

## – FOR IMMEDIATE RELEASE –

### Paradigm Introduces the SFC12-SYS In-Wall Subwoofer: A New Standard for Architectural Bass

**Mississauga, Ontario – July 2025** – Paradigm Electronics Inc., a global leader and manufacturer of high-performance loudspeakers and subwoofers, proudly announces the launch of Seismic Force-Canceling 12 System (SFC12-SYS), an in-wall subwoofer system engineered for consistent, high-impact bass in any architectural setting.

In today's modern homes, audio must perform flawlessly while remaining virtually invisible. Yet when it comes to the foundation of immersive sound – deep, resonant bass – in-wall solutions have long struggled to deliver consistency and impact. The Paradigm SFC12-SYS was designed to change that. At its core lies Paradigm's proprietary extruded aluminum backbox, which replaces unpredictable wall cavity volumes with a rigid, acoustically tuned enclosure. This innovation ensures precision, repeatable performance, and immersive low-frequency impact without the unwanted vibrations or distortion common in conventional in-wall subwoofers.

"Traditional in-wall subwoofers promise stealth but usually leave you guessing on bass quality – boomy one minute, weak the next," said **David Baker, Director of North American Sales**. "We refused to accept those limits. The SFC12-SYS overcomes these challenges with a precision-engineered backbox and advanced force-canceling design, delivering powerful, controlled bass that preserves your home's integrity while providing an immersive listening experience."

Equipped with Paradigm's advanced Force-Canceling technology, the SFC12-SYS leverages dual 3.75" x 15.35" Carbon-X drivers in a configuration that neutralizes mechanical motion within the cabinet itself. This system – refined across Paradigm's flagship Persona 9H, Persona Sub and Signature Sub – prevents energy from leaking into the structure, protecting the integrity of the installation. A proprietary isolation mounting system further decouples the subwoofer from the wall, eliminating unwanted resonance.

"At Paradigm, we understand the challenges of architectural installations," said **Kyle Delnero, Director of Training**. "That's why we designed the SFC12-SYS to keep the energy where it belongs – in the room. The vibration control and force-canceling system ensure powerful bass performance without ever disturbing the walls or structure. It's clean and as installer-friendly as it is sonically impressive."

#### Key Features of the SFC12-SYS:

- **Proprietary Extruded Aluminum Blackbox:** A rigid, acoustically tuned enclosure designed specifically for architectural integration, ensuring predictable, high-performance bass regardless of wall cavity variations.
- **Dual Carbon-X drivers with Super-Neodymium Motors:** Lightweight, rigid cones paired with oversized magnets deliver fast, articulate bass with exceptional control – even at high output levels.
- **Patented Active Ridge Technology (ART™) Surrounds:** Engineered for greater excursion, Paradigm's ART™ surrounds allow the drivers to move more air for deeper bass without distortion.
- **Isolation Mounting System:** Purpose-built to absorb energy at the source, this advanced mounting system prevents vibrations from reaching the structure.
- **Bezel-Free Magnetic Grille:** A paintable, low-profile grille that blends seamlessly into any room, offering a sleek, discreet finish without compromising accessibility.
- **System-Matched Amplification:** Tuned for Paradigm's X-500 or SVX-1202 amps to ensure optimal performance, peak output, and long-term reliability. Use of third-party amps is not recommended.

- Crafted in Canada: Built, tested and perfected at Paradigm HQ, the SFC12-SYS reflects decades of acoustic innovation and craftsmanship professionals trust.

The Paradigm SFC12-SYS represents a definitive advancement in architectural audio, delivering an uncompromising fusion of consistent and high-impact bass that integrates effortlessly into any environment. This in-wall subwoofer combines cutting-edge engineering with thoughtful design to provide a listening experience that is both deeply immersive and elegantly discreet. More than just an upgrade, the SFC12-SYS represents a fundamental transformation in how in-wall bass can be experienced – eliminating compromises traditionally associated with architectural installations and raising the bar for what discerning audiophiles expect in their homes.

The SFC12-SYS is available to order now at a combined MSRP of \$2,499.99 – \$1,499.99 USD for the subwoofer and \$999.99 USD for the custom-engineered backbox.

For more details SFC12-SYS, visit [www.paradigm.com](http://www.paradigm.com) or contact your local authorized dealer.

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### **About Paradigm**

Paradigm Electronics Inc. has set the standard for innovation and performance in loudspeaker and subwoofer manufacturing since 1982. Our products are crafted in Canada and are the result of an unwavering commitment to research, innovation, and the highest quality standards.

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