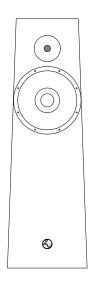
SOUL SUPERFLY Mk.I-B

Mk.I [Rev-B]



AD COPY + SPECIFICATIONS



ZU AUDIO SOUL SUPERFLY Mk.I [REV-B] LOUDSPEAKER SYSTEM AD COPY, SPEC'S, INFORMATION

Soul Superfly is a high-efficiency, high-output floor-standing loudspeaker capable of world-class performance. Soul Superfly is complete with ZuB3 silver alloy internal cabling, ultra premium capacitors, Cardas pure copper binding post, and Zu Superfly cabinet composite treatment process minimizing cabinet resonance. And now, with Soul Superfly Mk.I-B being fitted with our top shelf nanotech sanctified high-output, Dominance developed full-range driver! It is a 16 ohm loudspeaker, best matched with amplifiers that will benefit from this easy load.

So about the Mk.I-B... the most important element of a loudspeaker is the driver—the round part that vibrates and turns electric power into sound. And when a loudspeaker is build around a full-range driver like ours it makes the driver all that much more critical. Soul Superfly Mk.I-B has one very big difference over it's predecessor, it features the Dominance developed nanotech high-output driver. There are no other changes but the difference is pretty huge—more resolution of attack detail in bass, mids and treble. And more resolution of tone and texture, and better dynamic handling of complex music.

Soul Superfly Mk.I-B can be identified by two main features:

Revision Mk.I-B nameplate on the back of the speaker.

Engraved model number in the full-range driver.

And yes, owners of older Soul Superfly loudspeakers can update them to full mark-one-bee status with a simple full-range driver swap out. (email for details)

"Now it's becoming clearer what you audio wizards at Zu are up to.... As my Event RCA breaks in and matches qualities with the Event speaker interconnects and the inner Event wiring in the Soul Superfly,....my brain relaxes into the music, the gestalt of the music is just THERE and the Tonal quality of the music instruments, voices, and even electronica, is JUST RIGHT. WHAT did you guys have to surrender at the CROSSROADS to make blues sound so Blue??? cheers," —drblue

Soul Superfly is our single-minded response to the needs of users of amplifiers that benefit from high-impedance 16 ohm speakers. That list of amps includes most vintage amps, and any modern amp that is, or can be optimized for a 16 ohm loudspeaker—single-ended triode (SET) vacuum tube amps, output-transformerless (OTL) vacuum tube amps, some solid-state like some of the First Watt models, and even many of the mid-fi Japanese receivers. Our design target from the outset was focused on extracting every last bit of tone and texture of such amps while getting even better power and definition out of the system. So why a 16 ohm loudspeaker in today's market? Because there are still hundreds of amp models being made today that will sound their best on a speaker that presents an easy-going 16 ohm load.

Welcome to the next level of Soul Superfly, with its high-impedance, high-output 10" [26cm] paper-cored nanotech full-range driver that's matched up to with same tweeter as used in Definition Mk.II and Mk.III, all mounted in a tapered cabinet and interconnected with Zu Event cable featuring our ZuB3 technology. Other features include ultra premium capacitors, Cardas pure copper binding post, and the Soul Superfly post lay-up cabinet adhesive infusion process. The end result is a modestly-sized loudspeaker that'll give most any low powered, 16 ohm optimized amp the dynamics of a Fender stack. The bottom line: Soul Superfly is a true, state-of-the-art, high-end, high-resolution loudspeaker that'll work in most any room and is small enough to disappear amongst the furnishings of anyone bigger than a Hobbit.



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SOUL SUPERFLY [MK.I-B] QUICK SPECS

Height: 38" [96.5cm]

Footprint: 12-9/64" square [30.8cm square]

Weight: 54 pounds [24kg] Bandwidth: 30 – 25kHz Efficiency: 100 dB-SPL 1W, 1m

Impedance: 16 ohm

Power Amp Range: 2 – 300 watt Made In Ogden, Utah—U.S.A.

