W
Views and controls	On and off LED - Stand-by LED
Woofers	6.5" (16.5cm) Slatefiber cone
Tweeter	25mm (1") with aluminium inverted dome
Construction	0.6" (15mm) MDF
Finish	Black vinyl and paint
Dimensions with 4 rubber feet (HxWxD)	13.35 x 10.28 x 11.38" (339 x 261 x 289 mm)
Weight	16.8lbs (7.6kg)

About Focal

Focal has been recognised as a leader on the global stage for its high fidelity products. This French company based in Saint-Étienne (Loire department) manufactures speaker drivers, Home audio, Custom Integration and Multimedia loudspeakers, Car audio systems, monitoring loudspeakers and audiophile headphones. Some of our loudspeakers and technologies have become world-renowned references in the Hi-Fi industry.

All Focal products are designed and developed in France: they benefit from about 40 years of innovation in exclusive and patented acoustic technologies. We have chosen to continue manufacturing products 'Made in France', where the quality and high standards of French workmanship place the brand above its competitors. A market leader in France, Focal exports more than 80% of its production, mainly to Europe, North America and Southeast Asia.

About the Company Sound Service GmbH

Founded in 1983, the Berlin based Sound Service GmbH has been growing steadily from a one-product-distributor (MFB Fricke; the world's first digital drummachine) to one of the major independent German distribution companies for musical instruments recording studio equipment and PA, Lightning and DJ products. Today Sound Service is one of the leading distribution companies in Europe with exclusive distribution rights for a lot of the A-List MI-brands covering most of the countries in Europe

PRESS RELEASE

PRESS RELEASE