

fact[®]·12



PMC[®]



Wisseloord Studios - one of the world's leading music production facilities, PMC equipped



Peter Thomas
Owner & Chief Designer

A message from Peter Thomas –



"Our award-winning fact series of loudspeakers is aimed at the discerning ear and eye, and incorporates all of the design experience we've gained over years of producing high quality loudspeakers for the world's most respected music-makers, and creating internationally renowned HiFi designs. We are now very proud to introduce the **fact.12**, the next generation of **fact** designs.

"The sonic standard we set with the previous two-way fact models was extremely high, and raising the bar again has proven a huge challenge. In the **fact.12**, we have created a three-way speaker that goes further, providing greater power when required, while retaining the perfectly natural balance of the previous **fact** models. The **fact.12** conveys even more musical emotion from a design with all of the beautiful looks of the existing range. I am certain you will agree we have created a very special loudspeaker."

A sense of scale. That's what the **fact.12** adds to PMC's respected fact range, delivering more passion and power for listeners who desire it, but preserving clarity and dynamics at all levels; from whisper-quiet to performances you can really feel.



Marrying wood, fabric and chrome detailing, the **fact.12**'s elegant, remarkably compact design radiates quality and discernment as well as beautiful sound. And with its audiophile level controls for precise adjustment of high and low frequencies, it offers a perfect sound balance in any listening environment, integrating with a wide range of source equipment, technically and aesthetically.

Award winning



Nov '13



June '13



Sept '13



April '14



fact-12
in Tiger ebony

Design matters

The **fact** series is the product of PMC's passion for absolute sonic transparency, and the **fact.12** builds on these foundations. As with all PMC designs, innovative research and development techniques play an important role, as do the collaborations forged with world-leading design partners such as Norwegian acoustic engineering specialist, SEAS, and standard-bearers of technical excellence including the UK's National Physical Laboratory. NPL has applied its unique laser-based acousto-optic mapping techniques to provide the most accurate 3D picture of how sound radiates from a loudspeaker, and the effect of cabinet, driver and crossover design on what we hear. These findings have been fed back into PMC's design process to ensure an even higher level of accuracy from the **fact.12**.

PMC remains, as always, one step ahead



The acousto-optic mapping process at NPL

Quality ingrained



The **fact.12** is pleasing to the eye as well as to the ear, with its streamlined, elegant cabinet in a variety of hand-selected, sustainable wood finishes. But the beauty of this speaker's design extends beneath its surface. The base of the **fact.12** is a generous 50mm thick, its front baffle is 35mm and the remainder of the speaker's frame is tuned and braced, ensuring that the cabinet does not contribute unwanted colouration. Listeners can concentrate on what matters — the unadulterated essence of the original performance.

