



FOR



PEUGEOT

FOCAL PREMIUM HI-FI OPTION USER MANUAL

PEUGEOT 3008 - PEUGEOT 5008



 **FOCAL**[®]
LISTEN BEYOND

FOR



PEUGEOT

Introduction	P. 4
Description of the FOCAL PREMIUM HI-FI system	P. 5
A few words on format quality and the means of playing your content	P. 6
Accessing Audio settings	P. 8
Nominal settings for FOCAL's sound signature	P. 9
HCI instructions - Ambience screen	P. 10
HCI instructions - Balance screen	P. 11
Optimisation - Going one step further	P. 12



INTRODUCTION

FOCAL and PEUGEOT wanted to redefine the codes of hi-fi car audio together by offering unique and unprecedented performances, as if it were only natural, in line with FOCAL's spirit of sound... The new PEUGEOT 3008 and 5008 SUVs both have all it takes to provide an exceptional audio experience combining the pleasures of music and driving.

The entire vehicle has been designed to provide maximum comfort and thrilling sensations. The hi-fi audio perfectly complements the overall sensory experience conceived by the Brand of the Lion with its revolutionary new PEUGEOT i-Cockpit®.

Thank you for choosing Focal for your Car Audio system, and for sharing our philosophy. "LISTEN BEYOND".

To get the most out of your Hi-Fi system's functions and to enjoy its performance to the full potential, or to customise it according to your personal tastes, we recommend you read the instructions in this manual thoroughly. Refer to this manual in future if you encounter any problems.

Pictures and in particular screenshots used on this manual are shown as examples, they can be slightly different in your car, depending of its equipment list.



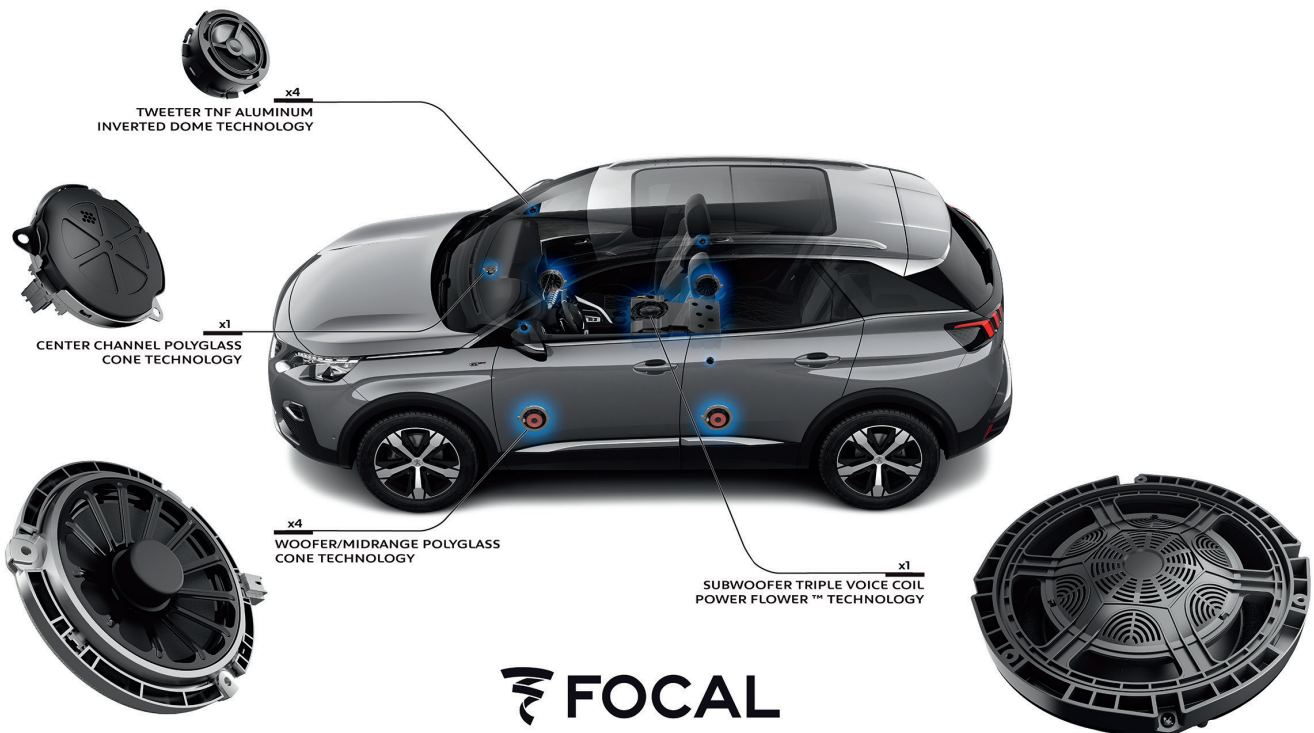
DESCRIPTION OF YOUR FOCAL PREMIUM HI-FI AUDIO SYSTEM

The new PEUGEOT 3008 and 5008 SUVs are equipped with a high-fidelity sound system signed by FOCAL, specialist in the acoustics sector for more than 35 years, and renowned worldwide for its patented innovations and its unique sound signature.

