



# ZEN CAN

Class A Analogue Headphone Amplifier

Retail price:  
GBP £229 / USD \$229

# Summary

“Serenity in Every Detail”

Headphone Amplifier with XMEMS support and EQ modes

## USPs:

XMEMS micro-speaker support

XBass+, XSpace, Movie and Gaming analogue EQ modes

## Key features:

Delivers up to 2,000mW output power

3 Analogue Inputs with selection switch

Balanced 4.4mm Inputs and Output

0-18dB gain adjustment



# Section 1: Marketing

# Messaging & Tagline

In a world full of noise, welcome to ZEN.

“With the darkest background, one discovers the tiniest details.”

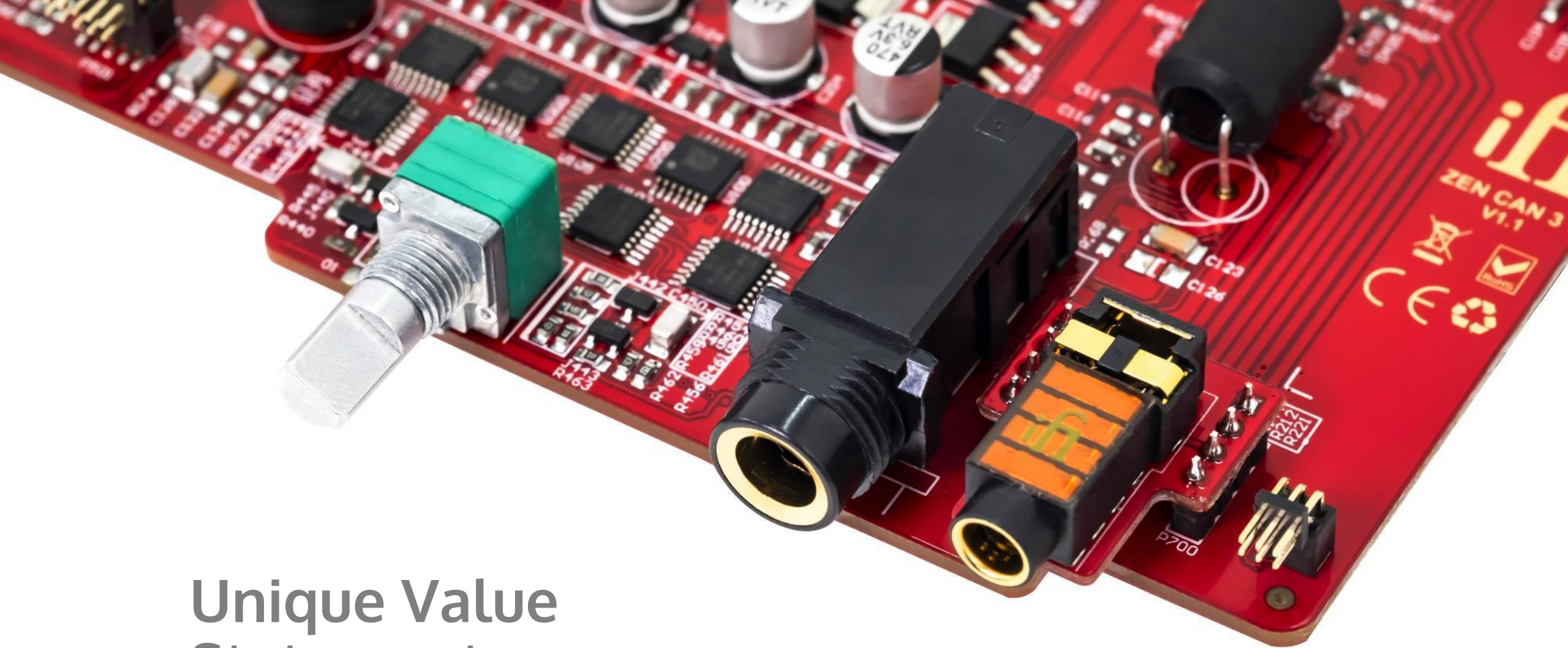


# Story

In today's busy, fast-paced, and noisy world, we recognize the transformative power of music. It can transport you to a serene, tranquil place where melodies uplift and vocals move you to tears.

Our new headphone amplifier, with its sleek design and unparalleled performance, immerses you in a world of pure harmony. Rediscover your music and experience true purity with the ZEN CAN 3.



