

# Powersoft PRIMA



Powersoft has introduced the PRIMA Series, a new compact 4-channel professional amplifier range for installed audio systems requiring reliable low-to-mid-power amplification without unnecessary complexity. Available in two versions differentiated by power output, PRIMA 164 and PRIMA 324 are designed specifically for applications where signal processing is already handled upstream or where DSP is not part of the system architecture. This allows customers to benefit from Powersoft's sound quality and proven reliability through a compact, efficient amplifier solution.

The PRIMA Series addresses a clear gap in the installed audio market. In commercial environments, such as retail and hospitality spaces, classrooms and conference rooms, signal processing, routing, and system control are already managed by a dedicated DSP, mixer, or AV processor elsewhere in the signal chain. Specifying an amplifier with built-in DSP introduces redundant functionality, additional cost, and unnecessary complexity. PRIMA removes that redundancy whilst retaining the amplification performance, engineering rigour, and reliability that Powersoft customers expect. The range sits between entry-level commodity amplifiers and fully featured DSP-integrated platforms, making it the right choice where practical system fit matters more than feature count.

Both PRIMA models support Hi-Z and Lo-Z operation, with each output channel independently configurable to suit the connected load. Auto Setup automatically optimises the amplifier's operating parameters on first start-up, reducing commissioning time and simplifying on-site deployment. The unit uses a fixed diagonal matrix routing architecture with each input feeding its corresponding output channel, keeping signal flow clean and predictable. A dedicated connector also enables 1-to-all routing, feeding a single input source to all output channels, which is particularly useful in distributed audio applications. Power Sharing technology allows available power to be distributed across channels according to

system requirements, while Eco Mode, Auto Standby, and low-consumption operation help reduce the energy footprint of the installation over time.

The compact half-rack form factor means PRIMA can be deployed in a variety of ways, including as a standalone unit, behind a display, or beneath a conference table. This enables discreet, space-efficient installation in environments where visible equipment is undesirable. On-board gain trimmers, status and signal LEDs, and straightforward rear-panel controls allow for quick adjustment and system monitoring without requiring dedicated software or additional configuration layers.

Luca Giorgi, sales and business development director at Powersoft, says, “Many of our customers are working on projects where processing is already defined elsewhere in the signal chain. Until now, the choice has often been to over-specify with DSP they don’t need, or to use commodity amplifiers that don’t meet their performance expectations. PRIMA closes that gap. It gives integrators and installers Powersoft quality in a format that is genuinely the right size for the application. No redundancy, no unnecessary complexity, and no compromise on reliability.”

PRIMA will be showcased at the Powersoft booth at InfoComm 2026 in Las Vegas (North Hall, N6653), where the exhibition runs from 17 to 19 June 2026 at the Las Vegas Convention Center.

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