

# PrimaLuna® DiaLogue Seven

Herman van den Dungen: **PrimaLuna** ▶ in Italian language is "**First Moon**". My grandfather was the first "**Herman**". My grandmother, an aristocratic lady in a small Dutch village, had a special name for her husband: "**Maantje**", which means **Little Moon** (which is now also the name of our small dog), **van den Dungen**. The people in the village adopted that name, and having a strong accent, they soon called him "**Maontje**" van den Dungen. My father's first name was Cor, but in the village it was of course "**Cor from Maontje van den Dungen**". I was of course "**Herman from Cor from Maontje van den Dungen**" ..... etc. That's why I thought of **First Moon** as a brandname and that's why the logo is how it is ..... ◀

Loris Arrigucci: **PrimaLuna** ▶ believe it or not ... I discovered a small town located 50Km north of Milano called **Primaluna!!!** Please get yourself a map from Italy. You'll find **Primaluna** town near the upper-right corner. It is located 50Km north of Milano near the Lake of Como. This should eliminate every doubt regarding "italian" origin of **Primaluna** name. I've read the "history" section of the **Primaluna** village web site and found the following (literally translated):

One probable interpretation of the name of the village comes from latin "**Primum Lumen**", which means "**First Light**" of Christianity, since the very first evidence of Christianity in this region dates 495 Annus Domini. "**First Light**" translates into "**Prima Luce**" in Italian and this seems very interesting to me: **PrimaLuce (FirstLight)** is the first light that we, hi-fi lovers with small budgets, can see in this world of darkness populated by way too expensive esoteric gears ..... ◀



Please contact us for registering your PrimaLuna DiaLogue Seven amplifier. We will keep you updated of upgrades or any other information related to your amplifier. If you wish to comment on your PrimaLuna DiaLogue Seven amplifier, please do. If you want to send us a review of your experience with the amplifier, you are more than welcome to. If you have any technical questions, please don't hesitate to contact us. We thank you upfront for your time and attention.

Local distribution:

Worldwide distribution:  
Durob Audio BV  
P.O. Box 109  
5250 AC Vlijmen  
The Netherlands

Email: [primaluna@primaluna.nl](mailto:primaluna@primaluna.nl)  
Website: [www.primaluna.nl](http://www.primaluna.nl)

# PrimaLuna® DiaLogue Seven

## PrimaLuna®

## DiaLogue Seven

## Power Amplifier



Serialnumber .....

## Table Of Contents

Thank you	3
Specifications	4
Warning - Package Contents - Initial Setup	5
Inputs, Controls & Remote Function	6
Remote Control	7
Ultralinear - Triode Switching	8
Adaptive AutoBias TM	9
Tube Basics	10
Fuse Protection	11
Troubleshooting	12
User Notes	13
Warranty Information	15

## Warranty Information

Two-year limited warranty

Six-month warranty on stock vacuum tubes

## Terms & Conditions

- 1. Limited to original purchaser.** This warranty is for the sole benefit of the original purchaser of the covered product, and may not be transferred to a subsequent owner.
- 2. Conditions & Limitations.** This warranty is subject to conditions and limitations, as follows. This warranty is void and inapplicable if the product has not been used in accordance with the instructions found elsewhere in this manual, or if it has been misused, abused, damaged by accident or neglect, or in transport once in possession of purchaser. The warranty is also void if the product has been tampered with or has been repaired or modified by anyone other than Durob Audio BV or its specifically authorized representatives.
- 3. Remedy.** If this product contains material, manufacturing, or workmanship defects, it must be packed in original packaging and returned to Durob Audio BV or its authorized representative via insured freight, at the owner's expense. Returned products must be accompanied by written description of the defect, and a return authorization number (available from Durob Audio BV or the authorized representative via e-mail). Upon receipt of the defective product, Durob Audio BV or the authorized representative agrees to repair the product without charge for parts (except vacuum tubes if the unit is more than 6 months old), or labor. The product will then be returned via prepaid, insured freight, with carrier at the sole determination of Durob Audio BV or the authorized representative. This constitutes the purchaser's sole remedy.
- 4. Design change.** Durob Audio BV and its partners reserve the right to modify their products or change specifications at any time without obligation or liability to previous purchasers.
- 5. Miscellaneous.** Any implied warranties relating to the above product shall be limited to duration of this warranty. This warranty does not extend to any incidental or consequential costs or damages to purchaser or third-parties. Our liability will be no more than the amount you paid for the product that is the subject of a claim. This is the maximum amount for which we are responsible. This warranty gives you specific legal rights. You may also have other rights which vary from country to country and state to state.