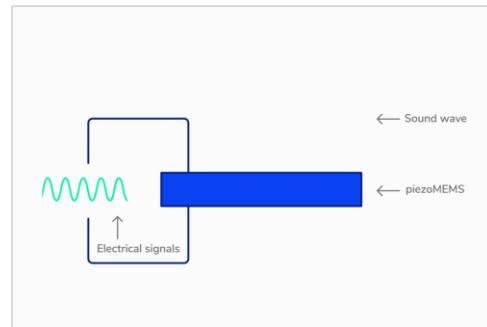
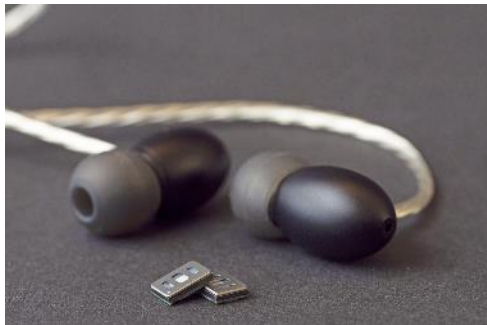


## Unique Value Statements

# Supports xMEMS



ZEN CAN 3 now supports IEMs using **xMEMS** technology, an innovative speaker technology pushing the boundaries of headphone performance.



- Some 150x faster than mechanical drivers
- Virtually no phase shift

# Gaming and Movie Modes



ZEN CAN 3 expands its capabilities with two new analogue EQ modes, specifically tuned for Gaming and Movies.

Streamed content often suffers from hollow and muffled dialogue. **Movie** mode enhances the vocal presence range, making subdued dialogue in streamed content crystal clear.



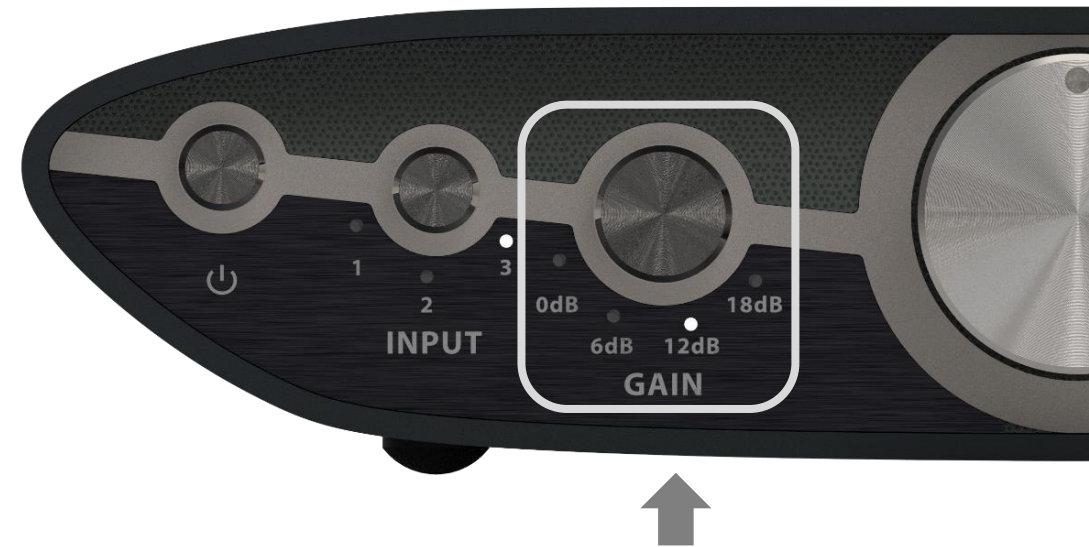
**Game** mode sharpens subtle, low-level sound effects, giving gamers an unfair advantage by making even the softest footsteps and faintest rustles more distinct.



# Prodigious Power

ZEN CAN 3 with **2,000mW** continuous output power – serious power for difficult to drive headphones.