SOUL SUPERFLY TECHNOLOGIES OLD & NEW—MEET OUR ZU103ND/G1-16 10" DRIVER

Soul Superfly, like all Zu products, is built around the critical human voice (A1, 55Hz, through A6 and all the possible harmonics, to approximately 10kHz). Serving this critical region of tone is Zu's 5th generation highoutput 10" paper-cored nanotech sanctified full-range driver. And despite what many audio snobs might think about it based on price, Soul Superfly is a true state-of-the-art loudspeaker.

This is the same driver we developed for and use on our flagship loudspeaker Dominance. The same driver is also being used on the Definition Mk.IV and Mk.III. The original Soul Superfly driver (Zu260/G4-HO) have nearly the same aluminum basket and identical motors (the 103 with its 60 ounce top-grade ceramic magnet and big thick iron and efficient magnetic circuit) but the cones are quite different, delivering stunning attack, shove, resolution and bandwidth.

Features include a maximal motor for expanded dynamic contrast and reduced harmonic distortion; a lightweight neutrally-hung voice coil assembly with a paper/Kapton former; a linear inline layup of the inner cone for best resolution of detail; a diamagnetic shorting assembly for dynamic damping of the moving mass when playing at concert levels; nanotech-impregnated paper cones designed to support wide bandwidth; and a machined phase cone with concentric maximal-length sequence diffusion for smooth high frequencies. All this is anchored to a heavy aluminum alloy frame with overbuilt bonded and riveted yoke/magnet/top-plate assembly.

The nano materials and application process reduce weight while increasing strength and propagation velocity without incurring any sacrifices in damping. We lay-up the paper pulp as a core material, and essentially infuse a liquid solid matrix over it. We use nano-processed and nano-engineered materials and key components in the matrix include nanosphere ceramic balloons, nanofiber cristobalite and amorphous fumed silica. Adhesives and binders include melamine, epoxy and nitrocellulose (aircraft dope). Bitting into the paper core is the first lay-up matrix of nanofiber cristobalite and fumed silica. On this you have a stratum of nitrocellulose and nanospheres. Moving past the lighter, stronger, higher velocity cone you have the Eminence made voice-coil assembly with is combination of paper, Kapton, copper windings and proprietary Eminence adhesives. The center "phase" plug is a carry-over from the research and testing we did with Essence, and gives this driver a more linear management of high frequencies and broader dispersion from the directly-coupled-to-voicecoil inner cone. And as dynamic contrast (to-the-max shove and pop) are of primary importance with Soul Superfly, we mated the new nanotech driver with the same super-tweeter assembly used in Definition Mk.III, reworking the high-pass filter a bit to blend smoothly with the high-resolution high-output full-range driver.



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THIRD GENERATION ZUGRIEWE ELECTROACOUSTIC LOADING

When matched with the proper amp, ZuGriewe driver/cabinet/room loading technology as used in Soul Superfly allows this high-efficiency loudspeaker to deliver quick, deep, articulate bass performance—an attribute rarely achieved in a passive, high-efficiency loudspeaker system of this size, and never before at this price level. (ZuGriewe is an acoustic technology originally developed for high performance competition internal combustion engine exhaust systems, for improving power output through pulse and pressure management, with increased bandwidth, while reducing noise and sound pressure levels over convention. More on the ZuGriewe tech can be found in the FAQ section.)

FINISH

Standard wood finishes are top coated by UV protecting premium grade conversion varnish. All finish work is done in Zu's custom finish shop. Other finishes are available through the Zu custom shop where sky's the limit on your finish possibilities. Inquire for pricing.

FOR MUSIC LOVERS OF EVERY ERA—TECHNO, '70S SOUL, YOU CHOOSE...

Soul Superfly is complete in form and quality of sound. Order your pair today, with full no-questions-asked 60-day return privileges. Pull the stuff you really listen to from the depths of your CD, LP and digital music collection, including Sly & The Family Stone / There's A Riot Goin' On, and let the Soul Superfly work its magic. Matched well with a suitable amp this speaker will amaze, delight and always leave you satisfied. If you want your music alive with all the passion the artist and engineers put into it, a pair of Soul Superfly Mk.I-B is the only way to go.