10 speaker drivers featuring exclusive FOCAL technologies offer the pleasure of pure and detailed sound for your vehicle:

- **High-fidelity woofer/midrange drivers:** Polyglass technology guaranteeing balance and precision.
- **TNF tweeters:** aluminium inverted dome technology offering optimal sound dispersion and very detailed treble.
- **Subwoofer:** 77/8" (200mm) subwoofer with triple Power Flower™ voice coil for dynamic and precise bass.
- **Active 12-way 515W amplifier:** hybrid Class AB/Class D technology delivering rich and smooth treble, and really powerful bass.

FOCAL® HIFI PREMIUM SYSTEM



A FEW WORDS ON FORMAT QUALITY AND THE MEANS OF PLAYING YOUR CONTENT

The music creation industry has been witnessing a digital revolution for the past twenty years. For many years, quantity has been valued over quality. The low speed of internet connections, combined with the high cost of storing considerable amounts of data resulted in the development and widespread use of a compressed audio format, MP3.

Despite its obvious ease of use, MP3 compression also resulted in a partial loss of some data contained in the audio files: reduced frequency range (less bass and treble), digital noise, loss of dynamic range (the music is less lively, less impressive).

Here are a few basic notions on the quality of the different audio formats available (kbps = kilobits per second):

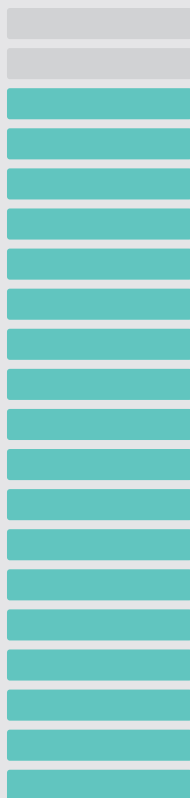
- **Low quality:** MP3 files encoded at a bit rate of under 256kbps (for example 96kbps / 128kbps).
- **Medium quality:** MP3 files encoded at a bit rate of between 256 and 320kbps. A MP3 encoded at a bit rate of 320kbps is already sufficient for listeners to take advantage of the FOCAL Premium Hi-Fi system.
- **'Lossless' quality:** 44.1kHz / 16 bit WAV files or 44.1kHz / 16 bit FLAC files. These formats offer quality strictly identical to that of CDs.
- **High-resolution:** 192kHz / 24 bit WAV or FLAC files. These formats have only recently started to emerge over the last few years, and require very high-quality hardware. This format allows listeners to enjoy the live studio quality of the album's original recording.

MP3 < 320Kbps



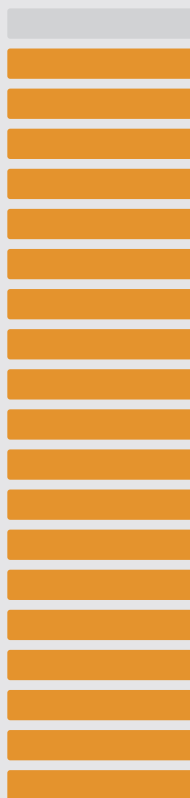
< 75%

MP3 - 320Kbps



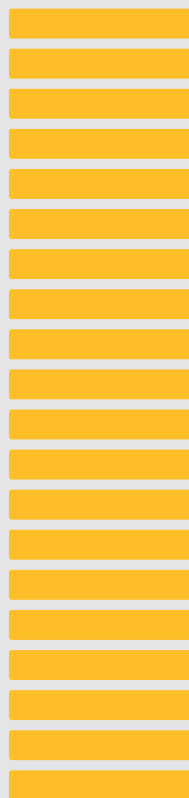
90%

FLAC/WAV



98%

HI-RES



100%

Note that these basic notions on audio format quality are also valid for on-line music streaming platforms. Listening to songs via these types of platforms inevitably entails limitations in terms of bit rate. Contact your streaming platform for advice on the actual bit rate available with your subscription and the subsequent audio quality.

In addition to the compression of the source MP3 files (data compression), the wireless function of some devices may also result in some compression (wireless or *Bluetooth*[®] connectivity for example), even if they are very practical solutions. Thus, subsequent losses in quality are sometimes accumulated as early as the source, and this is irreversible.

The Focal Premium Hi-Fi system for your Peugeot 3008/5008 has been designed and developed to reproduce every slightest detail, and to provide dynamics which reflect the artist's initial intention, without compromise. We advise you to pay attention to the quality of your audio files and to how you play them, in order to enjoy the full audio experience; that which everyone involved in the process of its creation (musicians, sound engineers, producers) intended to create.

Beyond the quality of the audio stream or the source files, the means of playing the music may also have a significant impact on the final audio quality.

