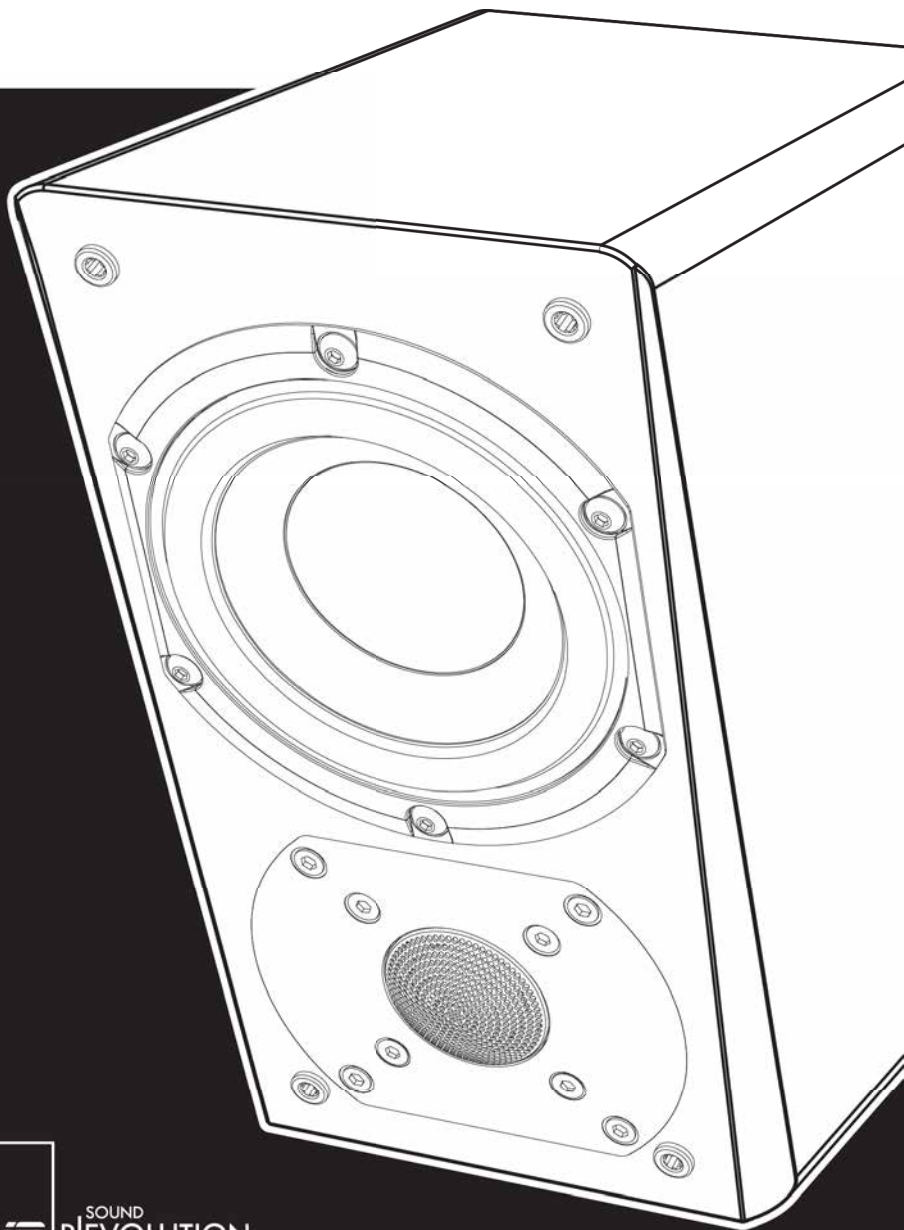


DIGITAL  
CINEMA

AVAILABLE AT  
DIGITAL CINEMA

OWNER'S MANUAL

# SVS PRIME ELEVATION







*Thank you for choosing SVS. We believe a perfect fusion of technology and passion is the key to designing world-class audio products. We think you'll agree. Happy listening!*

The SVS Prime Elevation is the world's most versatile home theater speaker and ready for nearly any application, location, and position. It is an ideal solution for DTS:X®, Auro-3D® and all other height effect and home theater surround sound formats because it is acoustically engineered to offer the same detailed frequency response and lively dynamics, no matter what role it's playing. Because it is a direct radiating speaker and doesn't rely on ceiling or wall bounce, it offers superior performance when compared to other height speakers.