AMPS, ENGINEERING AND DESIGN

We love tech' and engineering, and we love music and sound and sensation. Soul Superfly, like all Zu speakers, is designed by ear first and foremost, using engineering and measures to help isolate and realize solutions for audible improvements. Once we get any loudspeaker sounding sweet we standardize it, including the test and measures procedures and systems used to ensure the highest possible matching and quality. Zu does not engineer around someone else's ideals, implementation of models or engineering conventions.

Here's a short list of amps we think are a good to great match-up:

Allnic A-6000*, Allnic T-1500, Art Audio PX-25*, Audion Black Night 845, Audion 300B 25th Anniversary, Audion Golden Dream, Bryston LP2, Denon PMA2000R Mk.IV, Dynaco ST-70*, First Watt J2 (fed balanced), First Watt SIT-1, First Watt SIT-2, Leben CS-300, Leben CS-600*, McIntoch MA6600, Melody I-2A3, Melody M-300B, Melody NS-211, Panasonic XR-25–75, Peachtree Nova, PeachTree iNova, PeachTree Decco, PeachTree Decco 65, Classic Quad II, Yamamoto A-08S*

^{*}Best on 16 ohm tap, or special order with 16 ohm output transformer.



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TIPS ON GETTING GREAT SOUND FROM SOUL SUPERFLY

Take the time to read the Soul Superfly owner's manual, there's a lot of good stuff in it to help you realize a fantastic sounding space. Guidebook is included with each pair of Superfly. It's also available for download.

And please don't hesitate to call or email, we love what we do and we are here to help.

You should have a 1/4" [6mm] or so gap between the bottom of the loudspeaker and the floor—1/4" is a good place to start, changing the gap height changes the tuning. The gap and the finger ports in the bottom of the cabinet are part of the ZuGriewe box loading technology. They are not ports as used in a bass-reflex design (Helmholtz resonators in all their forms) but the finger ports do need to see the acoustic space of the room. Blocking them turns the Soul Superfly into a "sealed" design.

Soul Superfly has been designed to account for its shorter stature, the 2° rake on the obelisk shaped cabinet time-aligns the super tweeter to "tilt" the sound in a slight upward direction allowing the soundscape to appear larger and taller than you would think. Users can also adjust the feet in the Soul Superfly to tilt/cant/lean the face of the speaker back, further tailoring the sound and loudspeakers integration with the room.

Soul Superfly ships with both ball-end footers, to be used for ward wood floors, and long spikes to be used for carpeted floors.

BURN-IN

Soul Superfly Mk.I-B loudspeakers get 600 hours of factory burn-in, they will sound good right out of the box but will not give you their best for a few days or so, depending—shipping them in winter months for example seem to cause them to need more time. Other factors effecting how long they take to really open up and sing include how much play they get and what kind of music they see, louder and bigger is better, but you don't have to go crazy, we take care of the vast majority of it for you. Nevertheless, if at first you find them restrained and a bit conservative, relax, they will come around.

Soul Superfly loudspeakers are very amp sensitive and revealing of upstream gear. And as mentioned, they are also very sensitive to the cold. If you have received, moved or stored Soul Superfly in cold temperatures they will take a week or so to again sound good.



ZU AUDIO SOUL SUPERFLY Mk.I [REV-B] LOUDSPEAKER SYSTEM AD COPY, SPEC'S, INFORMATION

Mk.I-B Upgrade Detail Zu nanotech driver is now standard equipment (Zu103ND/G1-16) the same units developed for our Dominance and

as used on Definition Mk.IV and Mk.III. It feature our high-output motor assembly, 16 ohm magnetically neutral-hung voice coils and paper-cored nanotech cone. No other changes are done. Original Soul Superfly loudspeakers can be field upgraded. Markings for Soul Superfly Mk.I-B are: REVISION-B nameplate and the engraved model identification on the

drivers' center cone.

