

AMR AM-777 Pre-Main Amplifier

Translation from HiFi Club of Korea review – October 2010



For those in hi-fi long enough to know, most high-end hi-fi equipment does not differentiate itself from other brands enough for me to recognise them. Audio is the fundamental pursuit of the original sound, but hi-fi as a hobby is something for different users as we all are in the pursuit of the next, new sound.

For that reason, the universal AV receiver is oriented towards the Japanese brands that dominate the market, but it is a very different brand in the hi-fi market, where a new brand becomes a reason to celebrate. Of course, in order to co-exist and establish itself, it needs to show something that can be a bit special to differentiate itself.



AM-777 Integrated Amplifier



상급 기종 AM-77을 마이너 튜닝한 모델로, 오히려 AM-77에는 없는 기술들을 접목했기 때문에 좀 더 기대해볼 수 있는 면들도 찾아볼 수 있다.

The AM-777 is an advanced package, as the pursuit of the company was to produce a music component founded upon a tube amp power supply and circuit design. The AM-777 is a hybrid amplifier. So on each side, there are three clear acrylic windows designed to allow one to peer inside to see how tubes and advanced components are used in perfect harmony.

Every single part of the interior of this amplifier reflects its luxurious, engraved logo; selective custom parts have been used and to the outsider, it is clear this product has gone through a very careful screening process.



AM-777 Integrated Amplifier



AM-777은 고급 기종이 그랬듯이 이 회사가 추구하는 음색을 만들어 내기 위해 신호단에는 진공관을 탑재하고 전원부와 증폭부에는 TR 회로 설계를 한 하이브리드 방식의 앰프이다.

At first glance, the dimensions of this amplifier compared to other integrated amplifiers, seems a little bigger than most. The height seems slightly taller than the norm. Most are 40cm - 44cm wide, but the AM-777 at 45cm exudes a more spacious feeling. Coupled with a depth of 37cm, it gives a nice, visible presence.

The casework is a well-constructed chassis that is rounded at the edges and reflects a classy, stylish design. The overall fit and finish shows the design people did not take their work lightly.



The inside of this machine says one thing; virtually everything is custom-made. Almost every component has 'custom-made' stamped throughout. Somehow this machine defies the normal mass production process. The company's manufacturing process does not procure from the same parts bin as others. Instead, it specially orders and because it costs a great deal more, the AMR approach is unique and this is presumably why they are proud to state 'custom-made'.

One can see from the inside of the amplifier, the power supply reflects the company's emphasis on quality rather than quantity; every cable and capacitor, even non-critical components are not of the mass produced variety and these measures all go to differentiate the brand ethos behind this company; each component is one or two grades above those found elsewhere. This much is very obvious.



AM-777 Integrated Amplifier



중고음의 매력적인 보컬과 섬세함은 이 가격대 탑클래스 수준이다 어떤 종류에서도 느껴보기 힘든 미음을 들려준다.

Some hardcore audiophiles say "if you like the sound and you can not hear the same sound from other products, there is no other way but to purchase this product." On the other hand, if you do not like the sound and you think this sound is similar to other equipment but cost less, then you do not buy. Last but not least, genuine hifi products have a musicality about them and their own character.

This AMR amplifier sounds open and lively, with beautiful tonal colours just like the first taste of freshly squeezed fruit! Or herbs, should I say? It's such a really beautiful voice yet delicate also. The musical information of the tubes, to me is just like the sound of nature rather than artificially thick and is pretty, very transparent; sweet also, all tonal properties are of a delicate disposition. With transparency a forte as illustrated by a beautiful voicing, this amplifier plays at a pretty high level that has been rarely found in recent years.



