



C h o r u s 7 0 0 V



# Chorus 700 V

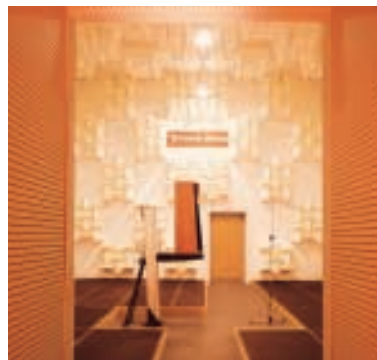
## *Forget the ordinary*

Being one of the world leaders in high-end loudspeakers means to rise to the greatest challenges. That of the Chorus is certainly one of the most exciting: to offer at modest prices some of the best Focal technologies that trickled down from the reference Grande Utopia Be loudspeaker. Since the year 2000, the different generations of the Chorus line have benefited from this approach, as we produced speakers that cost less and performed better. To achieve this goal, we invested massively in a superior method to speaker manufacturing, where intelligent machining and precise handwork were absolutely necessary. It was the

only way possible in this drive for quality and competitiveness: development and manufacturing of French-made loudspeakers, design of the cabinets, quality control, a total autonomy in the development and design of our own products. This method allows us to innovate, to entirely and independently turn ideas into reality, to place patents internationally, and have the means to anticipate trends. And finally, to progress.

The third generation, Chorus 700 V, goes even further. A direct descendant of the Chorus 800 V line of which it heavily borrows technical elements yet with a more traditional

finish, Chorus 700 V invites you in to the Focal universe. The build quality and high-end finishing work are entirely unknown in this price-range. Technology, innovation, tradition and exclusive design are our trademarks, being our "the Spirit of Sound".



> *The birthplace of French industry, St-Etienne has become the European capital of design. Between tradition and modernism, Focal is rich with a unique savoir-faire, which allows it to rise to the status of luxury manufacturer. All the research and development, the drive-unit manufacturing and loudspeaker assembly are concentrated on a single production site, where more than 200 people are driven by the same passion: to offer you the best of Focal loudspeakers.*



FOCAL



> Chorus 726 V and Chorus 706 V on stand S 700 V.



> Sides CNC machined from 25mm MDF.

# V design

## *Innovation is our business*

To permanently innovate, to create that which has never been tried, to develop the maximum of technologies and performance on an inexpensive speaker line, this is another facet of Focal innovation. For the first time in the history of Chorus, we have introduced an essential element such as design so that the speaker not only be perceived as a technical object that is too rational, and as inevitably boring as low-tech can be. Entrusted to the Parisian design house "Pineau et Le Porcher", the silhouette of Chorus 700 V is identical to that of Chorus 800 V.

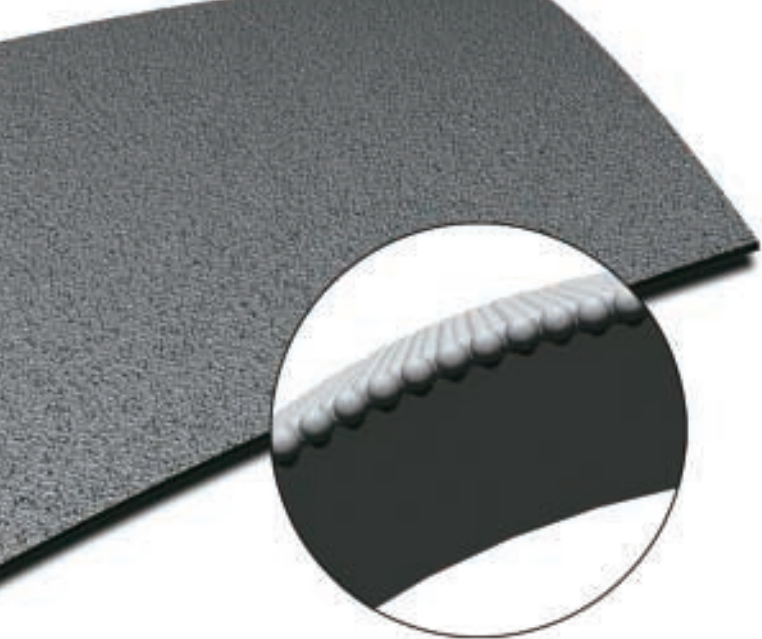
"V" is a strong symbol in this line, which is found in many style elements, such as the grill shape details, the non-parallel sides, and the outline in the injected metal housing of the tweeter. And one cannot forget the Polyglass® woofers ("glass" = "verre"), "V" being historically associated with this technology. Finally, the lines are very tight, immediately distinct in this entry-level loudspeaker.