Description High-efficiency, high-output, floor-standing loudspeaker featuring our full-range driver (Zu103ND/G1-16) and ZuGriewe

via standard Cardas® Panted Binding Posts: 1/4" spade [6.3mm], oversized 5/16" [8mm] spade, bare wire

driver/box/room acoustic loading, with no crossover or filters on full-range driver, complimented by a dynamic tweeter featuring phenolic-composite dome and machined 6061-T651 billet lens, providing the acoustic sparkle and resolution

from 12kHz and up.

Architecture 2° obelisk but with flat top

Production August 2012—

Dimensions H x W x D 38" [96.5cm] tall, 12-9/64" [30.8cm] square base, 9-31/64" [24.1cm] square top

Footprint 12-9/64" square [30.8cm square]

Weight 54 pounds [24kg]

Packaged FlexPak foam encapsulated 44 x 17 x 17" [112 x 43 x 43cm] 60 pounds [27kg]

 $\textbf{Bandwidth} \qquad 30-25 \text{kHz}$

Efficiency 100 dB-SPL 1W, 1m

Impedance 16Ω (19 Ω Z-weighted, 9.5 Ω min @ 250Hz)

Acoustic Center 30" [76cm] with 2° rising splay

Horizontal Listening Window 45° Vertical Listening Window 45°

Accepted Connectors

Recommend Listening Distance 3 feet [1m] or more

Internal Cabinia

Internal Cabling ZuEventB3-SoulS1-A

Power Recommendations 2–8 watt (average room, moderate volume)

8–24 watt (large room, loud listening) 24 watt + (large room, concert levels) 300 watt maximum music input power

Amplification Considerations Anything that sounds good (Soul Superfly is a floating load so any amp type or circuit is fine)

Component Tolerance better than 1% driver pair matching, 0.1% on all other electrical components

Tweeter Detail 1x Zu/APT-L2 tweeter assembly with stainless screen // bandwidth: 12k—25kHz

High-Pass Filter Detail 1st order bessel @ 18kHz (12kHz acoustical) premium 1uF + Mills 10Ω/12.5W R, silver/copper/Teflon® leadouts

Full-range Driver Detail 1x Zu103/ND/G1-16, 10-1/3" full-range driver, direct and unfiltered

Cabinet Comp-60 + polyester + QuietCoat + Alexit finish or real wood veneer or custom finish

Spike / Feet Insert Thread 3/8–16 TPI, 9/16" hex nut, 14mm wrench can be used

Included With Loudspeaker 4x hard press-on full-range driver covers, installed

8x hard surface stainless ball-end feet / 8x stainless 9/16" [14mm] jam nuts, installed

8x long carpet spikes, 1x connector cleaning kit, 1x finish cleaning cloth, 1x instruction booklet

Life Expectancy 100 years; cabinet, and drivers, including the Zu 10" drivers; even in direct sunlight

Manufacturers Country Of Origin U.S.A. all parts and labor excluding just a few small parts

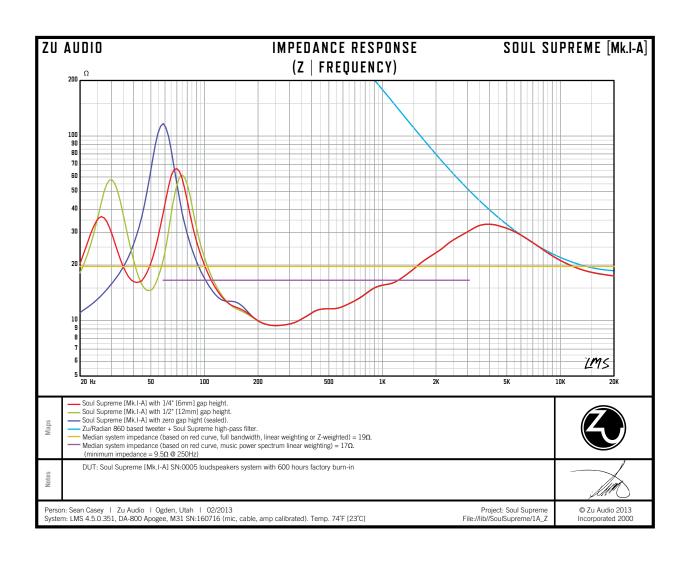
Compliances RoHS | CE | WEEE

Warranty & Service 5 years limited on cabinet and drivers—warranty does not cover misuse, abuse, components upstream from the loudspeaker