The Prime Elevation was thoughtfully engineered to be a pioneer among speakers with unmatched potential in any home theater set-up. Even the logo on the front grille is adjustable to match your placement choice, because we know perfection matters.

All of the hardware and instructions you need to install the SVS Prime Elevation Speaker are included. If you have questions about installation, wiring, optimizing sound quality or anything else, please contact our SVS Sound Experts support team for prompt, professional service.

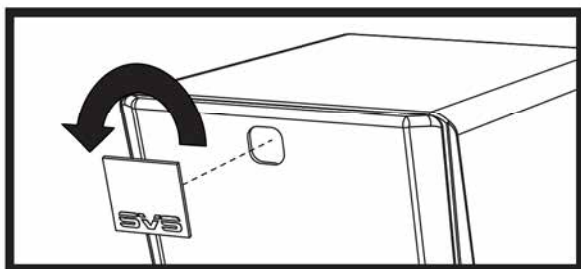
[www.svsound.com](http://www.svsound.com) • [custservice@svsound.com](mailto:custservice@svsound.com) • (877) 626-5623

# TABLE OF CONTENTS

ADJUSTABLE SVS GRILLE LOGO.....	3
RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS.....	3
DOWN-FIRING HEIGHT EFFECTS SPEAKER.....	4
UP OR DOWN-FIRING CENTER CHANNEL SPEAKER.....	6
UP OR DOWN-FIRING FRONT CHANNEL L-C-R SPEAKER.....	6
SIDE OR REAR FIRING SURROUND SPEAKER.....	7
BIPOLE/DIPOLE SURROUND SPEAKER.....	8
WIRING YOUR PRIME ELEVATION SPEAKERS.....	9
MOUNTING THE SVS MULTI-ANGLE WALL BRACKET (PATENT PENDING).....	10
INSTALLING FEET FOR SURFACE PLACEMENT.....	12
CONNECTING TO YOUR AV RECEIVER.....	13
CARING FOR YOUR SVS PRIME ELEVATION SPEAKERS.....	13
WARRANTY.....	14
SHARE YOUR THOUGHTS.....	14
FEATURES & SPECIFICATIONS.....	15

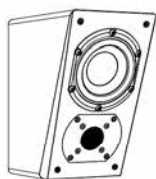
## ADJUSTABLE SVS GRILLE LOGO

A unique feature of the Prime Elevation Speakers is the magnetic SVS grille logo that can be removed and reattached for proper alignment, no matter what position the speaker is being used in. Simply pull the magnetic logo off with your fingertips, rotate and reattach in the desired position.

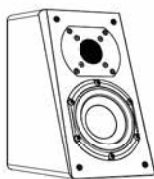


## RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

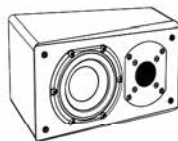
The incredible versatility of the SVS Prime Elevation speaker gives you several options when choosing how and where to use it. There is no sideways or upside down with the SVS Prime Elevation. It is acoustically engineered to offer the same amazing performance no matter what role it's playing. The speaker addresses a multitude of placement and set-up challenges and offers the fidelity of an expertly designed Height Effects, Center Channel, Front Channel L-C-R, Surround Sound, and/or Bipole/Dipole Surround speaker, from a single solution. The following sections highlight the best practices for installing your SVS Prime Elevation in each application.



**DOWN-FIRING**



**UP-FIRING**



**SIDE-FIRING**

Room shape, furniture, design elements and other conditions are always a factor with speaker placement, so our SVS Sound Experts are available seven days a week to provide helpful advice if you have a challenging room or don't know where to start: 1.877.626.5623, [custservice@svsound.com](mailto:custservice@svsound.com), [www.svsound.com](http://www.svsound.com).