But the style of Chorus 700 V is not gratuitous. It is drawn according to a design philosophy where each component must

be justified. All the panels, in MDF, have a minimum thickness of 20mm, and up to 25mm for the cheeks. Considerable internal braces, made from sophisticated, cut pieces from a single piece of MDF and integrating the passageways for the cabling, optimize the rigidity to offer a particularly effective barrier against vibrations. Lastly, exclusive construction solutions permitted us to maintain non-parallel partitions and therefore inhibit and prevent standing waves, a technological refinement until now unimaginable in this price segment. All these precisions work together to eliminate parasitic interaction in the cabinet, particularly in the lowest octave. It is truly these technical points where all the innovative and creative strengths of Focal materialize: to clear the way for new processes to turn what had been the impossible into a everyday Focal reality.



> The ever-present attention to detail is the trademark of a high-end Focal product. Aside from the MDF construction up to 25mm in thickness, multiple internal reinforcements which also integrate the routing of the cables, the non-parallel structure of the inside walls, the quality of finishing where each detail is maintained from the design stage... all this makes for cabinets that are truly unique in this price category.



> Our assisted build woofer production line allows us to retain the values of a traditional hand built driver.

The Polyglass membrane has been a Focal tradition for the last 15 years. Incessantly improving, it has matured today to a very high level of performance. The cellulose fiber cone offers renowned lightness and damping characteristics. But our special surface treatment of silica micro-balls gives the membrane a huge increase in rigidity for a negligible increase in mass. The definition and dynamic capacity of this membrane, when combined with a very powerful magnet, generate a very fine reproduction, with an exceptionally rich midrange.



# Made in Saint-Etienne

*The loudspeaker drive unit, too important a part to trust to others*

Loudspeakers remain at the heart of Focal's experience. From the reference line Utopia Be to Chorus V, from the woofer to the tweeter, all our loudspeakers are designed, developed and manufactured on our single production site in Saint-Etienne. This method is for us a powerful engagement, one particularly of quality, thanks to the mastery of all steps of manufacturing and quality control of this strategic component. It's also an extraordinary tool so that each loudspeaker can be considered as a unique element, carefully optimized

thanks to the concentration of all the means needed for development on one site. Each Focal loudspeaker is developed internally according to a precise application, which gives us a creative power without equivalent as we are not limited whatsoever to a supplier. The manufacturing of our loudspeakers has been kept internal thanks to the investment on our manufacturing line PMMC, a formidable industrial tool of which the daily capacity can rise to 1500 loudspeakers. From design up until final production, each loudspeaker of the Chorus

700 V line is a 100% internal Focal product. This approach enhances the value of Focal loudspeakers: inverted-dome tweeter in aluminum-magnesium alloy, Polyglass woofers... these technologies will not be found elsewhere than Focal. And so doing, we developed them exclusively for our own use.

> *The recent manufacturing line for the 6<sup>1/2</sup>" (16.5cm) drivers and that of the tweeters, the latter entirely new, are a major asset to combine elevated production capacity and the highest quality of manufacturing. This unique technology results in a sound without equal.*



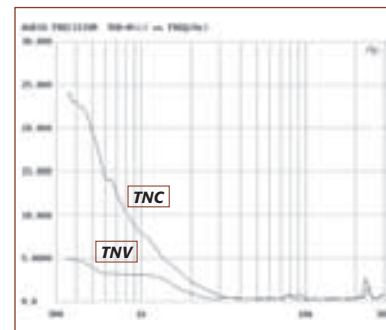
# Tweeter TNV

*When we improve our tweeter, the distortion is divided by six*

After the experience we gained in the creation of the famous tweeter in pure Beryllium, we invented the TNC tweeter, the first tweeter with the aluminum/magnesium alloy. This alloy proved to have excellent damping qualities too and resulted in the entirely new TNV of Chorus 700 V. A new mousse for surround suspension with reinforced mechanical properties, new configuration of the neodymium motor, entirely reconceived design, this new tweeter benefits from all the latest Focal research. Harmonic distortion is divided by three at 1000Hz, by 6 at