system, modifications or non-factory service.

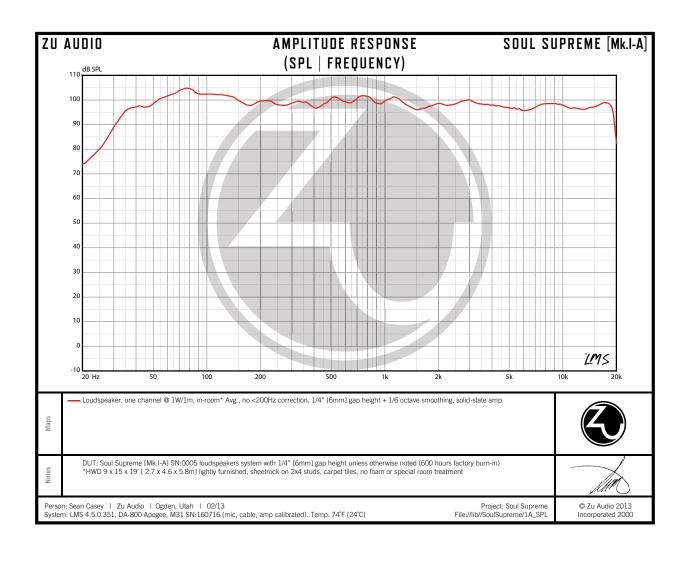


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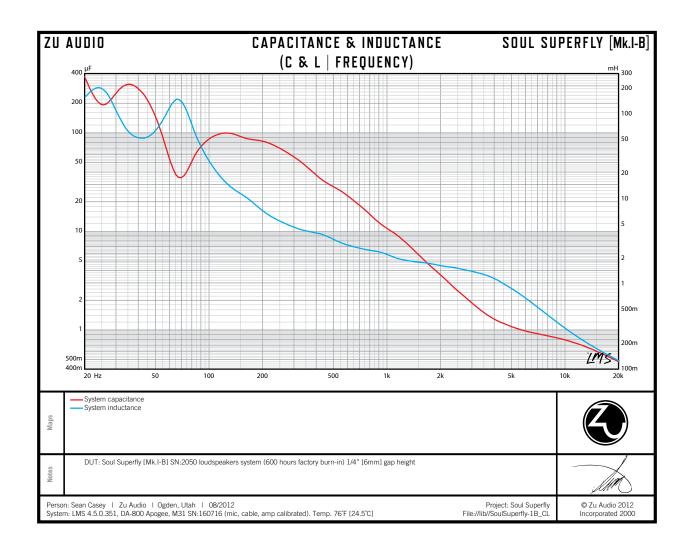


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SOME REVIEW HIGHLIGHTS (Mk.I-A)

The Soul Superfly's projected a very vivid musical picture. They can swing and keep the tempo and flow with the best of them and the dynamics leave little to be criticized. They aren't up there with a large horn speaker but the Soul is the best box speaker I have heard in this regard. The Soul's imaged with the best of them and because of their somewhat forward presentation, images were very crisp and sharp though the speakers never sound harsh or bright—even at high volume. The Soul's ability to soundstage and image was very good. Some speakers can captivate you right off the bat and seduce the listener by projecting such a large and vast soundstage that (with a little suspension of disbelief) has you convinced you are looking through a window at a performance. Again, the Soul's imaging and soundstaging capabilities along with channel separation were top notch—though these aren't the qualities that are going to win over the listener. They are perhaps the fringe benefits to the package—and perhaps always should be with all speakers.