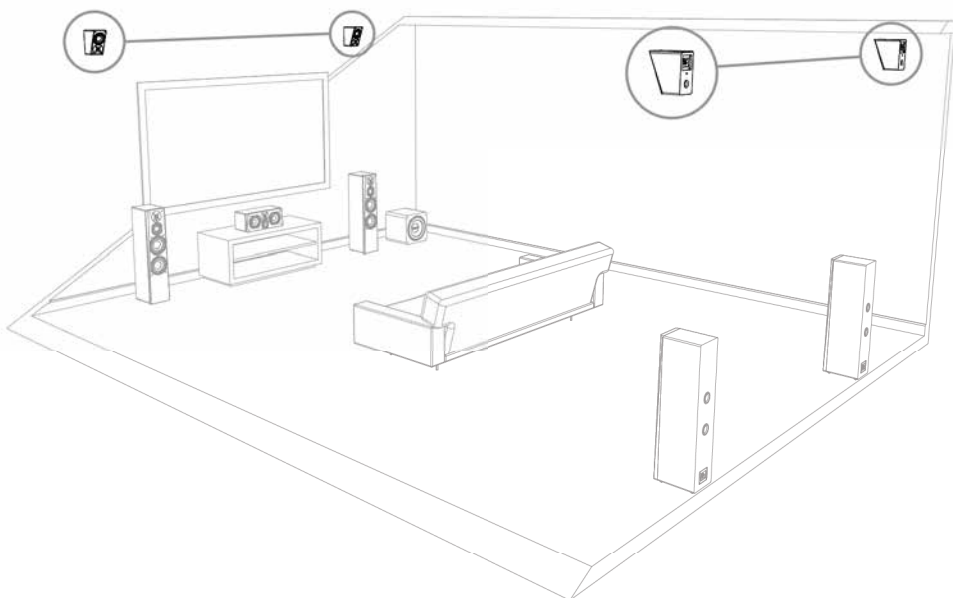
# RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

## Down-Firing Height Effects Speaker

New audio formats such as DTS:X®, Auro-3D® and others make use of object based “height effect” speakers to create an even more immersive audio experience. Most height effect speakers rely on a flawed technique in which sound-waves radiating from the speakers bounce off the ceiling before reaching your ears. This requires perfect room conditions, as well as the speakers to be frequency response limited to be effective. The SVS Prime Elevation Speaker is not frequency response limited and sends sound waves directly to your ears making it a much more adaptable solution for any room.

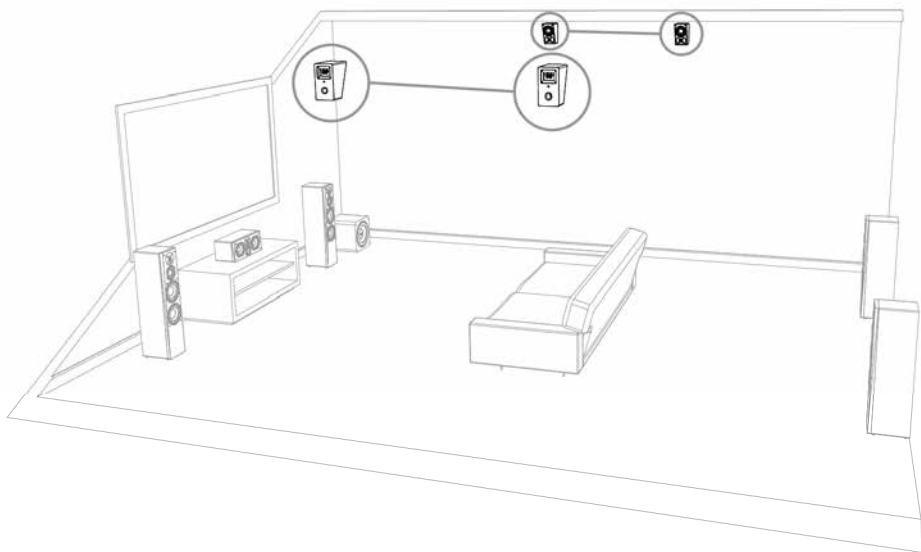
To achieve this effect, the SVS Prime Elevation speakers should be mounted to the side walls or rear wall, as close to the ceiling as possible. The diagrams below highlight the optimal angles for speaker placement, relative to the primary listening area. Most height effect speaker installations make use of two or four height effects speakers integrated into a traditional surround sound configuration such as 5.1, 7.1, 11.2 etc.