500Hz: the sweetness of the reproduction in the medium is transformed. Also, we entirely ceased the use of ferro-fluid in the tweeter, as the new motor design improves the power handling: the dynamic behavior of the tweeter is improved with a rendering of details and an air in the extreme treble of the utmost quality. The TNC tweeter had capitalized on the immense experience and knowledge acquired with the pure Beryllium tweeter of the Grande Utopia Be concerning the reproduction of higher frequencies: importance of damping, elimination of

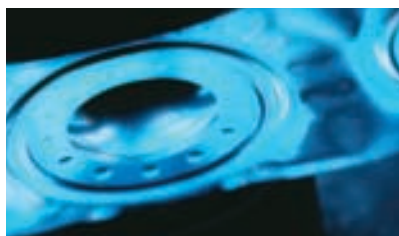
the phase piece for standing distortion, emergence of the concept of optimization of performance at the source, which consists of obtaining the characteristics of ideal loudspeakers without having to return to mechanical or electrical corrections at the crossover, a very risky and dangerous approach. Sweetness and dynamics in the treble, this is another quality that is traditionally reserved for the high-end.



> Comparative distortion curves between TNC tweeter of 2003 Chorus S and the TNV of Chorus V: the decrease in levels is spectacular.



> Tweeter production line.





> Aluminum TNV tweeter plate.

# Home Theatre

## *Ready for High Definition*

Home Theatre is a constant evolution. The arrival of new High Definition video formats, with their accompanying audio tracks exhibiting greater dynamics, power and richness demand that we go further. Quality stereo loudspeakers, when compared to vastly inferior Home Theatre models, are hard-pressed to express the emotion or sheer impact of a movie soundtrack. Our offering of subwoofer, as well as centre channel and surround speakers, has been developed in parallel with the other Chorus 700 V speakers to ensure a natural 3D sound field and an optimal spatial coherence. This allows the transition of sound effects from one

speaker to another to attain an incredibly realistic quality.

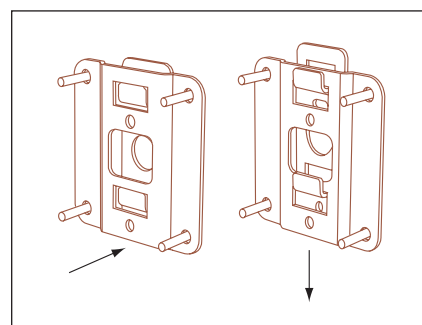
The CC 700 V centre speaker is a sealed, more compact version of the Chorus CC 800 V. It was designed to obtain adapted directivity curves that would surpass the limits of the traditional 2-way centre channel speaker (lack of stability in the 3D image, "megaphone" dialogue sound, poor transition between the other two front speakers). The quality of the dialogue and the resulting harmony with the other sound effects is exceptional.

The SR 700 V is a wall-mount surround speaker, equipped with our Polyfix® mounting system. Its performance is

such that the listener will be entirely immersed in the 3D image.

The SW 700 V inherits the motor of the famous SW 700 S of the preceding generation. The firmness of the bass from the 27cm woofer, married to the inexhaustible resources of the 300 Watt BASH® amplifier, surely benefits from the exceptional rigidity of the new Chorus 700 V cabinets.

All these loudspeakers benefit from the experience accumulated from Electra 1000 Be, Profile 900 and of course, the Utopia Be line as we continue on our obsessive quest: the recreated, live concert.



> The Polyfix® mounting system, consisting of two fitted metal pieces, is as simple as it is functional. It is as well extremely reliable.

> Chorus SR 700 V, black satin lacquer finish.



> Chorus 726 V, CC 700 V and SW 700 V.

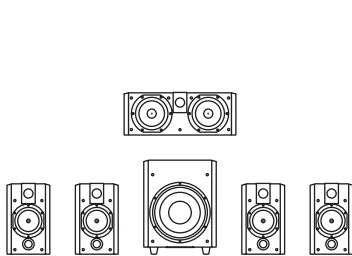


> Chorus SW 700 V subwoofer with BASH® amplifier.

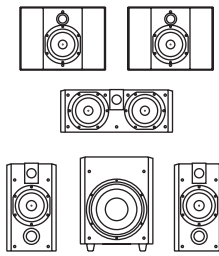
> Bi-wiring is a entirely abandoned technology on the entirety of the Focal line-up. Rather than invest in a unworthy and useless functionality (the design of our OPC crossovers rises above inferior, bi-wired designs) of which there is limited demand, we prefer to utilize new, hi-end moulded connectors. Their winged form assures a well-tightened coupling.