**0-18dB** adjustable **gain**, with +6dB steps to perfectly match your headphones.





Unique Selling Points

# Key Features

## **XBass+**

XBass+ restores lost bass from open headphones

**2,000mW**

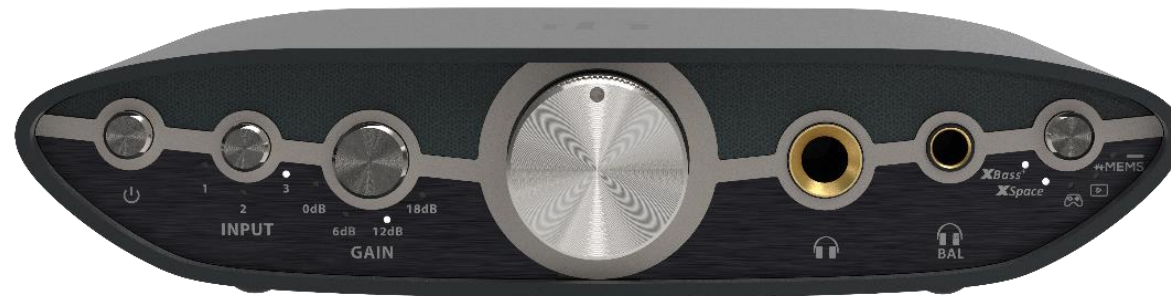
Delivers up to 2,000mW output power

## **XSpace**

XSpace recreates the cavernous soundstage of recordings

## **+MEMS**

Compatible with xMEMS micro speaker technology



Movie and Gaming analogue EQ modes

## **Class A**

**Discrete**

Class A Discrete circuitry trickles down from flagship iCAN Phantom

# Target Audience

## Characteristics:

**Demographics:** 20+ Years  
**Income:** USD 2,000-4,000pm

## Need for CAN 3

A headphone amplifier to power their collection, from xMEMS IEMs to Planars

## Categories

Audio Enthusiasts, Head-Fi Enthusiasts, Tech Enthusiasts, Content Watchers, Gamers



## Section 2: Tech



# Features and Functionality

# Design Language

Julien Haziza, iFi's innovative French chief designer, focused on architectural design, organic shape, and artistic feel when designing the new ZEN series aesthetic.

A real effort was made to make a series that spoke the same **design language**.



# Evolution of ZEN CAN



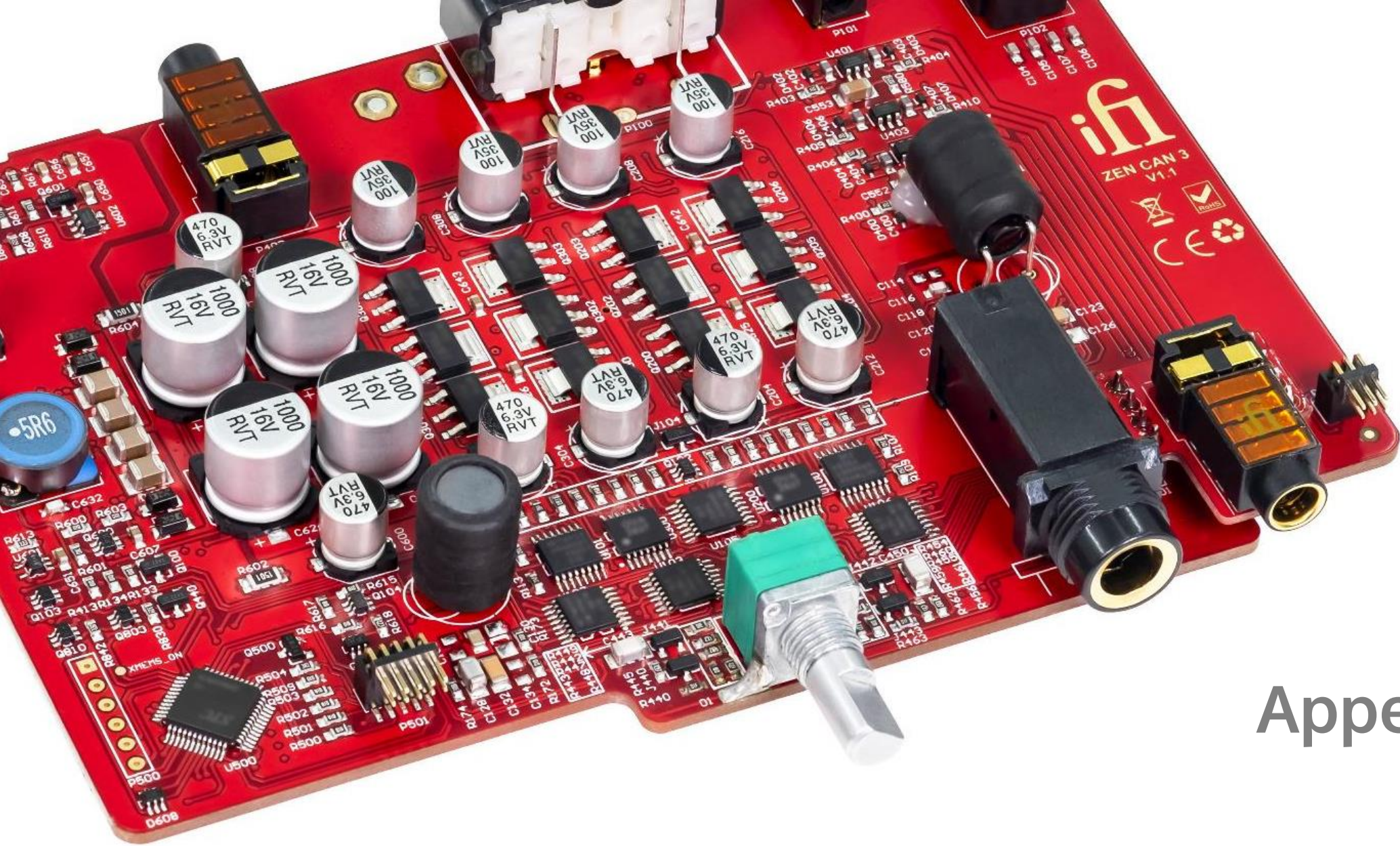
		ZEN CAN 3	ZEN CAN Signature	ZEN CAN
<b>Retail Price</b>		\$229	\$299	\$199
<b>Analogue Inputs</b>		Balanced 4.4mm Single-Ended 3.5mm RCA	Balanced 4.4mm Single-Ended 3.5mm RCA	Balanced 4.4mm Single-Ended 3.5mm RCA
<b>Analogue Output</b>		Balanced 4.4mm	Balanced 4.4mm	Balanced 4.4mm
<b>Headphone Outputs</b>		Balanced 4.4mm Single-Ended 6.35mm	Balanced 4.4mm Single-Ended 6.35mm	Balanced 4.4mm Single-Ended 6.35mm
<b>Output Power (RMS)</b>	Balanced Single-Ended	2,000mW @ 64Ω 1,600mW @ 32Ω	1,890mW @ 64 1,600mW @ 64	1,890mW @ 64Ω 1,600mW @ 32Ω
<b>XMEMS</b>		>21Vpp (Balanced 4.4mm), 22Ω, 11V DC Bias	-	-
<b>EQ Modes</b>		XBass+ XSpace Gaming Movies	XBass XSpace	XBass+ XSpace
<b>Dimensions</b>		158 x 117 x 35mm (6.2 x 4.6 x 1.4")	158 x 117 x 35mm (6.3 x 4.6 x 1.4")	160 x 117 x 35mm (6.3 x 4.6 x 1.4")
<b>Net Weight</b>		495g (1.09 lbs)	550g (1.21 lbs)	515g (1.14 lbs)
<b>Other Features</b>		-	Military-spec PCB ELNA Silmic II and OS-CON capacitors iPower2 Power Supply	