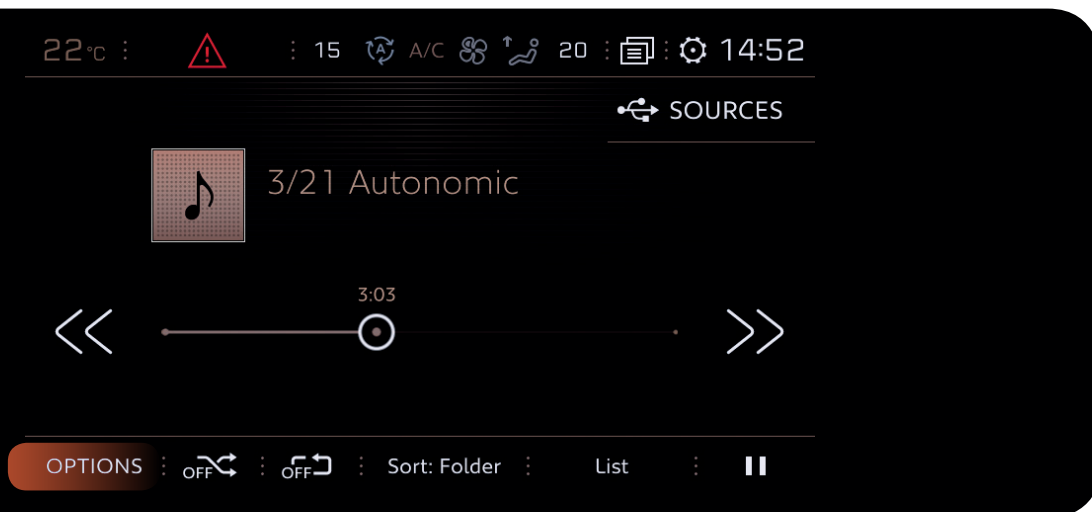
Despite all the improvements made to *Bluetooth*[®] technology these past few years, (aptX, for example), this technology will only achieve a quality equivalent to MP3 files encoded at a bit rate of 320kbps, regardless of the quality of the audio file on your smartphone.

In summary, here is some advice to help you get the most out of your FOCAL Premium Hi-Fi system:

- Use files which are encoded at a minimum bit rate of 320kbps, and make sure that you trust the origin of the original files.
- Ideally, use 16 bit / 44.1kHz FLAC files or 16 bit / 44.1kHz WAV files.
- If possible, use a USB device in order to avoid any subsequent compression with *Bluetooth*[®].
- To read files from a smartphone, use cabled solutions, such as CARPLAY and ANDROID AUTO, which often offer better quality audio than *Bluetooth*[®]
- When listening to the radio, prefer DAB (if available in the region), which offers better quality than FM.
- If you have a subscription for a music streaming platform, choose the better quality, high-speed offers rather than others on the market which result in destructive file compression.

ACCESSING AUDIO SETTINGS

In order to access the audio settings, on the screen showing the device currently playing, press OPTIONS:

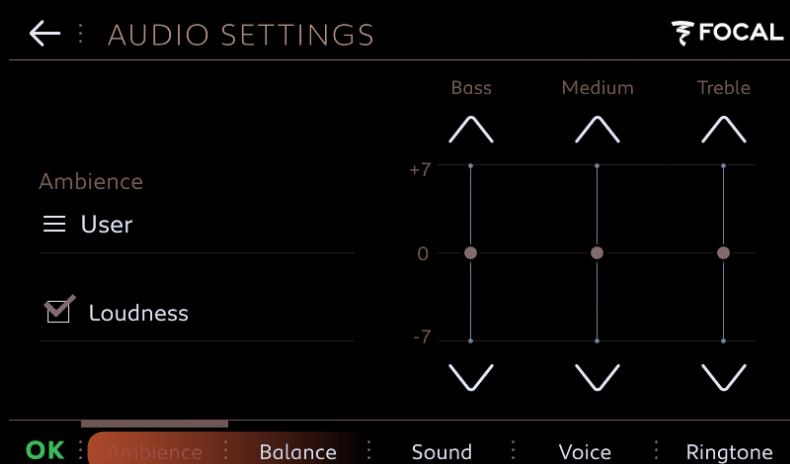


Then press, Audio settings:

Note that the audio settings are specific to each media source used.



The Audio settings screen will be displayed with two main panes: Ambience and Balance.

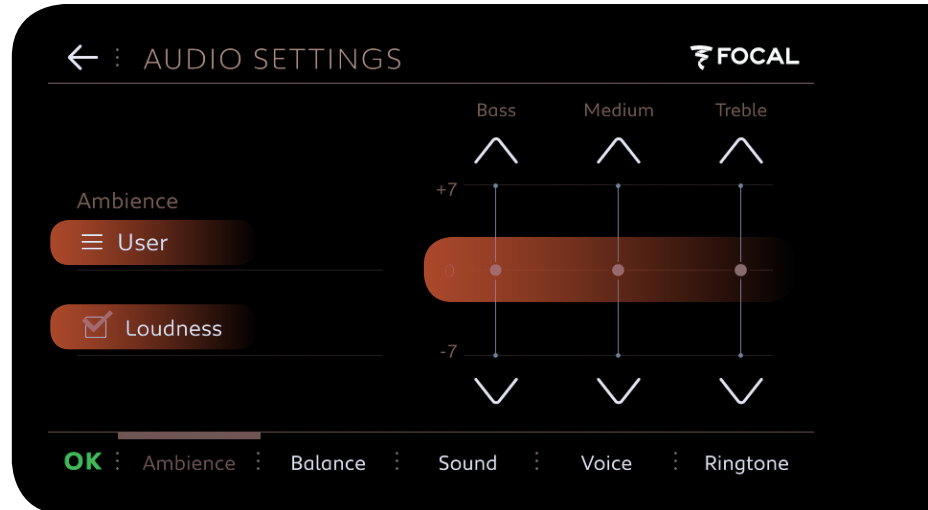


NOMINAL SETTINGS FOR FOCAL'S SOUND SIGNATURE

The system's default settings are configured with the nominal settings and with the Loudness on, that's to say:

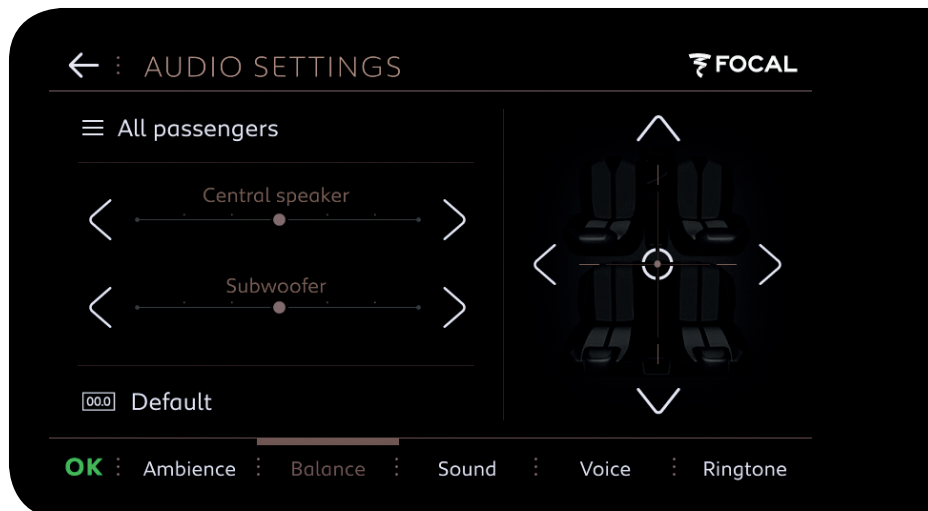
AMBIENCE SCREEN:

- **Ambience Eq:** User
- **Loudness on:** as this is dynamic, its correction evolves depending on the car's speed, making it possible to stabilise the perceived volume when accelerating or braking, but also to compensate for natural variations in hearing due to equal-loudness contours.
- **Bass / Medium / Treble equaliser:** 0 (centred).



BALANCE SCREEN:

- **All passengers**, if there are several passengers in the car.
- **Driver**, if you're alone.
- **Central speaker driver level:** 0 (centred).
- **Subwoofer level:** 0 (centred).
- **Fader / Balance:** 0 (centred).



With these settings, the goal of the FOCAL sound signature is to offer three key criteria to the car audio experience:

- Equalisation specific to the FOCAL brand, which has the particularity of having very precise and detailed treble, bass which is present but controlled, and extremely intelligible vocals.
- A system which doesn't generate imperfections, regardless of the style of music or the volume.
- A stable soundstage for all 5 seats, in order to reproduce a faithful soundstage comparable to that of a classic hi-fi home audio system.

Nevertheless, the sensation felt when listening to a hi-fi system is a question of personal taste, there are no set rules. The sound of a car audio system may also differ depending on the use.

This is why FOCAL and PEUGEOT wanted every driver to be able to customise their hi-fi experience according to their personal tastes using the multimedia interface.

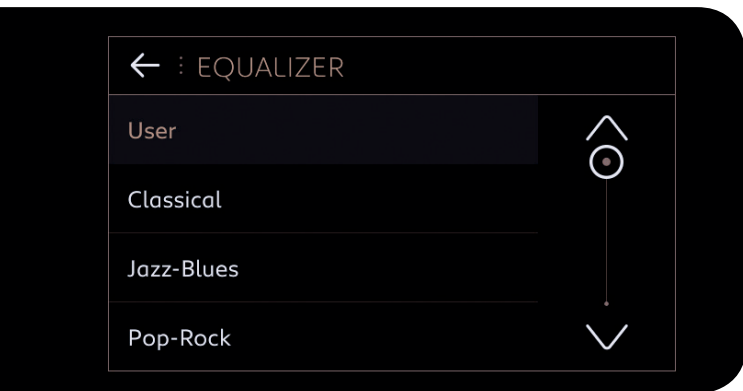
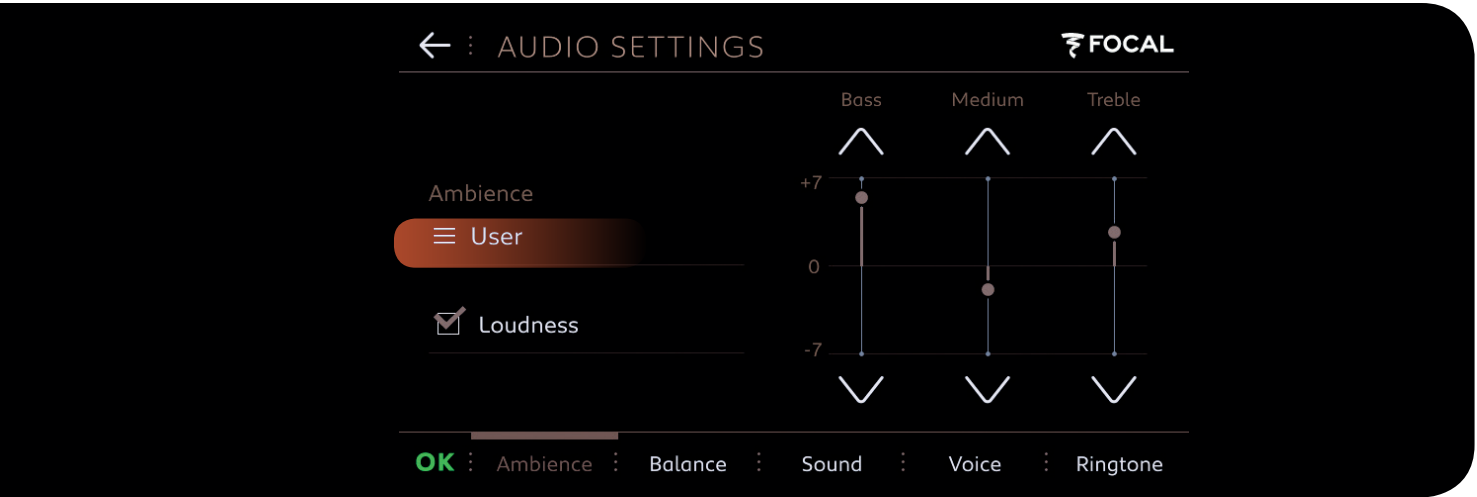
The following paragraphs describe how the settings work and what effects to expect.

