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## FOR IMMEDIATE RELEASE

### Paradigm Launches the Reference SFC12-SW Vibration Canceling In-Wall Subwoofer: Shaking Up In-Wall Subwoofer Performance Without ‘Shaking’ Your Walls

**Toronto, Canada — October 1st, 2024** — Paradigm Electronics Inc., a global leader and manufacturer of high-performance loudspeakers and subwoofers, proudly announces the launch of the Seismic Force-Canceling 12 (SFC12-SW) Reference Vibration Canceling In-Wall Subwoofer. Available for shipping in early September 2024, the SFC12-SW is sold exclusively through Paradigm's authorized dealer network and made its highly anticipated debut at the CEDIA EXPO 2024 in Denver, Colorado. The subwoofer will retail at \$1,499.99 USD.

The SFC12-SW is not just another in-wall subwoofer; it is a performance-first solution for the modern audio/video integration channel. Engineered with Paradigm's evolved Vibration-Canceling technology—also featured in our Signature Sub, Persona Sub, and flagship Persona 9H models—the SFC12-SW delivers powerful, deep bass without compromising the structural integrity of walls.

“With the SFC12-SW, we’re redefining what an in-wall subwoofer can achieve,” said **John Bagby, Managing Director** of Paradigm. “Our customers expect nothing less than top-tier performance, and the SFC12-SW embodies our dedication to providing innovative audio solutions that fit effortlessly into any space. This subwoofer is the perfect addition to our extensive lineup of custom installation and traditional in-room products. For custom installers who refuse to compromise on sound quality, the SFC12-SW stands out as a must-have. As we like to say, don’t build low-end sound into high-end homes.”

At the heart of the SFC12-SW is Paradigm's proprietary Seismic Force-Canceling technology, designed to overcome the limitations of traditional in-wall subwoofers. By utilizing dual 3.5" x 15" (90mm x 400mm) Carbon-X drivers firing in opposite directions, the subwoofer neutralizes the reactive forces that cause wall vibrations and distress. This allows the SFC12-SW to deliver unprecedented levels of articulate, gut-rumbling bass while preserving the structural integrity of your walls, even during the most intense audio moments.

The SFC12-SW's dual proprietary Carbon-X cones are highly damped and tremendously rigid, ensuring a tight, well-defined low-frequency response. To further enhance performance, Paradigm engineers incorporated the patented over-mould Active Ridge Technology (ART), which delivers higher output and lower distortion, ensuring every bass note is delivered with authority and precision. **Dave Baker, Director of North American Sales**, added, “Traditional in-wall subwoofers have always struggled to deliver powerful bass without causing problems. The SFC12-SW is a breakthrough in engineering and performance. It’s a true powerhouse, offering all the benefits of a high-performance subwoofer while maintaining the beauty of your home.”

Each SFC12-SW driver is powered by over 1/2 lb of FEA-optimized super-neodymium magnets and features a 1" (25mm) 6-layer voice coil with an anodized high-temperature Kapton former. The drivers are housed in a one-piece, high-pressure ultra-rigid die-cast chassis, designed to withstand the immense power generated by the subwoofer, ensuring years of reliable performance.

Designed to fit seamlessly into any home environment, the SFC12-SW's sleek, low-profile design delivers powerful bass without occupying valuable floor space. The paintable perforated metal grille allows for easy customization to match existing décor, ensuring a visually harmonious integration. Whether you're upgrading your existing audio system or installing a new one, the SFC12-SW offers a straightforward installation process, making it ideal for retrofit

projects or new constructions. Its thoughtful design minimizes disruption during installation, allowing you to enjoy the powerful performance with minimal hassle.

For those looking to maximize their audio experience, the SFC12-SW is fully compatible with Paradigm's SVX-1202 Hybrid Streaming Amplifier and the X-500 Amplifier. Pair two SFC12-SWs with the SVX-1202 for an even greater impact while taking advantage of industry-leading Anthem Room Correction (ARC®) technology to precisely calibrate the SFC12-SWs in any environment. Alternatively, opt for the X-500, which supports a single SFC12-SW to achieve deep, precise bass that rivals traditional in-room subwoofers.

The SFC12-SW is proudly crafted in Canada at Paradigm's state-of-the-art manufacturing facility just outside Toronto, Canada. Every aspect, from the hand-chosen, specially engineered components and materials to the precise workmanship, reflects Paradigm's passion for creating high-quality audio experiences. This dedication to excellence is why we proudly say our products are "Crafted in Canada." Paradigm's partnership with Canada's world-renowned National Research Council (NRC) in ongoing research further ensures that the SFC12-SW delivers a uniquely realistic listening experience grounded in sound science.

[Download the SFC12-SW Datasheet](#)

[Visit the SFC12-SW Flickr Gallery](#)

Following the groundbreaking introduction of the SFC12-SW, Paradigm is set to elevate the standard even further with the upcoming launch of the SFC12-SYS. Available in Q4 2024, this complete system is designed to make an even greater impact in the world of reference-grade custom installation subwoofers. The SFC12-SYS will feature a custom-engineered back-box and advanced isolation technologies specifically tailored to deliver predictable, high-performance audio in critical listening environments like dedicated theater rooms. By controlling resonance and optimizing sound dispersion, the SFC12-SYS ensures that every bass note is precise and consistent, even in the most demanding acoustic settings. Retailing at \$2,499 USD, the SFC12-SYS sets a new benchmark for those seeking unparalleled performance predictability in custom installations.

For more details on SFC12-SW or 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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