AM-777 Integrated Amplifier



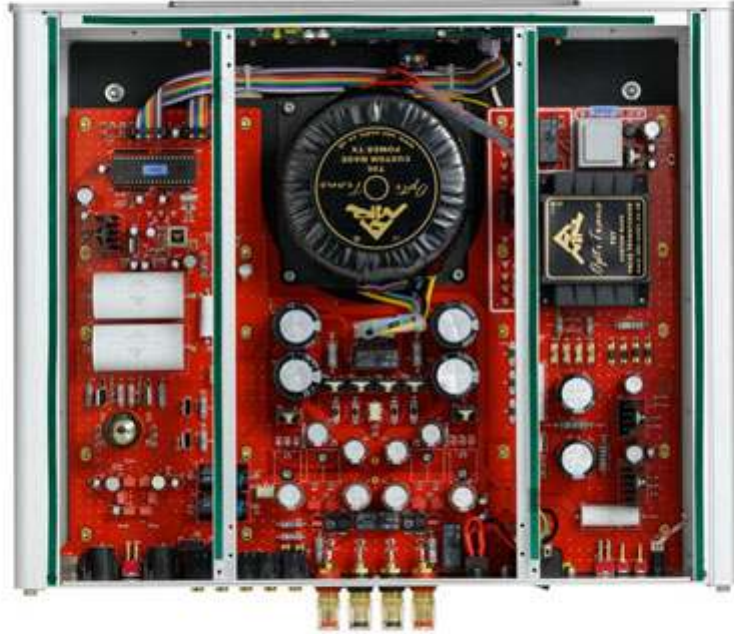
진공관이 섞였다고 하지만 정보량이 많고, 두터운 성향의 소리라기보다는 중고음이 투명하고 예쁘면서도 곱고 섬세한 성향이다

You cannot say the driving power of AM-777 is fantastic. This misses the point: this amp does not set out to make a big impact to shake woofers. The tonal balance is very good like a tube amp. We would have liked to have seen a bit more of mid-lows, but the tonal colours of the mid-to-highs are of real note.

Transparency and beautiful musical expression are two of the fortes of this machine. Yet when called for, this amplifier can also make the case for attractive voices. Most of the 'serenity' found in high-end audio components is there along with the cool and clear message of the 'visual' presentation.



AM-777 Integrated Amplifier



이 앰프의 내부에는 하나하나마다 자사의 로고가 새겨진 부품들이 보이는데, 이것은 부품을 특주로 선별해서 사용하고 있다는 증거이다.

For those fans of Norah Jones hearing her singing a song shows she is good, but not quite the best jazz vocalist. The AMR allows you to hear your singing and voice by connecting the sweet feeling of the traditional clothes from yesteryear and those of a modern garment to see which is better.

If you like sensuality, here is a beautiful woman wearing a neat suit yet suddenly she is able to make the switch to a silk dress at a drop of a hat. Able to whisper it when needed and able to rock well when called for, this machine feeds and stimulates the senses with its enticing and engaging sound.

 AM-777 Integrated Amplifier



구형에는 없었던 USB 입력을 탑재함으로써, 새로운 미디어와 인터페이스에 대응되도록 최신 설계한 것이다.

The consumer retail price is 5.5 million won which contrasts with the fact that this is a one in ten thousand amplifier. Since this is not a common and easily-made product, it is a little bit more refined than the other ten thousand amplifiers and is one for the heart. In particular, the amplifier's charming vocals and delicate musical tapestry is unfound at this price level. Using our Korean analogy, it is like trying to find the ideal porridge and I think I have found it.

Plus, the USB input is also a hard to ignore yet attractive point. This attractive point is gaining favouritism with more and more hi-fi products; I look forward to see it becoming more and more popular.

Specifications

Inputs:	4 x RCA 1 x XLR Bal. shared with 1 RCA 1 x USB
Analogue Outputs:	1 x RCA; 1 x XLR per channel
Power Output IHF:	60 watts per channel at 4 or 8 ohm (stereo mode)
Dynamic Power:	70 watts per channel at 8 ohm (monoblock mode) 120 watts per channel at 2 or 4 ohm (monoblock mode)
Thermionic Electron Valve amplification stage:	6H1n-EV fitted ECC88, E88CC, 7308, Cca, 6DJ8, 6922, 6H23n-EV optional
Power Supply Capacitance:	44,000uF in total
Colour:	Silver or Black
Dimensions:	17.7 in W by 4.7 in H by 14.6 in D 45 cm W by 12 cm H by 37 cm D 57 cm W by 49 cm H by 25 cm D (shipped)
Weight:	AM-777: 31 lbs / 14 kg
Distribution	Sonoris
Telephone:	02-581-3094
Distributor homepage:	http://www.sonoris.co.kr
Retail price:	5.50m Won