It is also a good opportunity to give users some advice on how to enrich their hi-fi experience, and how they can adjust the settings according to their expectations.

HCI INSTRUCTIONS

AMBIENCE SCREEN:

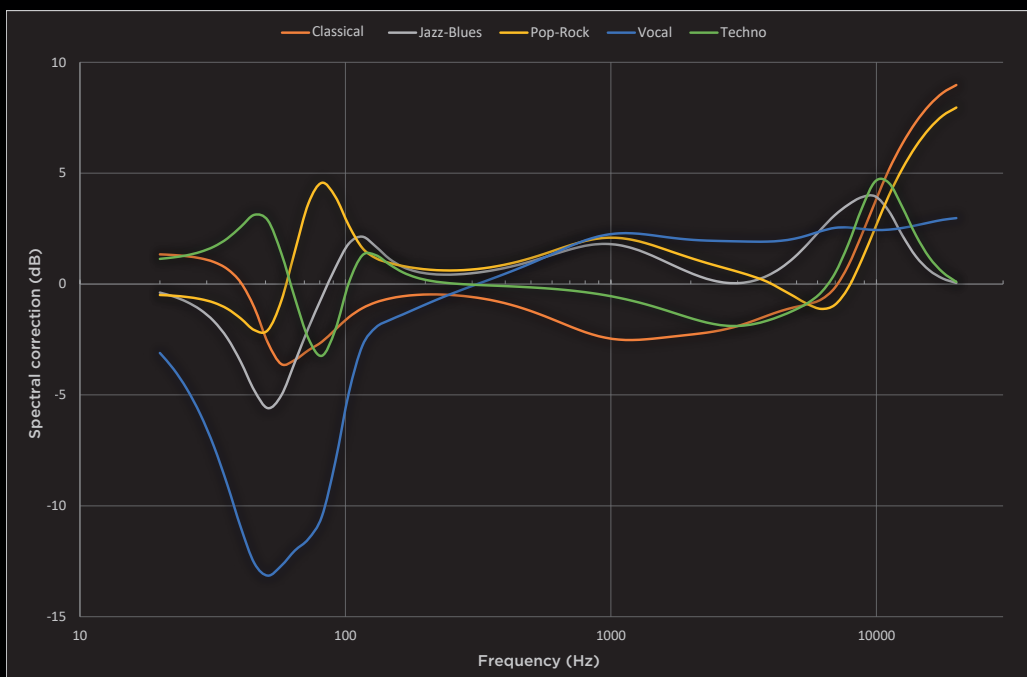
By pressing Ambience, you can choose the type of spectral balance. The User mode corresponds to a setting which can be adjusted using the 3 frequency ranges Bass/Medium/Treble.



In addition to the User ambience which enables you to customise your own setting, 5 pre-set ambiences are also available, and accessible via the drop-down menu:

- Classical
- Jazz-Blues
- Pop-Rock
- Techno
- Vocal

For reference, here are the spectral corrections applied for each of the pre-set ambiences:

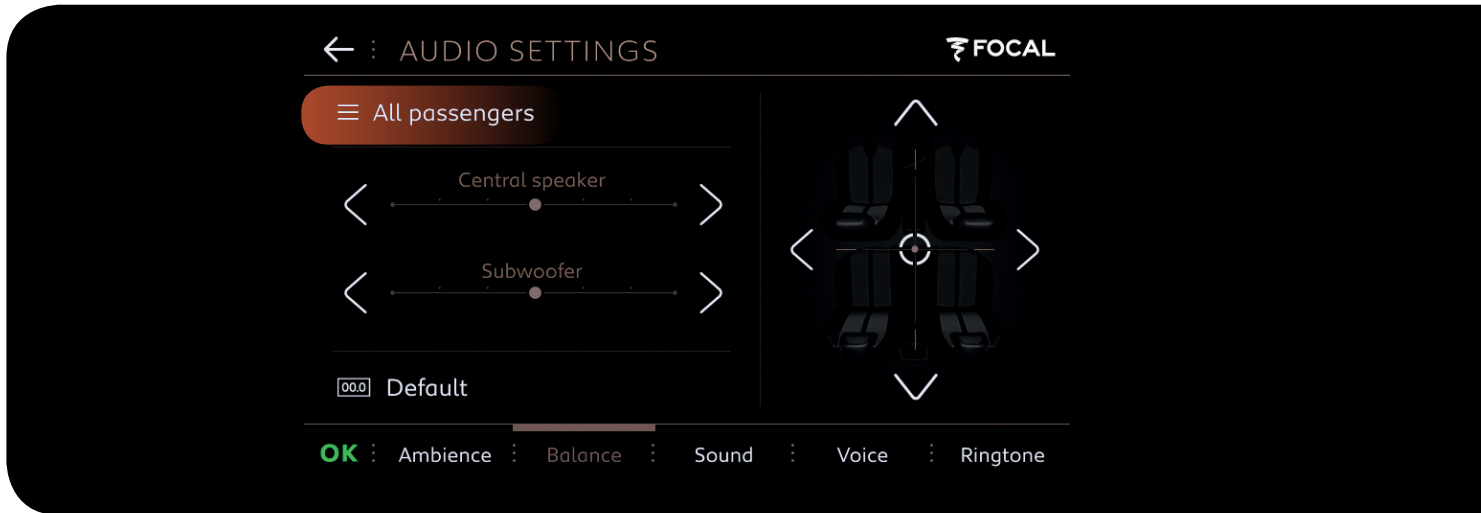


HCI INSTRUCTIONS

BALANCE SCREEN:

By pressing “All passengers” (default setting), you will access the drop-down menu with the pre-defined audio balance settings.

Caution: these settings are different to the “Balance”/“Fader” buttons located on the right of the screen.



There are 3 pre-defined Balance settings which are accessible via the drop-down menu:

- All passengers
- Driver
- Front only

ALL PASSENGERS

This is the recommended mode for when there are several passengers in the vehicle. The audio settings are optimised so that all the passengers simultaneously benefit from the best sound image and texture.

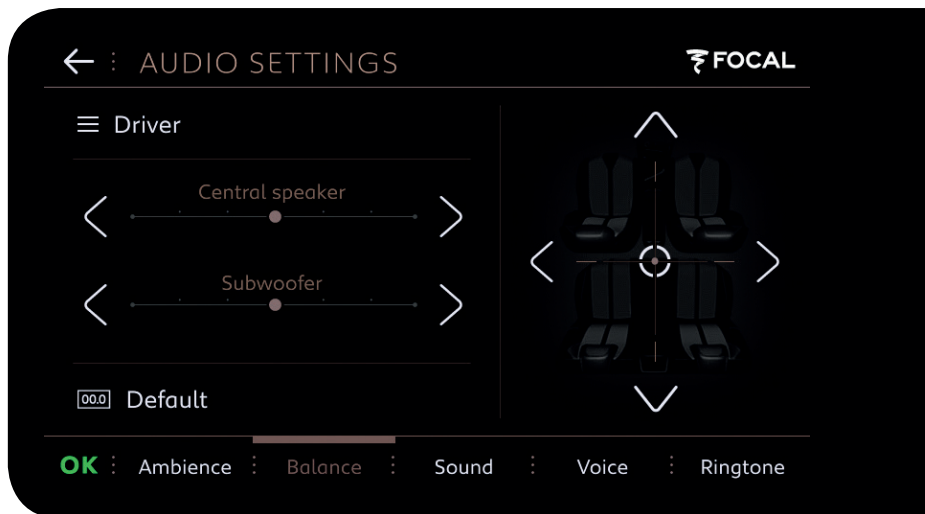
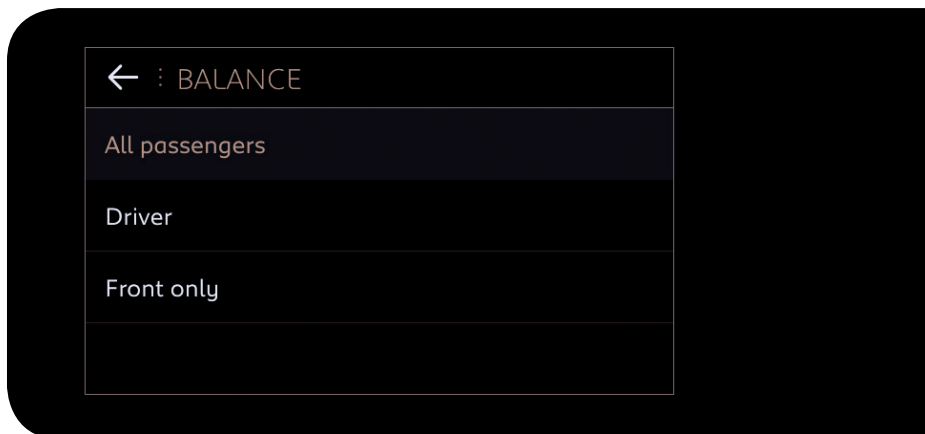
DRIVER

This is the recommended mode for when the driver is alone in the car. The audio settings are optimised for positioning the sound image and balance around the driving seat.

Note that the others passengers won't benefit from the full potential of the system when this mode is activated.

