



Selective Design Appointed North American Distributor for Zero-Ohm - Residential

A Disruptive Technology Revolution Against 70V/100V is coming to North America

October 14, 2021 – SELECTIVE DESIGN, co-founded by industry veterans Todd Sutherland and Eric Nakkila, today announced their partnership with Zero-Ohm in North America. Selective Design's portfolio, including Nakymatone, Gray Sound, Waterfall Audio, Architettura Sonora, and HTE, stands apart for discerning dealers and their clients. Zero-Ohm Systems is a global manufacturer of a unique award-winning patented technology that allows the use of any number of 4-ohm or 8-ohm speakers in parallel, including multiples of outdoor satellite/subwoofer systems, without 70V/100V transformers, with the benefit of full-range sound.



"We are delighted to announce our partnership with Selective Design in North America. When you are selling a revolutionary product, it is vital to have partners with the knowledge and capacity to promote the benefits and educate the market. Selective has a proven track record and a strong network of dealers and rep firms," stated George Dracopoulos, Co-Founder, President of Zero-Ohm Systems.

"Together we will ask a basic question: Why would you continue to sacrifice sound quality on major installs? Leave the commonly accepted sacrifices in the past. Zero-Ohm Systems provide the simplicity of 70V/100V installations while delivering the superior benefits of Low-Z (Low Impedance). Our plug-n-play

design essentially eliminates the need for transformers and delivers full-range sound, effortless scalability, and cost saving opportunities on a large variety of jobs.”

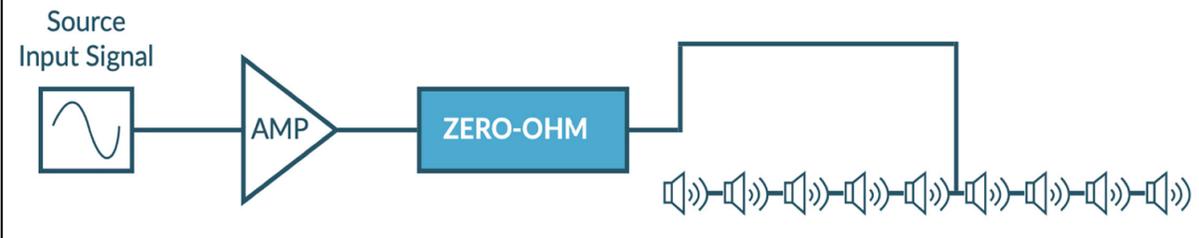


“Everyone in the industry knows, or will soon learn, that the use of 70V/100V transformers has been a necessary evil for decades”, stated Todd Sutherland of Selective Design. “There has been no other way to connect a large number of speakers with very long cable runs and keep any amplifier safely operating because of impossible impedance loads. Transformers solved the impedance problem, but even at the highest quality levels they introduced frequency response and phase problems of their own. Any speaker engineer will confirm this. Their use remains widespread today because we all have accepted that the solution was worth the sacrifice in sound quality...however, 70V/100V has become synonymous with sacrificing quality sound. This can be both heard, and easily measured. Zero-Ohm Systems has changed that completely and is turning the 70V/100V market on its head. Integrators now have complete freedom to use the amplifiers and speakers of their choice to achieve the best sound performance without transformers. In the end, we are in the sound experience business and that’s what clients are expecting from us, without the excuses of connection limitations and compromises.”

Feature / Performance Benefits Comparison:	70V/100V	8-Ohm	Zero-Ohm
LONG cable runs: large properties, indoor and outdoor, Sat/Sub systems	√		√
Sound Quality: high fidelity, full frequency response, no transformer distortion		√	√
Amplification: complete freedom to choose power and budget options		√	√
System Expansion: how easy to expand existing systems?	<i>possible, some work</i>		<i>super easy</i>
Simplicity: straightforward wiring and connections	√		√
Painless: run speaker wire, without the headaches of dealing with voltage runs of 70V/100V.		√	√

ZERO-OHM combines the advantages of both 70V/100V and 8-Ohm installations. There is no better sounding, more flexible, simple, and reliable solution on the market for large-scale residential and commercial projects, period.

Setup and Configuration (Example)



All Zero-Ohm models feature:

- **Passive Design:** no external power source (passively sits between your amp and speakers and performs magic)
- **Connect any number speakers in parallel without any transformers:** Higher fidelity, cleaner sound from speakers designed for superior performance, not to then be compromised by 70V and 100V transformers. Achieve far superior sound from outdoor satellite / subwoofer systems.
- **Your Choice:** Connect to any amplifier without worrying about speaker loads, impedance, or very long cable runs (any speakers can be used, 2/4/8/16 Ohm...it just all works)
- **Uniform** power distribution over long-distance cable runs
- **Full range** frequency response
- **Identical** output phase relationship with all power amplifiers

For more information about Low-Z and Zero-ohm 4K Disruptor Series and 2K Renegade Series products for residential projects, please visit [Selective Design](#) or call (888) 866-0007.

About Selective Design

[Selective Design's](#) mission is to offer products that perform at the top of their categories, and feature design differentiation. The mission at Selective Design is to offer products that perform at the top of their categories, and feature design differentiation from the pack of uninspired, "me too" alternatives. They partner with representation firms, integrators, designers and architects interested in working together to offer discerning clients products they're not going to see everywhere else. Their products may cost more, but gorgeous designs utilizing specialized materials and delivering superior performance in any luxury goods category always do.

Selective Design believes that anyone who has chosen to own distinctive products like ours in other areas of their lives already understands their benefits and value to their lifestyle. They likely haven't been shown entertainment products like ours and therefore weren't given the choice to own something of this quality.

About Zero-Ohm Systems

Zero-Ohm Systems is a global manufacturer of a unique award-winning patented technology. Best of Show Distinction at ISE 2020; Best New Product Technology (Innovations Showcase) InfoComm 2017.

Our passive devices interconnect between any amplifier and loudspeakers without worrying about speaker loads, impedance and long cables runs. Forget the limits of traditional systems. You can now connect 20-40 speakers (or more) in parallel to one amplifier without the use of transformers. Until now, the ability to connect multiple speakers in parallel was confronted by the issue of operating the amplifier at a safe impedance. Although there are amplifiers that operate at 4 ohms and 2 ohms safely, any effort to drive them below the rated resistance load led to device failure. With this revolutionary invention, the rules have changed! Zohms products are ideal for major installations like hotels, shopping malls, theme parks, stadiums, bars, cinemas, reception halls, cruise ships, restaurants, airports, and more. If you would like more information or if you are interested in representing Zero-Ohm in your territory outside of North America, visit www.zohms.com and/or send an email to info@zohms.com.

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