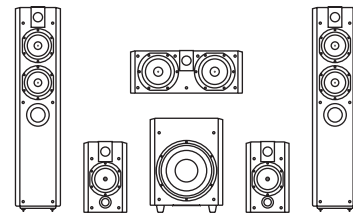
# Home Theatre configurations



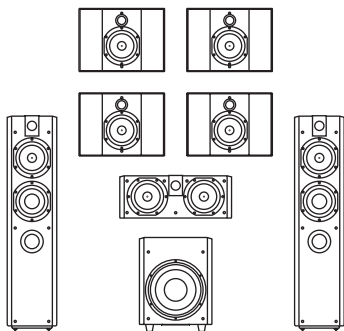
> Front and surround: 705 V (x4)  
Center: CC 700 V  
Subwoofer: SW 700 V



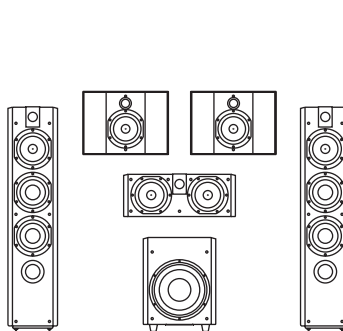
> Front: 706 V (x2)  
Center: CC 700 V  
Surround: SR 700 V (x2)  
Subwoofer: SW 700 V



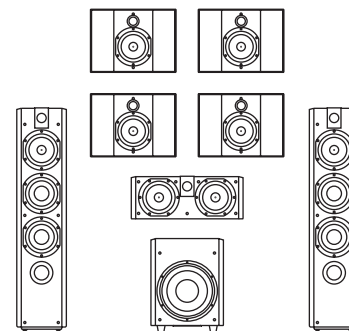
> Front: 714 V (x2)  
Center: CC 700 V  
Surround: 705 V (x2)  
Subwoofer: SW 700 V



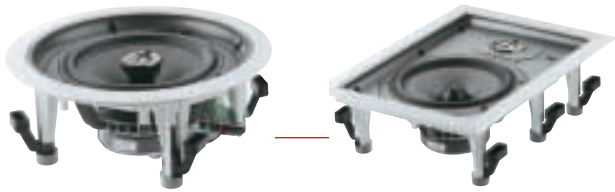
> Front: 716 V (x2)  
Center: CC 700 V  
Surround: SR 700 V (x4)  
Subwoofer: SW 700 V



> Front: 726 V (x2)  
Center: CC 700 V  
Surround: SR 700 V (x2)  
Subwoofer: SW 700 V



> Front: 726 V (x2)  
Center: CC 700 V  
Surround: SR 700 V (x4)  
Subwoofer: SW 700 V



> The Chorus V range has two models suitable for custom installation, the IC 706 V and IW 706 V. (refer to Custom line).



Chorus 705 V is the ideal loudspeaker for installation in rooms of modest dimensions (approximately 15m<sup>2</sup>). With a responsive and lively bass, it represents the foundations of a great system, especially when paired with the SW 700 V subwoofer.



Chorus 706 V is the epitome of a reference, compact loudspeaker: a true Focal tradition. Superbly balanced and neutral, its accuracy and definition are ideal for rooms near 20m<sup>2</sup> without a drop in perceived volume.



The smallest of the Chorus V floorstanders exhibits a fine form with a minimal footprint. Elaborate yet balanced, the Chorus 714 V benefits from two 5" (14cm) woofers in a 2-and-a-half way configuration to deliver solid bass. Ideal for rooms of 15 to 25m<sup>2</sup>.



The Chorus 716 V examines the 2-and-a-half way formula in a high-end configuration, with two 6 1/2" (16.5cm) woofers working in tandem in the bass (only the higher unit also reproduces the midrange). Double the bass impact for rooms up to 30m<sup>2</sup>.