### 5.1.4 system with front/rear height channels

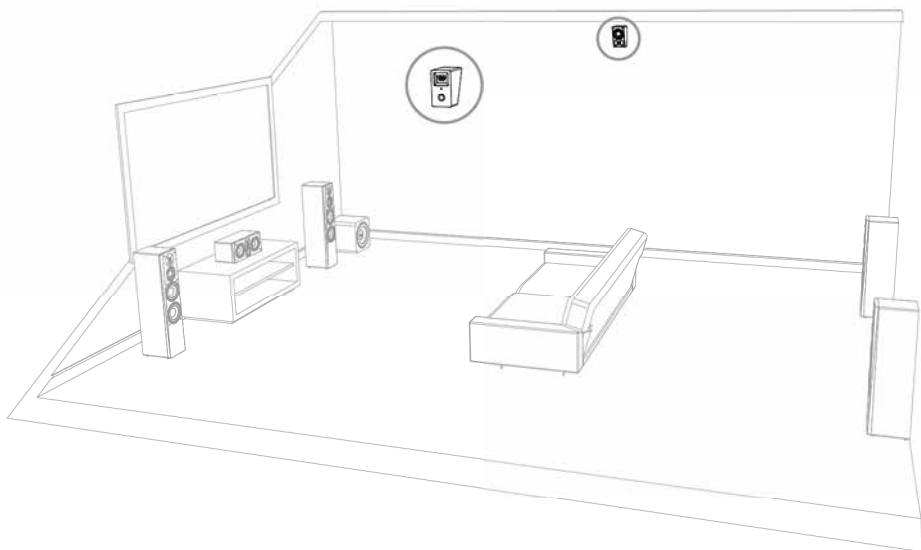


# RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

## 5.1.4 system with four side height channels



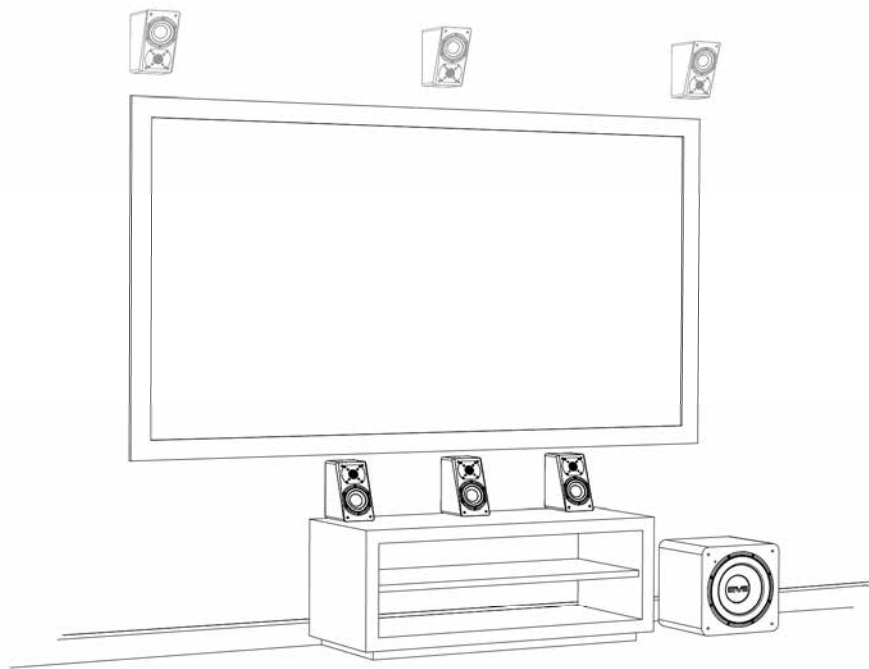
## 5.1.2 system with two side height channels



## RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

### Up or Down-Firing Center Channel Speaker

The SVS Prime Elevation is an ideal center channel speaker solution when placement at ear level is not possible. Because of its angled front baffle, it can be placed on a piece of furniture below a TV and angled up, or high on the wall above a screen and angled down toward the listening area. The center channel should always be centered, relative to the screen and primary seating position for optimum dynamics and sound quality.



### Up or Down-Firing Front Channel L-C-R Speaker

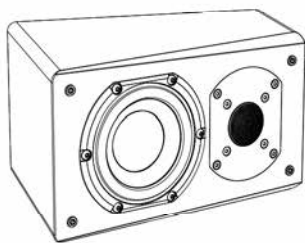
The Prime Elevation Speakers can also be used in an up or down-firing position as Front, Left, and Front Right speakers. As above, all three speakers can be placed down closer to the floor and angled up towards the listening area. Likewise, all three speakers can be placed across the top of the front wall and angled down towards the listening area.