FRONT ONLY

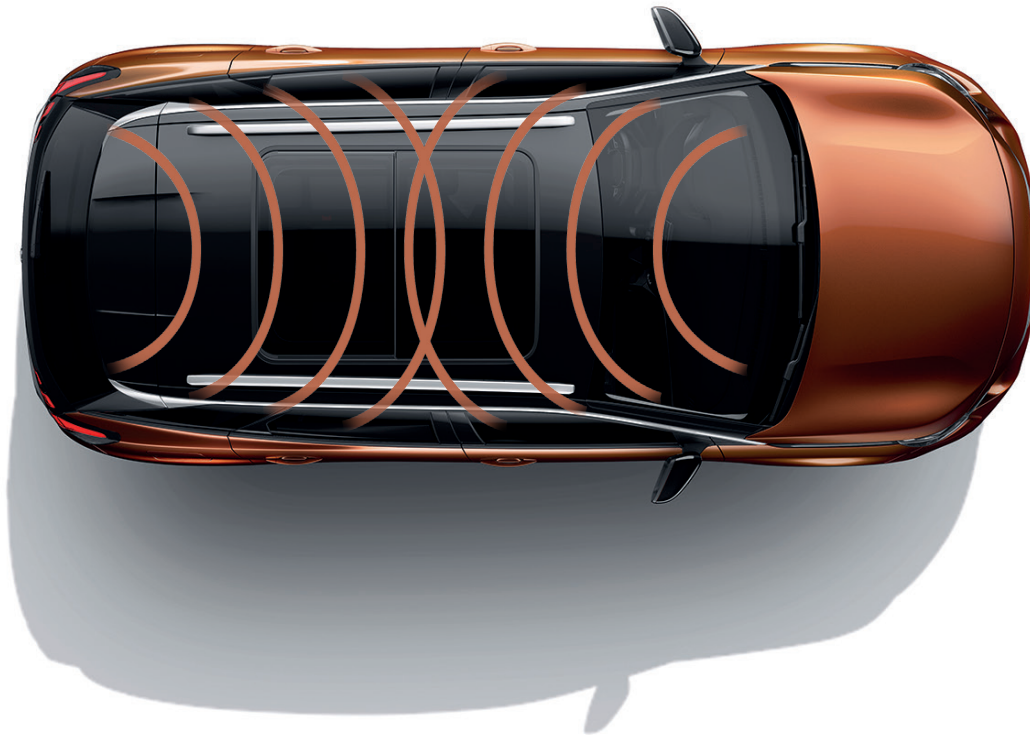
This mode is the same as the All passengers mode but with all the rear speaker drivers deactivated. This mode allows you to quickly reduce the volume at the rear, while keeping symmetrical and nominal audio up front.



OPTIMISATION - GOING ONE STEP FURTHER

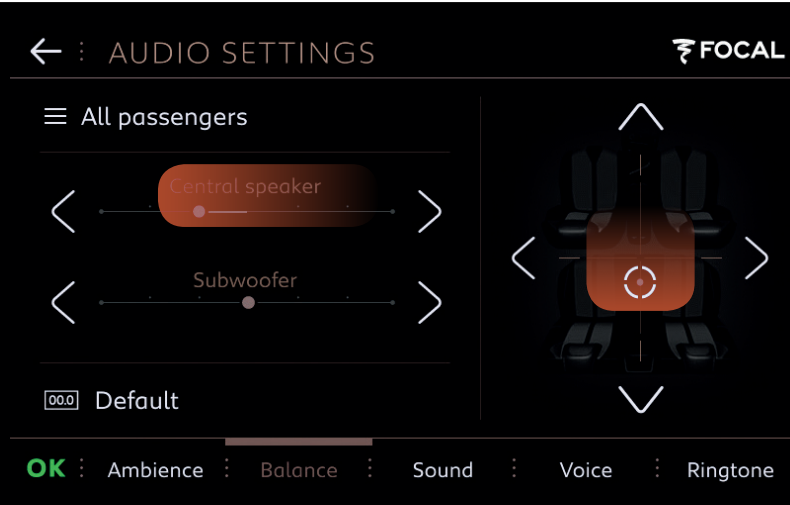
INCREASING SOUND IMMERSION:

Some people are particularly sensitive to the distribution of power, and prefer considerable sound immersion.



It is possible to customise FOCAL's nominal sound signature in order to achieve this:

- Reduce the power of the central speaker driver using the slider on the Balance screen, by moving it one or two notches to the left.
- Moving the fader towards the back by one or two notches (the two arrows on the picture of the seats on the Balance screen representing the displacement of power) will reduce the power coming from the central speaker driver even more, providing more enveloping sound.