### Chorus 705 V Amati finish

### Chorus 706 V Amati finish

### Chorus 714 V Amati finish

### Chorus 716 V Amati finish

• Type	2-way bass-reflex bookshelf speaker, wall mounting.	2-way bass-reflex bookshelf speaker.	2 1/2-way bass-reflex floor standing speaker.	2 1/2-way bass-reflex floor standing speaker.
• Drivers	5" (14cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.	6 1/2" (16.5cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.	5" (14cm) Polyglass woofer. 5" (14cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.	6 1/2" (16.5cm) Polyglass woofer. 6 1/2" (16.5cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.
• Frequency response (±3dB)	65Hz - 28kHz	55Hz - 28kHz	52Hz - 28kHz	50Hz - 28kHz
• Low frequency point [-6dB]	57Hz	47Hz	43Hz	41Hz
• Sensitivity (2.83V/1m)	89dB	90dB	91dB	91.5dB
• Nominale impedance	8 Ohms	8 Ohms	8 Ohms	8 Ohms
• Minimum impedance	3 Ohms	3.6 Ohms	4.2 Ohms	4.3 Ohms
• Crossover frequency	3 000Hz	3 000Hz	300Hz / 3 000Hz	300Hz / 3 000Hz
• Recommended amplifier power	25 - 100W	25 - 120W	25 - 150W	40 - 200W
• Dimensions (HxWxD)	12 3/8" x 7 9/16" x 9 3/4" (315x192x248mm)	15 3/8" x 8 3/4" x 11 9/16" (390x222x293mm)	35 7/16" x 8 x 11 5/8" (900x201x295mm)	37 3/8" x 8 3/4" x 13 3/8" (950x222x340mm)
• Net weight	12.5lbs (5.7kg)	18lbs (8.2kg)	35.6lbs (16kg)	45.1lbs (20.5kg)



> 24" (60cm) optional Chorus S 700 V stand



The Chorus 726 V is the accessible high-end loudspeaker incarnate: technically very advanced, its 3-way design marries the exceptional definition of the medium with the power of the two 6 1/2" (16.5cm) woofers. A great sound, ample, generous, and more... up to 40m².



The Chorus CC 700 V is a centre loudspeaker that has been phase-optimized to offer an optimal directionality. Its qualities of dynamics, linearity and timbre are equally in phase with the ensemble of the Chorus 700 V line to maintain an excellent sonic coherence.



The same drive-units as in the Chorus V line, in a very flat and compact loudspeaker, this is the key to the SR 700 V. It is aesthetic, discrete and an all-out performer! Ideal to fill large surround spaces and to accompany Chorus 700 V in multi-channel mode



A considerable evolution of the famous SW 700 S subwoofer of the last generation, the new SW 700 V uses the same motor (BASH® amplifier and 11" Polyglass woofer) in a more elaborate cabinet design which is among other things, much more rigid. More depth, more impact.

	<b>Chorus 726 V</b> Amati finish	<b>Chorus CC 700 V</b> Amati finish	<b>Chorus SR 700 V</b> Black finish	<b>Chorus SW 700 V</b> Amati finish
• Type	3-way bass-reflex floor standing speaker.	2-way bass-reflex shielded center speaker.	2-way sealed bipolar effects speaker, Polyfix® wall bracket.	Active bass-reflex subwoofer.
• Drivers	2x6 1/2" (16.5cm) Polyglass woofers 6 1/2" (16.5cm) Polyglass midrange 1" (25mm) TNV Al/Mg inverted dome tweeter.	2x6 1/2" (16.5cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.	6 1/2" (16.5cm) Polyglass mid-bass. 1" (25mm) TNV Al/Mg inverted dome tweeter.	11" (27cm) Polyglass woofer.
• Frequency response (±3dB)	49Hz - 28kHz	61Hz - 28kHz	75Hz - 28kHz	36Hz - 160Hz
• Low frequency point (-6dB)	39Hz	52Hz	65Hz	29Hz
• Sensitivity (2.83V/1m)	91.5dB	91dB	90dB	<b>Subwoofer features</b> Adjustable 40Hz to 160Hz, phase inverter, Autopower, Lfe (mono) and Stereo input.
• Nominal impedance	8 Ohms	8 Ohms	8 Ohms	
• Minimum impedance	2.9 Ohms	5.2 Ohms	3.7 Ohms	
• Crossover frequency	300Hz / 3 000Hz	3 000Hz	3 000Hz	
• Recommended amplifier power	40 - 250W	25 - 200W	25 - 100W	300W (450W max.) BASH® amplifier
• Dimensions (HxWxD)	39x8 <sup>3/4</sup> x14 <sup>3/4</sup> " (990x222x375mm)	7 <sup>5/16</sup> x19 <sup>7/16</sup> x9" (185x493x229mm)	11 <sup>5/8</sup> x15 <sup>5/8</sup> x5 <sup>7/8</sup> " (295x398x149mm)	16 <sup>9/16</sup> x12 <sup>13/16</sup> x17 <sup>1/16</sup> " (420x326x433mm)
• Net weight	51.7lbs (23.5kg)	16.5lbs (7.5kg)	10.3lbs (4.7kg)	33.7lbs (15.3kg)



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