Perhaps the quality most likely to wow new listeners would be the Soul's textural presentation. They possess the undeniable ability to render the individual sonic characteristics of whatever instrument/voice/blip or bleep is being played without the sometimes hard or harsh element that accompanies it. If most texturally accomplished speakers sound like a really good CD player, the Soul is a great turntable playing your favorite pressing of your favorite record. They are that good. Closely mic'd instruments or voices? Watch out! Because they are so revealing, more so than any other speaker I have had in my system, the Soul's made the sonic personality of upstream components much more apparent. In terms of the frequency range, I found it to be very balanced with perhaps a tinge of boost to the midrange. Considering their consideration for amps, I don't think this is going to come as a surprise to any listeners. The Soul Superfly's presence is another outstanding characteristic. Muddy, dark, withdrawn or even relaxed are not adjectives that would be used to describe the SS's.

The Soul Superfly is a success for Zu in every regard. At \$3,000 (U.S. domestic before taxes) they are an incredibly revealing speaker that ultimately may be hindrance. The folks who are going to jump all over the Superfly's because of their low price will probably sell them shot because they wont necessarily have the level of refinement in their amps that Soul's offer. Given the observation, I'll reiterate, unless you have the funds to explore all the exotic, boutique-y tube amps out there, go with a solid vintage tube amp with 16 ohm taps to pair with the Soul's. The Zu website has a list of amps they also recommend and got favorable results from when designing the Soul's. This would be worth exploring as well. They even have a receiver or two on the list. WTF?!?!?! The Superfly's won't be for everyone—and that is true of all loudspeakers. However, they could play all types of music hat I throw at them and did so with ease and at high SPL's. No matter our musical preference, the Soul's will satisfy. So, assuming you have an amp that compliments the Soul, the Zu Soul Superfly comes highly, highly recommend. It is a true high-end speaker at a fraction of the price typically attached to this level of performance. Get after it.

—Thad Aerts, The HI-FI Reader #14 (May 2011). Complete review is expansive and very informative. Thad has granted permission for reprint is available via PDF here.



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Furthermore, the Soul's could flat out rock. Unlike the other handful of high-sensitivity tube amp friendly speakers that I have experience, that always sound a bit fragile to me, the Soul's practically asked to be pushed. Listening to things like Mastadon at ridiculously high SPL's was a snap for the Soul's, and that was with 15 watts backing it up! The beauty was that as soon as I was done punishing the Soul's, as well as my ears, the speakers had no problem seamlessly downshifting to something lighter and effortlessly doing the new musical fare justice. The Soul's not a speaker that discriminates musically. My experience was that it portrayed all music accurately.

One of the things that first attracted me to Zu was that its design methodology is more musical and less measurement-oriented than most, which is not to say Zu's engineering is completely seat-of-the-pants, just that the end result is a sound that is, well, different from what I was used to. I've used a number of Zu speakers in my system over the years, so I wasn't surprised to hear that the Soul Superfly (\$3,000 a pair) sounded like no other box speaker. The speaker makes a strong statement, very in-your-face, very rock and roll, and I love it....

Zu designs are always superefficient, so they can rock the house with just a few watts. Don't worry, power handling hasn't been slighted, this bad boy can handle 300 watts! The Soul Superfly's unusually high 16-ohm impedance favors tube amps, so I used three: the Miniwatt N3 with 3.5 watts per channel, the Jolida FX10 with 10 watts, and a Luxman SQ-38u 30-watt integrated amp....

Tonally rich and solid, the Soul Superfly has a weight that no other speaker anywhere near its price can muster. I credit the 10.3-inch driver's air-moving power, dynamic punch, and near full-frequency bandwidth for the speaker's gravitas. The Jolida FX10 did a fine job goosing the Soul Superfly into action with the Black Keys' extra-raunchy blues. The Keys' latest, "Brothers," is a low-down romp, with massively distorted guitar and pummeling drums, so it's best enjoyed cranked way up, and that's where the Soul Superfly really comes alive....

