

ANTHEM[®] MRX Gen2

Courageous or Craziness...

The original series of the ANTHEM MRX 300 / 500 / 700 receivers were either courageous or a little crazy. But this is ANTHEM, and they're Canadians! Need we say more? In developing a new receiver line, Anthem's direction was like nobody else in the market. And that's either courageous or craziness.

So in case you missed the skinny on the ANTHEM first generation receiver line - their gamble was introducing a surround sound receiver long on sound quality and short on features.

ANTHEM
MRX 510
\$1,599



ANTHEM[®] MRX Gen2

Just like in a Las Vegas poker game, ANTHEM[®] slid all the chips out in the center of the table, betting on audio quality and damn the 46 bullet points of rarely used features and 27 obscure software apps.

A gutsy move, most would say. The market is crowded with Dolby Digital receivers with feature lists as long as a Cadillac[®] Escalade. ANTHEM[®]'s strategy was investing the majority of the receiver budget in the engine under the hood and none for 16-way power seats and four climate zones.

This was a receiver built for people who wanted one thing - sound quality. ANTHEM[®]'s plan to deliver a receiver - long on audio performance and short on features - would only be courageous if the buyers "get it" and downright business craziness if they don't. Was the public ready for an audio hot-rod without all the latest "RhapZeeDee" apps?

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IN A WORD - YES! Buyers responded with their hard earned dollars. Let's be realistic, ANTHEM[®] doesn't sell as many receivers as long established brands like DENON[®] or PIONEER[®]. For a smaller manufacturer with a brand new product right out of the blocks, ANTHEM[®] did exceptionally well. The MRX quickly became a reviewer's favorite, earning over 6 design & engineering awards from around the world.

Well, ANTHEM[®]'s bold bet must have paid off, as the new MRX Gen2, follows exactly the same betting strategy.



THE M[®] MRX Gen2

"If sound quality is your primary purchasing criterion, then the Performance MRX 710 should be at the top of your list."
Wes Phillips, Soundstage!

"The Anthem receiver was equally at home providing accurate sound for the audiophile, and the necessary switching, decoding, and picture quality demanded by the home-theater enthusiast..."
Wes Phillips, Soundstage!

"If you're hunting for an AV receiver that would also make for an amazing (not to mention affordable) preamp when your budget allows, I can't encourage you enough to audition the MRX 710."

Dennis Burger,
Home Theater Review

*ANTHEM MRX 710 CIRCUIT BOARD
NOTE THE USE OF THE TOP-OF-THE-LINE "ANALOG DEVICES"
ADV7850 VIDEO DECODER GRAPHICS DIGITIZER CHIP SET*

ANTHEM[®] MRX Gen2

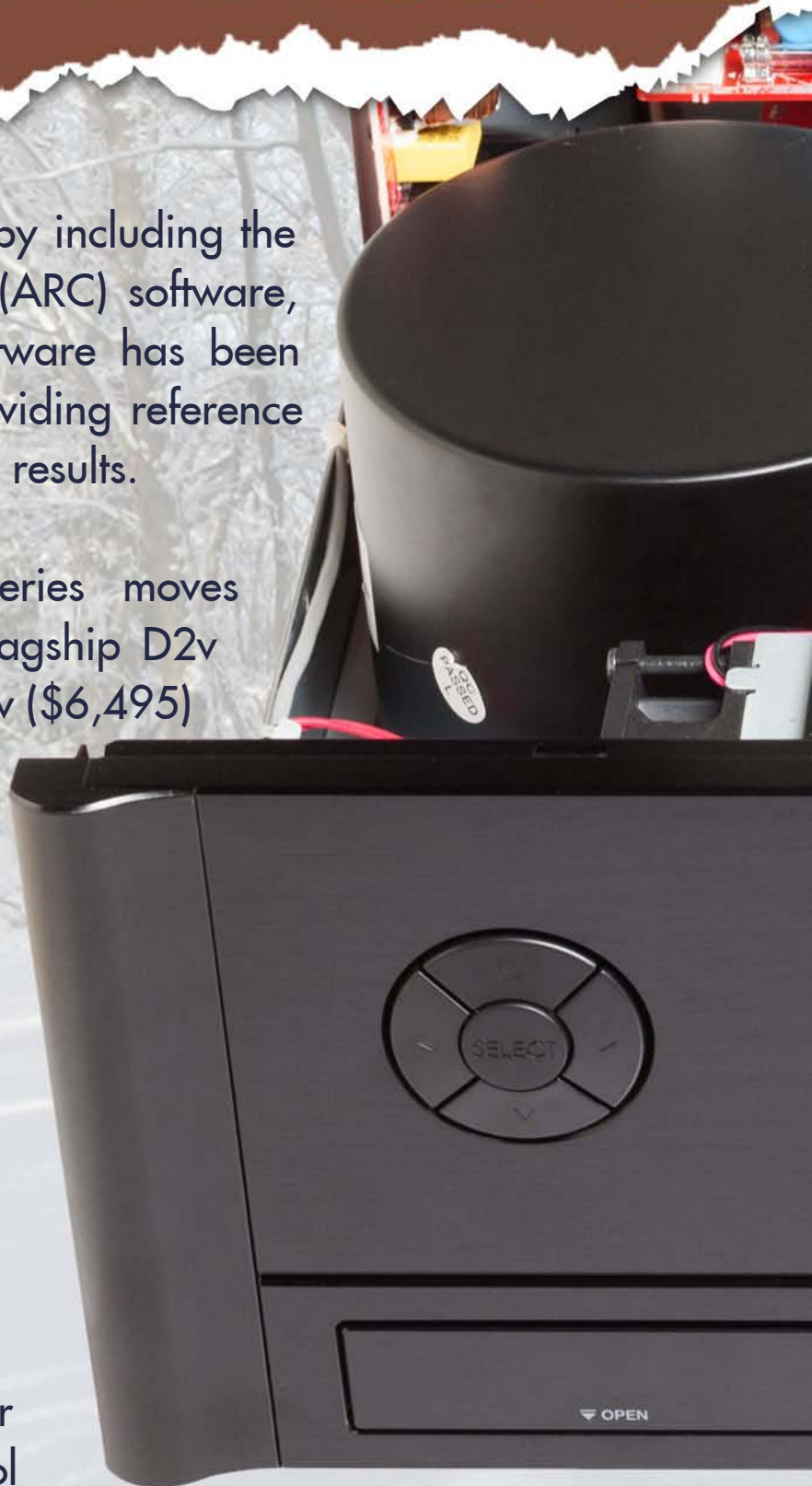
So what's new in Gen2?