If you have more than one row of seating, we recommend using the high position so the sound can reach the rear seating with impact.



# RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

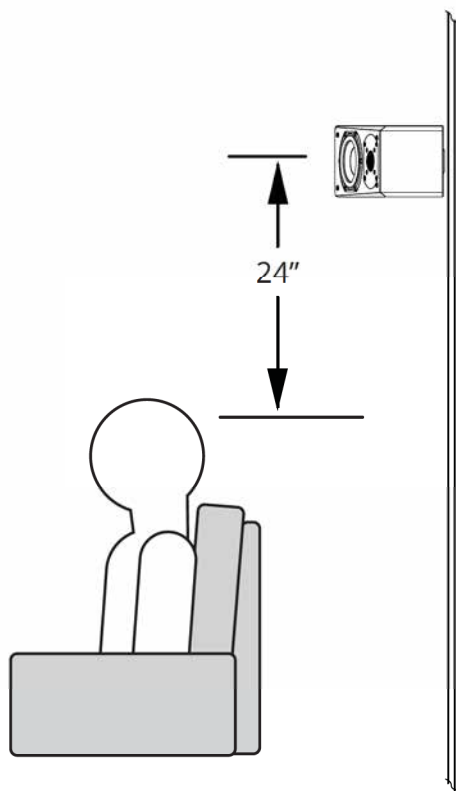
## Side or Rear-Firing Surround Sound Speaker



The SVS Prime Elevation offers great flexibility as a surround sound speaker in any set-up, but especially when placement on a side or rear wall is not optimal. As a side surround, the Elevation can be placed towards the back of the room in a front firing position. For rear surround channels, the speakers can be placed on a side wall in a rear firing position. Since the angled front baffle is directing the sound towards the back wall, it will provide rear surround effects and a diffuse sound field.

The mounting height is important to consider when locating the best position for your SVS Prime Elevation Speakers, especially when using as a rear or side surround. For the best sense of spaciousness, we recommend the tweeter height of your speaker be about two feet above ear level at the listening position.

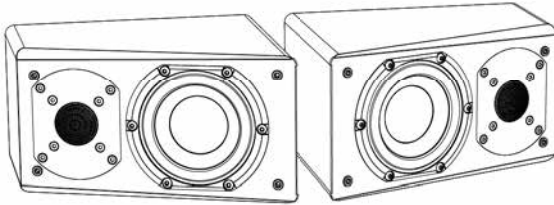
If overhead effects speakers are already being used in other channels of the system, we recommend mounting the Prime Elevation closer to ear level when used as surround speakers.



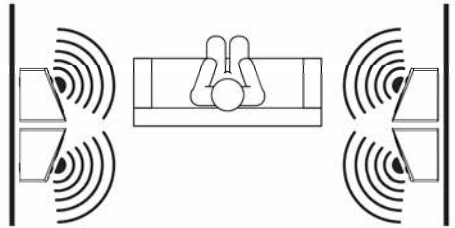
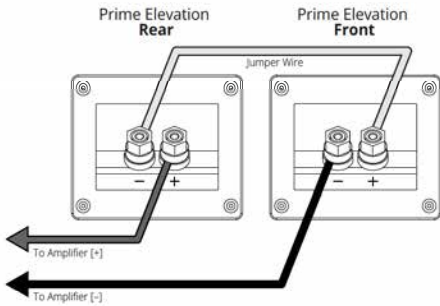
# RECOMMENDED PRIME ELEVATION PLACEMENT OPTIONS

## Bipole or Dipole Surround Sound Speaker

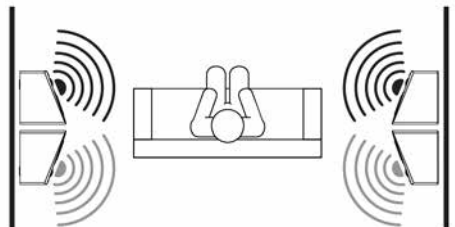
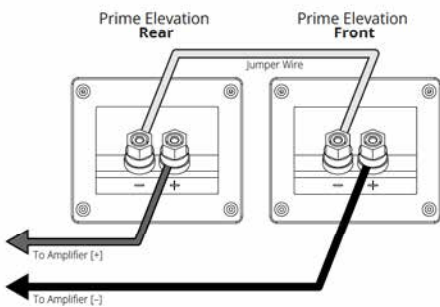
A pair of Prime Elevation speakers can be used together to make a traditional bipole or dipole surround speaker. To do this, you will use one surround channel from your AV receiver, and the speakers must be wired together in series.