# Specifications



<b>Analogue Inputs</b>		Balanced 4.4mm Single-Ended 3.5mm RCA
<b>Analogue Output</b>		Balanced 4.4mm
<b>Headphone Outputs</b>		Balanced 4.4mm Single-Ended 6.35mm
Output Power (RMS)	Balanced Single-Ended	2,000mW @ 64Ω 1,600mW @ 32Ω
Output Impedance	Balanced Single Ended	<2Ω <1Ω
THD+N	Balanced Single-Ended	<0.006% <0.006%
<b>XMEMS</b>		>21Vpp (Balanced 4.4mm), 22Ω, 11V DC Bias
SNR	Balanced Single-Ended	>125dB >122dB
DNR	Balanced Single-Ended	119dBA @ 0 dBFS 119dBA @ 0 dBFS
<b>Line Output</b>		
Output Level		4Vrms (0dB 200kΩ load)
Output Impedance		<200Ω
<b>Frequency Response</b>		10Hz-200kHz (-3dB)
<b>Dimensions</b>		158 x 117 x 35mm (6.2 x 4.6 x 1.4")
<b>Net Weight</b>		495g (1.09 lbs)
<b>Limited Warranty</b>		12 months*



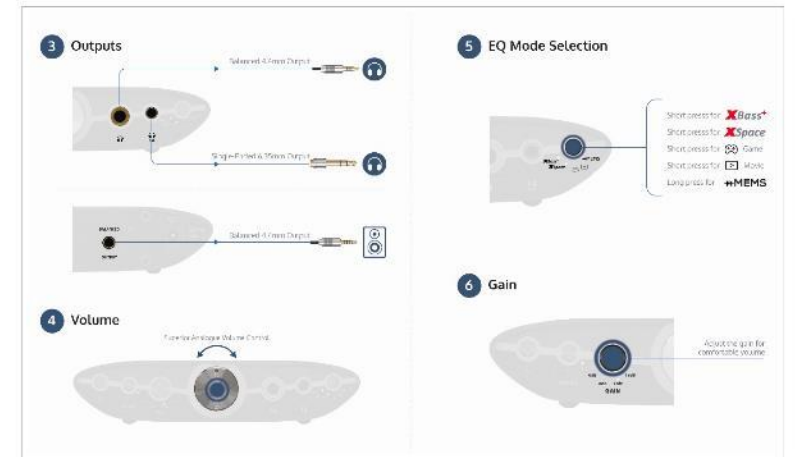
# Appendix

# Contents



## ZEN CAN

### What's In The Box



# Connections



Single-Ended  
6.35mm



Balanced  
4.4mm



Balanced  
4.4mm Input



Single-Ended  
3.5mm Input



Single-Ended  
RCA Input



Balanced  
4.4mm Output



Power  
DC 5V Input

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