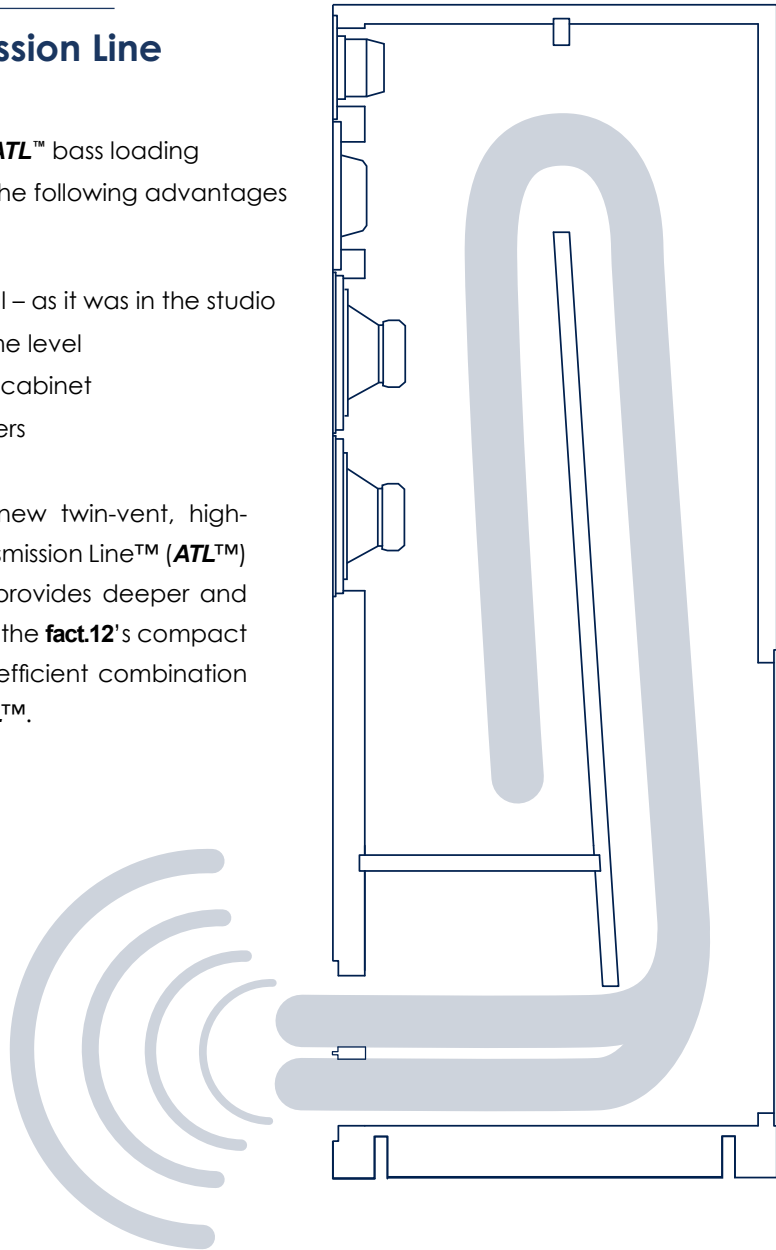
ATL™

Advanced Transmission Line

All of our loudspeakers offer **ATL™** bass loading technology, which provides the following advantages over ported speakers:

- More detailed, more natural – as it was in the studio
- Full, rich sound at any volume level
- Deeper bass from a smaller cabinet
- Easy to drive with all amplifiers

The **fact.12** also features a new twin-vent, high-compression Advanced Transmission Line™ (**ATL™**) bass-loading design, which provides deeper and richer extended bass despite the **fact.12**'s compact form, and delivers the most efficient combination ever of the drive unit and **ATL™**.



'No other technology provides such a huge, rich, room-filling sound'

Natural highs

The **fact.12** builds on solid foundations, using the innovative SONOMEX™ domed treble drive unit from other **fact** models. It delivers an exceptionally smooth high-frequency response and a stable, three-dimensional image, allowing multiple listeners to enjoy a uniform, consistent musical experience over a vast area.



Vocals that truly sing

Adding to PMC's long history of superbly engineered soft-dome drivers, the **fact.12**'s new mid-range unit is absolutely transparent, and incorporates design elements from the world-renowned PMC75 three-inch mid-range driver. The more compact 50mm hand-made fabric dome unit in the **fact.12** delivers the same tonal quality, wide dispersion, high power handling and ultra-low distortion expected by audiophiles worldwide.



