



UNDER EMBARGO UNTIL OCTOBER 24TH, 7:00 PM CEST / 1:00PM EST

Advance Paris celebrates 30TH anniversary with limited-edition APEX range

Paris, France – October 24, 2025

Advance Paris, the award-winning French hi-fi brand that has been creating exceptional audio experiences since 1995, marks its 30-year anniversary with the introduction of APEX, a premium range of amplifiers and audio components that will debut at the Paris Audio-Video Show in October 2025. Sitting just above Advance Paris' acclaimed Classic range, APEX takes key elements from Classic components a step further to showcase the brand's enduring blend of form, function, and value.

The APEX range features four core products available in an exclusive limited edition black livery finish with high-contrast White VU meters: the **A8 APEX**, **A10 APEX**, **A12 APEX** integrated amplifiers, and the **ACD APEX** compact CD player. All amplifiers in the collection utilize Advance Paris' signature hybrid tube/transistor topology, delivering precise dynamics, clarity and detail that reflect the distinct sound of French audio engineering.

“

The APEX range represents three decades of French audio engineering and our commitment constantly refining our craft. We've taken everything our customers love about the Classic range—our best-selling products worldwide—and elevated it with premium components and modern connectivity, creating this new range that honors our legacy while setting a new standard for ourselves going into the future.

”

Cédric Leon,
product director at Advance Paris.

Premium components reach new apex of performance

The APEX amplifiers feature significant improvements over their Classic counterparts, with upgraded electronics surrounding the DAC sections. These enhancements include lower noise power supplies, precision ESS Technology voltage regulators, and premium passive components including resistors, capacitors, and operational amplifiers.

The A8 APEX and A10 APEX integrate the high-quality ESS9018 DAC, while the range flagship A12 APEX incorporates the top-tier ESS9039 DAC for ultimate audio fidelity. These advanced digital-to-analog converters ensure exceptional detail retrieval and musical accuracy across the entire frequency spectrum.

Modern connectivity meets classic design

A standout feature of the APEX range is full eARC HDMI compatibility, allowing seamless integration with modern television systems. Users can now enjoy TV audio through their premium hi-fi system, with the APEX amplifiers responding to TV remote commands for power and volume control, creating a truly integrated home entertainment experience.

All three APEX amplifiers are compatible with the brand-new A-BTC Bluetooth dongle—the first release from Advance Paris' forthcoming flagship Nova range, which debuted this year at Munich High End and is expected to arrive Q1 2026. The A-BTC enables wireless streaming from smartphones, tablets, and computers to the APEX amplifiers. Additionally, when used with the A10 APEX and A12 APEX, the A-BTC provides the unique ability to stream any connected source to Bluetooth-compatible headphones, perfect for private listening sessions or late-night movie viewing.

The ACD APEX compact CD player completes the range, featuring tube-based analog outputs in both RCA and XLR configurations. The combination of the ACD APEX with any APEX amplifier delivers a cohesive, musical performance that is designed to satisfy even the most critical listeners.

A 30-Year Legacy of Innovation

Established in 1995 as Advance Acoustic, the brand known today as Advance Paris, originally launched as a speaker manufacturer and later expanded its expertise into electronics with its first integrated amplifier in 2003. The first product under the Advance Paris brand was launched in 2013, and today the company sells its products in more than 40 countries, bringing a distinctly French approach to listening rooms worldwide.



ABOUT ADVANCE PARIS

Advance Paris is a french hi-fi brand that has been creating exceptional audio experiences since 1995. A distinct blend of technology and art, Advance Paris offers uncompromising sound quality at accessible prices and is sold in over 40 countries worldwide. The company is renowned for its hybrid tube/transistor amplifier designs and commitment to delivering the warm, musical sound that defines french audio engineering excellence.

The APEX range will be available through Advance Paris' global dealer network. The MSRP is EU 1999 A8 APEX, EU 2490 A10 APEX, EU 3490 A12 APEX, EU 890 ACD APEX and will be available for purchase A8 APEX and A10 APEX in November, A12 APEX in December and ACD APEX January 2026.