The richest-sounding amp, the Miniwatt N3, was the least expensive, at \$378. This tiny amp sitting on the floor next to the Souls looked almost comical. But its 3.5 watts sounded so sweet and clear, with a truly gorgeous midrange, and the bass was pleasantly full. Tone color and dimensionality were absolutely yummy. I could happily live with it and the Soul Superfly. Remember, this speaker is designed to sound best with tube amplifiers, but Zu makes other models, like the Omen Standard (\$1,500 a pair), that really sing with transistor amps.

—Steve Guttenberg / The Audiophiliac / cnet Read full review on CNET: http://news.cnet.com/8301-13645_3-20044696-47.html



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WARRANTY

Zu products are designed and manufactured to the highest quality. However, if something does go wrong Zu will fix or replace the product free of charge. Zu Soul Mk.II loudspeakers have a five year limited warranty from date of purchase to original owner. If under normal home use you have any problems with drivers, cable, parts, cabinet, we will fix or replace the product. Loudspeaker warranty and service can usually be performed by the user, also known as DIY service, in such cases Zu will provide full technical support. This provides faster repair of product (reducing down time is always good), minimizes handling hassle and damage potential to both Zu and you, and reduces shipping costs.

Zu loudspeaker finish warranty covers color changes in paint, finish checking, and oxidizing. While we use the highest quality UV protecting topcoat finishes, we cannot guaranteed against fading and you should keep them out of direct sunlight, just like a piano. While every effort is made to ensure a perfect finish that will last a lifetime, this warranty does not cover damage from impact and abrasion, or seam / core construction visibilities in extreme high temperature / high humidity environments. Zu products are designed to be used in temperature and humidity controlled environments, namely your home or office unless otherwise stated. Warranty does not cover loudspeaker finish damage caused by the extremes of an uncontrolled environment.

If in the highly unlikely event that a Zu product arrives to you dead on arrival (D.O.A.), and after discussing it with a Zu tech, we will ship another of the same product at our expense and arrange for the D.O.A. product to be collected. If after inspection we find that you have misrepresented a returned product's condition, and that it was improperly handled or used, Zu will charge you for all damaged parts, labor, shipping and handling of the product.

Warranty does not apply to damage caused by operating the product outside the intended use, accident, another product, misuse, abuse, flood, fire, earthquake or any other external causes. Warranty does not cover damage caused by modification or service performed by anyone other than a Zu representative. Cosmetic damage is also excluded from warranty, as is all product that has any part of the Zu serial number removed.

When a product or part is exchanged the replacement becomes your property and the suspect or damaged part becomes Zu's property. Parts provided by Zu must be used in products for which the warranty service is claimed.

WHAT YOU CAN EXPECT IF WARRANTY SERVICE IS NEEDED

If warranty becomes necessary, you must call or email for a return of material authorization (R.M.A.) number, or to arrange for user serviceable parts. This provides opportunity to assist in diagnosing the problem and helps us to schedule for rapid turnaround in the event that parts, service or repair is needed. Upon factory inspection of parts or product, warranty eligibility will be determined. While service options, parts availability and response times will vary, we do our best to keep you happy. International customers should know that Zu will comply with all applicable export / import laws and regulations, you may be responsible for custom duties, taxes, broker fees, freight, and other charges. When shipping of product or part is required, repackage the complete product, or part, in its original packaging. If you have any questions about packaging please call or email. Product damage caused from incorrect repackaging is not eligible for refund or warranty and the freight company may also reject your insurance claim. Until we have the product back in the shop and sign-off that it is eligible, the product is still your property, we recommend you insure or declare the full value when shipping. We also recommend that you only ship with a freight company that has a good reputation and offers tracking and insurance for the full amount.





ZU AUDIO

Ogden Commercial Industrial Park 3350 S. 1500 W. OGDEN, UTAH — U.S.A.

[DESIGNED AND MADE BY US]