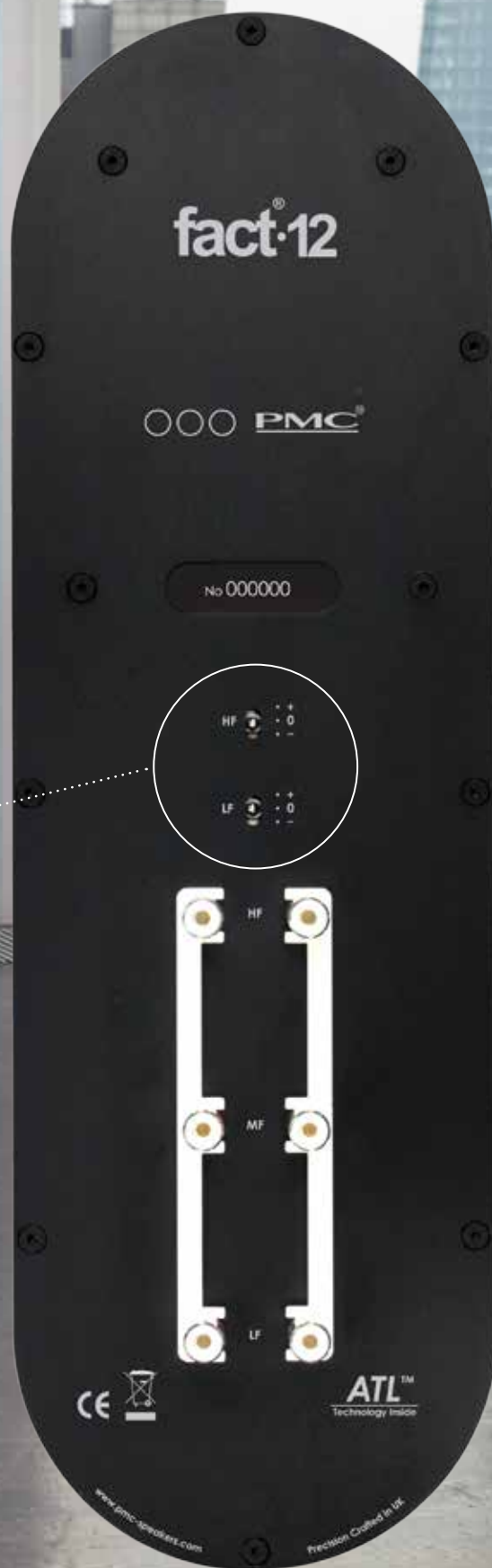
The power to move

The super-long-throw bass driver, specifically designed for **fact.12**, is completely dedicated to low-frequency reproduction. It produces profound, well-controlled bass by combining a powerful magnet assembly with a sculpted rear plate that allows for immense linear excursions. The stiff yet ultra-light cone is specially coated to reduce unwanted resonance and is precisely profiled to increase its tensile strength. It also incorporates a laminated outer edge to further increase its stability and durability. The combination of PMC's **ATL™** and this powerful driver creates low-frequency energy with agility and depth never seen before from a cabinet of these proportions.