**Bipole Mode** - Bipole mode is recommended for home theater systems which have a 7.1 AV receiver and use dedicated side surround and rear surround speakers. In bipole mode, both sets of speakers have the same output, which is "in phase". This will provide a more localized and directional surround sound effect.



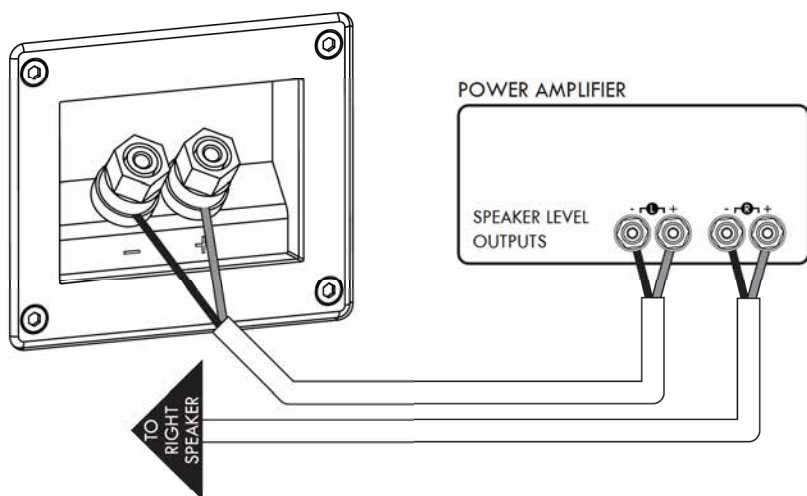
**Dipole Mode** - In dipole mode, one Elevation speaker is electrically reversed from the other, or "out of phase." This will provide a more diffuse and non-directional surround sound effect.



## WIRING YOUR PRIME ELEVATION SPEAKERS

The SVS Prime Elevation Speakers include convenient gold-plated five-way binding posts, which accept wires terminated with banana plugs, speaker pins, spade connectors and bare wire. As with any speaker wire run, it's a smart idea to measure twice, cut once and allow an extra foot or two, just to be safe.

Once you have the proper length, simply connect each speaker to the appropriate channel of your receiver or power amplifier. Always be sure to maintain proper +/- polarity between the speaker and the amplifier.

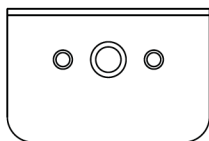


# MOUNTING WITH THE SVS MULTI-ANGLE WALL BRACKET

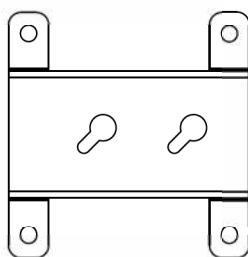
Your SVS Prime Elevation Speaker is ready to be mounted right out of the box and all the hardware you need to mount your SVS Prime Elevation Speaker is included. It also features a universal mounting option with a 1/4" brass insert that works with many other mounting kits.

When installing the SVS Multi-Angle Wall Bracket (patent pending), it is best to screw it directly into a stud or structural part of the wall. If mounting directly to a stud is not a viable option, use drywall or masonry anchors rated to support weights of 10 pounds or more.

## Installation Hardware:



Speaker Bracket



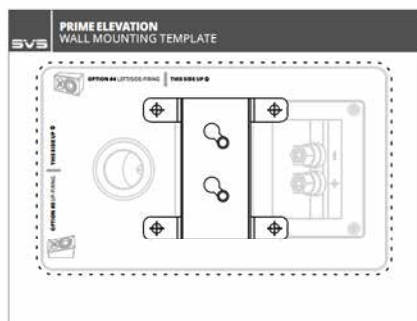
Multi-Angle Wall Bracket  
(patent pending)