ANTHEM[®] has upped the ante by including the new Anthem Room Correction (ARC) software, ARC 1M. For years, ARC software has been internationally regarded as providing reference level in-room acoustic correction results.

With ARC 1M, the MRX series moves closer in performance to the flagship D2v (\$9,495) and reference level 50v (\$6,495) preamplifier/processors.

ARC 1M can now be connected via ethernet and not simply RS-232, and features superior signal processing, yielding more accurate results in shorter time and generating before and after in-room measurement graphs.

All models support IP drivers for control systems and remote control app's for APPLE[®] and ANDROID[®].



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So congratulations to ANTHEM[®]. It takes a lot of courage and a little craziness to introduce a product that isn't in lock-step with other brand approaches. For some of us, the combination of category-leading sound quality and the most advanced room correction software is enough to single out as the next receiver to buy.

Almost.

The ANTHEM[®] MRX Series isn't for everyone. Some of us will insist on the features of a robust digital music network offered by the MARANTZ[®] line or the APPLE[®] AIRPLAY in PIONEER[®] ELITE receivers, or SONY[®] ES' built-in CONTROL4[®] capability. All of these receivers offer unique advantages, and depending on your aspirations, could be the perfect fit for *your* next receiver.



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We are displaying the ANTHEM[®] MRX 510. It sports the same capabilities as the 710 and is \$400 less. Yes, it is 20 watts per channel lower, but will you really miss that? You be the judge. The MRX 310 is a 5.1 unit, including pre-outs, and will down-mix 7.1 content to 5.1. Meaning: you can't add a stereo amp and upgrade the MRX 310 to 7.1. The 510 and 710 offer the ability to bi-amp the front main speakers. So if you have some hungry front speakers or just desire more power and control in two-channel performance, here is your ticket to audio bliss.

Regardless of which MRX model, you've got a receiver that outperforms several similarly priced separates, without the cost of quality interconnects but with the advantage of a single chassis.



THEM[®]

MRX Gen2

SUMMARY

- VIDEO CONVERSION FROM COMPOSITE VIDEO AND COMPONENT VIDEO TO HDMI
- 1080P24 MODE
- DOLBY VOLUME
- AM/FM TUNER
- 3D SUPPORT

DECODING

- DOLBY TRUEHD AND DOLBY DIGITAL PLUS
- DTS-HD MASTER AUDIO AND HIGH-RESOLUTION AUDIO

LISTENING MODES

- ANTHEMLOGIC – CINEMA, MUSIC
- DOLBY PRO LOGIC IIX – MOVIE, MUSIC (INCLUDING CENTER WIDTH, DIMENSION AND PANORAMA ADJUSTMENTS)
- DTS NEO:6 – CINEMA, MUSIC
- ALL-CHANNELS – ALL-SPEAKER STEREO

INPUTS

- ANALOG VIDEO INPUTS: 1 COMPOSITE + 2 COMPONENT
- DIGITAL AUDIO INPUTS: 2 COAXIAL + 3 OPTICAL
- 5 STEREO ANALOG RCA INPUTS

CUSTOM INSTALLATION

- RS-232 CONTROL
- IR INPUT AND EMITTER OUTPUT
- TRIGGER OUTPUT
- SECOND AUDIO ZONE

ADDITIONAL FEATURES

- BACKLIT REMOTE CONTROL
- SIDEMOUNT RACK KIT (SOLD SEPARATELY)

WARRANTY

- 3 YEARS



ANTHEM[®] MRX PRICING AND POWER RATINGS

\$1,999 - MRX 710. 120 WATTS PER CHANNEL

\$1,599 - MRX 510. 100 WATTS PER CHANNEL

\$1,199 - MRX 310. 80 WATTS PER CHANNEL

- FOR MORE INFORMATION -
WWW.ANTHEMAV.COM

A THE M[®] MRX Gen2 Courageous or Craziness...



The MRX Series shows a lot of courage and a little craziness. But what else would you expect from folks who choose to live in Canada, where 12 degrees above zero in January - *is normal!*

It takes courage to live in Canada, or a little craziness. You decide.