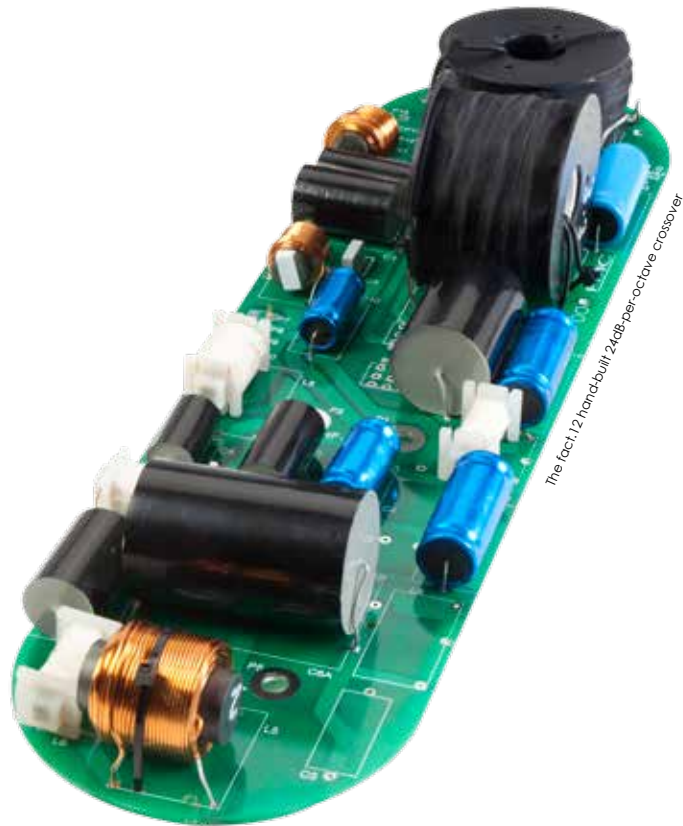


Tuning to ensure a perfect sound

The **fact.12** resolves the complex issue of how to combine the differing sound signatures of room acoustics, cables and source equipment by allowing you to finely tune the speaker. Audiophile-grade switching, set into the **fact.12**'s solid aluminium rear panel, lets you subtly tailor the bass and treble response to create the perfect sound balance.



fact.12
in Graphite poplar



Ensuring perfect separation

The crossover is an essential precision component of any multi-driver loudspeaker, dividing the incoming amplified signal into the frequencies best suited to each of the drivers. All **fact** speakers feature sophisticated crossovers with extremely accurate filters mounted on military-grade fibre-glass boards, to ensure that the correct frequency range is routed only to the appropriate driver. Thick, pure copper tracks are used to connect the crossover components, optimising signal delivery, and only hand-selected components are used following extensive listening tests.

The role of the crossover is more imperative in the new addition to the **fact** range than in any of the others: audio from the amplifier has to be

correctly routed to the treble, mid-range and bass drivers. The **fact.12**'s three-way crossover is therefore a new design, incorporating PMC's custom-wound air core inductors for greater accuracy and lower distortion. For the first time, the fibre-glass board that holds the crossover components is also double-sided, with optimally specified components on both faces, in order to keep the critical signal paths to a minimum, and to avoid unwanted electromagnetic interaction.

Specifications

fact[®]12

Freq response	26Hz – 30kHz
Sensitivity	84dB 1w 1m
Effective ATL (Advanced Transmission Line Length)	3.3m (11ft)
Impedance	8 Ohms
Drive Units	LF 2 x fact 140mm (5.5") super long throw bass units damped coating MF 1 x fact 50mm (2.0") super clarity soft dome ferro-fluid cooled mid-range with machined aluminium dispersion plate HF 1 x fact 19mm (0.75") high-res SONOMEX™ soft dome ferro-fluid cooled with 34mm wide surround
Crossover Freq	400Hz, 4kHz
Input connectors	3 pairs 4mm PMC Ag terminals
Dimensions	H 1110mm (43.7") + 25mm spikes W 168mm (6.1") + 100mm (3.2") ingot feet D 420mm (16.5") + 23mm (0.9") Ag terminals
Weight	26.0kg 57lbs ea.

Available finishes



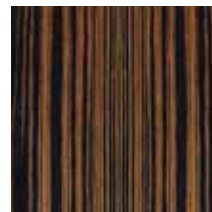
White silk



Rich walnut



Graphite poplar



Tiger ebony

Subject to change without notice

What the critics say



"..a speaker that has faster, cleaner, deeper and more powerful bass; still better overall tonal balance; a crisp, transparent and focused midrange; and a sparkling, informative and spacious top end."

"..amazingly fast, subtle and articulate midrange, so genuinely informative of the sounds of real musical instruments, will remain in the memory" - HiFi Critic, April '14



"With the classic PMC virtues of transparency and excellent imaging, a beguiling mid leads seamlessly to a fast, clean and powerful bass - Well worth seeking out."

"A no compromise three-way" - Hi-Fi News, Nov '13



"..the most accurate loudspeakers I've ever had in the comfort of my living room"

"Full of detail and comes closer to the sound of the original instrument or voice than anything I have heard.." - The ear, Sept '13



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