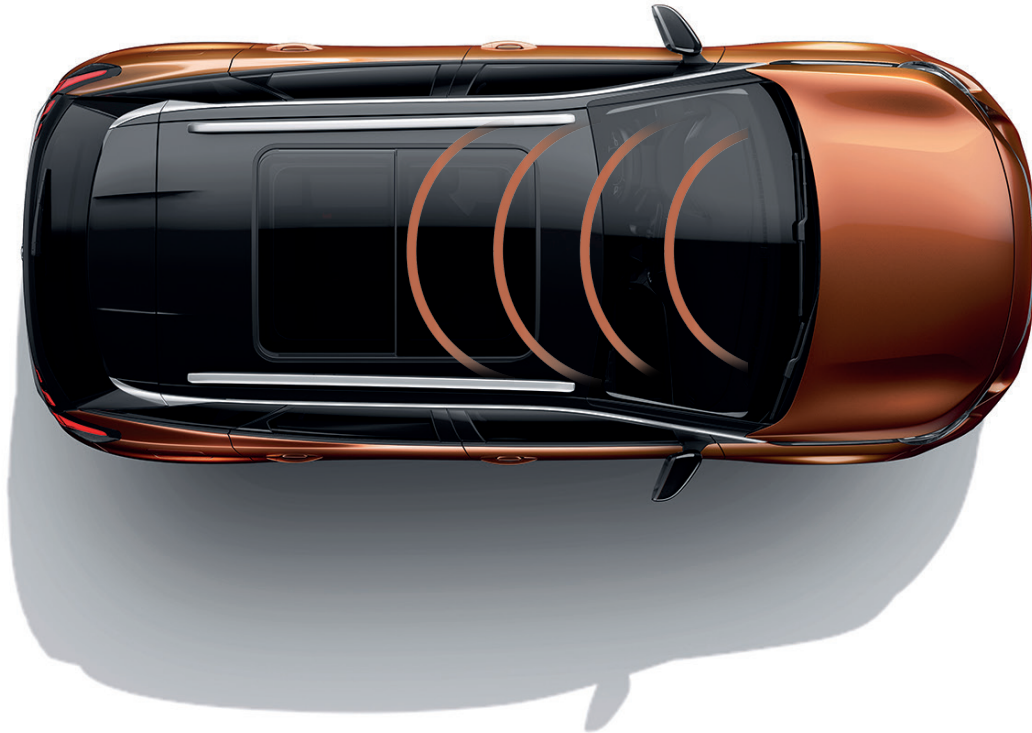


- You can additionally reduce the Medium by one notch on the equaliser in User mode.

We recommend this type of setting for when listening to very monophonic radio stations, for example.

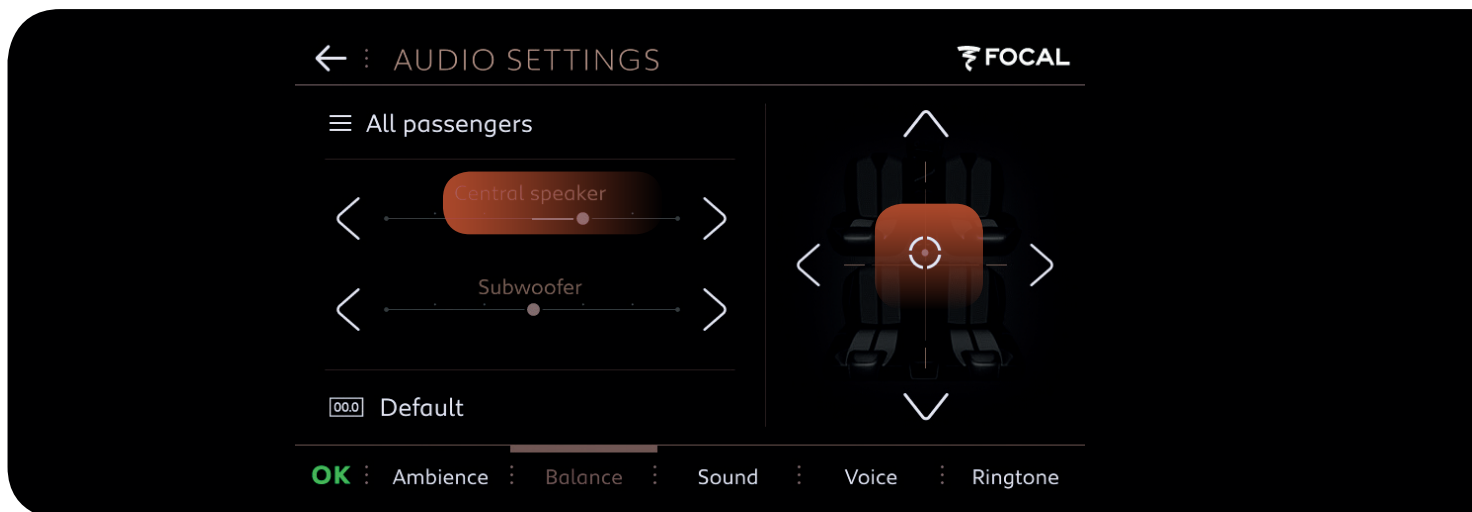
LESS IMMERSION/A VERY FRONTAL SOUNDSTAGE

On the other hand, some people prefer very hi-fi sound, with a frontal soundstage, where the position of the instruments and voices is very precise and very focused.



It is possible to customise FOCAL's nominal sound signature in order to achieve this:

- Increase the power of the central speaker driver using the slider on the Balance screen, by moving it one or two notches to the right.
- Move the fader towards the front by one or two notches (the two arrows on the picture of the seats in the Balance screen representing the displacement of power).



classic collection



headphones & multimedia



car audio



studio monitors



Focal-JMlab® - BP 374 - 108, rue de l'Avenir - 42353 La Talaudière cedex - France
Tél. (33) 04 77 43 57 00 - Fax. (33) 04 77 37 65 87 - © 2017 Focal-JMlab® - SCAA -171017/1 - PC1280

Due to constant technological advances, Focal-JMlab® reserves its right to modify specifications without notice. Images may not conform exactly to specific product - Photos L'Atelier Sylvain Madelon.