1/4"-20 Screws



Screws &  
Wall Anchors



Mounting Template

# MOUNTING WITH THE FOUR-WAY WALL BRACKET

## Mounting Instructions:

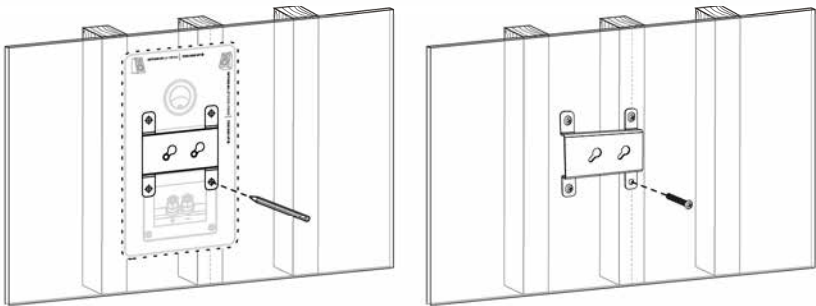
The SVS Prime Elevation's flexible Multi-Angle Wall Bracket (patent pending) allows you to position the speaker in any of four directions: up or down firing, and side or rear firing, depending on how it's being used.

- 1) Place the mounting template on the wall to confirm the exact location and positioning of your Prime Elevation speaker based on the recommended placement options.

*Note: It is important the Multi-Angle Wall Bracket (patent pending) be installed with two or more screws in a stud to ensure stable mounting.*

- 2) Push a pencil through the marked screw locations on the mounting template. Be sure to note where your speaker wire will be located relative to the terminals in the mounting template.

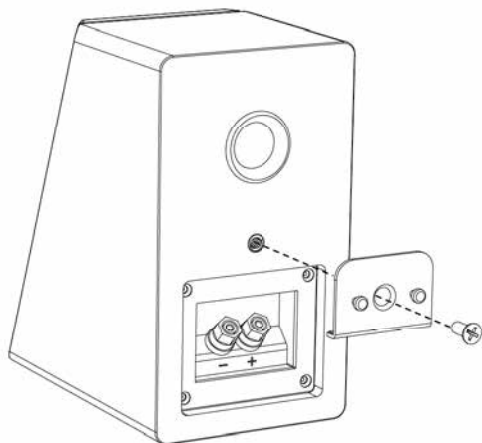
- 3) Use the included hardware to attach the wall bracket to the wall. This is a good time to measure and prepare your speaker wire if you haven't already.



*Note: If you have any questions about the correct hardware for mounting the Multi-Angle Wall Bracket (patent pending), please contact our SVS Sound Experts.*

## MOUNTING WITH THE FOUR-WAY WALL BRACKET

4) Attach the included speaker bracket with the  $\frac{1}{4}$ " screw into the brass insert on the back of the speaker. Make sure the speaker bracket is locked into position with the lip closest to the terminal. The foam EVA gasket will ensure a tight fit with the speaker.

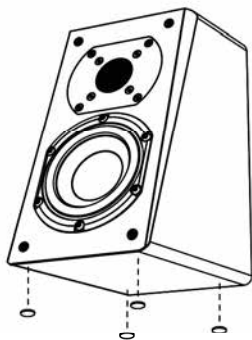


5) Connect the speaker wire to your binding posts and hang the Prime Elevation on the Multi-Angle Wall Bracket (patent pending) as shown. The foam gasket will make a tight fit and reduce any possible vibration noise.

*Note: There will be about  $\frac{3}{4}$ " of space between the rear of the speaker and the wall to provide enough space for both the port and your speaker wire connection.*

## INSTALLING FEET FOR SURFACE PLACEMENT

The SVS Prime Elevation Speakers include stick-on bumper kits that can be attached to the bottom to offer protection when placed on speaker stands, desktops, shelves and other surfaces.



## CONNECTING TO YOUR AV RECEIVER

The rear panel of your AV receiver has a variety of connection terminals for wiring your Prime Elevation speakers, depending on the chosen application. Because terminology varies among manufactures, please consult your AV Receiver or Processor's instruction manual to identify the proper terminals to use when connecting the speakers. The most common terms used to label channels are Front, Center, Surround, Side Surround, and Rear Surround. Object-based speaker terminals are often listed as Elevation, Height Effect or by the actual audio format (DTS:X®, Auro-3D® or others).

If you're using the Prime Elevation as a height effect speaker and are having difficulty hearing the effects with clarity, you can raise the volume levels for that specific channel in your AV receiver settings to get the most impact possible.

Our SVS Sound Experts are familiar with all brands of AV Receivers and Amplifiers, so if you feel like anything is off or have any questions, just email [custservice@svsound.com](mailto:custservice@svsound.com) or call (877) 626-5623.

## CARING FOR YOUR PRIME ELEVATION

Your Prime Speakers may be gently cleaned as follows:

- Use a dry microfiber duster to remove any loose surface dust.
- Use a water-damp microfiber cloth to remove fingerprints, smudges and other contaminants. Wipe in one direction only.
- Follow any damp cleaning immediately with a dry microfiber cloth. Again dry wipe in one direction only.

## 5-YEAR UNCONDITIONAL WARRANTY

SVS offers the industry's most comprehensive warranty on all our products. SVS warrants the Prime Elevation Speakers and all of its products to be free from defects in the workmanship for five years from date of purchase.

This, and all of the SVS customer Bill of Rights can be viewed online at [www.svsound.com/bill-of-rights](http://www.svsound.com/bill-of-rights).

## SHARE YOUR THOUGHTS

At SVS, we strive to deliver products that surpass every expectation. After you have had an opportunity to install and audition your Prime Elevation Speakers, please share your comments for our team and other customers to see.



Write a review at [svsound.com](http://svsound.com)



Post at [facebook.com/SVSound](https://facebook.com/SVSound)



Follow [instagram.com/SVS\\_Sound](https://instagram.com/SVS_Sound)



Tweet @[SVS\\_Sound](https://twitter.com/SVS_Sound)



# PRIME SPEAKER FEATURES & SPECIFICATIONS

*ALL SPECIFICATIONS ARE SUBJECT TO CHANGE. SVS IS CONSTANTLY WORKING TO IMPROVE OUR PRODUCTS AND GIVE YOU, THE CUSTOMER, THE BEST LISTENING EXPERIENCE FROM YOUR PURCHASE.*

## **PRIME ELEVATION**

### **Frequency Response and Electro-Acoustic Data:**

- Rated bandwidth: 55 Hz-25 kHz (+/-3 dB).
- Nominal impedance: 8 ohms.
- Sensitivity: 87 dB (2.83V @ 1 meter full-space, 300-3kHz).
- Recommended amplifier power: 20-150 watts.

### **Loudspeaker Physical Description:**

- Piano Gloss Black, Gloss White, and Black Ash finish options
- 5-way binding posts
- 1" wide-flared rear-firing port
- Cloth grille with pin/cup retention system
- Magnetic SVS Logo which can be removed and oriented according to speaker application.
- Elastomer stick-on bumper feet (adds 3mm to height)
- Unique SVS Multi-Angle Wall Bracket (patent pending) system that allows speaker to be wall mounted in any of 4 positions
- ¼" brass insert for use with included SVS Multi-Angle Wall Bracket (patent pending) and other bracket mounting systems.
- Cabinet Dimensions: 9.25" (H) X 5.44" (W) X 7.88" (D)
- Overall Dimensions: 9.4" (H) X 5.44" (W) X 8.33" (D) (includes grille, binding posts and bumper feet)
- Overall Dimensions: 9.25" (H) X 5.44" (W) X 8.98" (D) (includes grille and SVS Multi-Angle Wall Bracket (patent pending))
- Weight Unboxed: 7.8 pounds each

### **Driver Array and Technical Highlights:**

- 1" tweeter features FEA-optimized diffuser and aluminum dome
- 4.5" woofer features polypropylene cone, aluminum shorting ring, cast ABS-fiberglass composite basket and vented voice coil former

### **SoundMatch Crossover Network:**

- 2-way crossover with premium-grade capacitors, air-core inductors and heavy-trace printed circuit boards
- Crossover network delivers outstanding phase coherency and time domain behavior
- Tweeter-to-woofer crossover: 2.5 kHz (12 dB/octave slopes)

### **Cabinet Construction Technical Highlights:**

- Acoustically transparent and FEA optimized grilles minimize diffraction
- Chamfered front baffle and flush-mounted drivers reduce edge diffraction and improved off-axis high frequency response
- FEA-optimized cabinet and bracing eliminates resonances
- Angled baffle and optimized crossover combine for perfect acoustic performance at any position.







SVS  
260 Victoria Rd.  
Youngstown, Ohio 44515  
United States  
(877) 626-5623  
[www.svsound.com](http://www.svsound.com)