Copyright Durob Audio BV - 2010. All rights reserved.  
Reproduction in whole or part of text, logo, graphics or schematics is strictly forbidden  
without permission, in writing, of Durob Audio BV

The information in this manual is subject to change without further notice.

## User Notes

## THANK YOU!

We would like to thank you for choosing our PrimaLuna DiaLogue Seven vacuum tube power amplifier as part of your music system. The DiaLogue Seven is the second mono tube power amplifier of the next level up of our family of affordable, high-quality tube products. The designers and builders of the PrimaLuna equipment all have a long history in high-end audio. We feel that it's time to offer a range of affordable audio instruments that can easily compete with today's most expensive brands.

We firmly believe that our quality level will be a difficult standard for other products in the market to match.

This PrimaLuna DiaLogue power amp features:

- Hand-made construction with the finest point-to-point wiring, using workmanship that is equal to or better than any product you can buy at any price.
- A heavy gauge steel, fully vented chassis with a five coat finish. Each coat is hand-rubbed and polished.
- Premium parts: toroidal transformer for power supply; custom designed -in conjunction with one of the most prestigious transformer designers in the USA- encapsulated output transformers for lowest hum; wide bandwidth for great bass and extended highs; ceramic tube sockets; Nichicon and Solen capacitors; superfast Philips-diode-circuitry; gold-plated heavy duty WBT style speaker terminals; gold-plated panel mounted input jacks.
- SoftStart™ circuit for extended life of sensitive components, plus a reduced chance of tube failure from thermal shock.
- Adaptive AutoBias™ exclusive to PrimaLuna. This circuit monitors and smoothly adjusts bias constantly and instantly, reducing maintenance and increasing performance due to the dramatic reduction in distortion.
- Tube plate fuse to protect the amp output stage. Other amplifiers might need a trip to the shop if a tube fails; not this one- just plug in a new tube, fuse, and go.
- Ultralinear or Triode mode switchable by remote control.
- Heavy metal UL-TR remote control included.

Premium tubes are available from us and other parties if you wish to upgrade. In USA, Upscale Audio's inventory of New Old Stock tubes is the largest you can find. Elsewhere, independent suppliers can assist you to make your best choice.

We hope that the PrimaLuna DiaLogue Seven mono vacuum tube power amplifier will make you want to follow our next steps in expanding this new range of products. If you have any questions or comments, don't hesitate to contact us. You can also share your thoughts with others at [www.audioreview.com](http://www.audioreview.com) or other review sites. On the [www.primaluna.nl](http://www.primaluna.nl) website you will find links to these and other websites. Our prices are kept low by using word-of-mouth and customer feedback, and we would appreciate hearing what you have to say about our product. If you need service during or after the warranty period, contact us.

Thanks again for your support!

*Herman van den Dungen  
DUROB AUDIO BV*

**Specifications**

Power Ultralinear .....	70 Watts per channel
Power Triode .....	40 Watts per channel
Frequency Response .....	10Hz – 100kHz +/- 3 dB
THD with AABB .....	< 0,25% @ 1W; 2% at rated power
S/N Ratio .....	84 dB unweighted
Input Impedance .....	100 kOhm
Input Sensitivity .....	880 mV for rated power
Gain .....	26 dB (8Ω), 23dB (4Ω)
Power Consumption .....	232 Watts
Net Weight .....	63.8 lbs / 29 kg
Shipping Weight .....	70.5 lbs / 32 kg
Dimensions .....	15.9" x 15.2" x 8.3" / 405 mm x 385 mm x 210 mm (L x W x H)
Shipping Dimensions .....	22.7" x 18.4" x 12" / 577 mm x 468 mm x 305 mm (L x W x H)
Inputs .....	1 single RCA
Outputs .....	2, 4 & 8 Ohm Speaker Taps
Tube Complement .....	4 x KT-88 2 x 12AX7 2 x 12AU7
Remote control .....	Heavy Metal UL-TR Remote Control

*All PrimaLuna products come with PrimaLuna SilverLabel tubes which are pre-selected by us following our simple 60 out of 100 rule (PTS™ - Premium Tube Selection) and as such, are already "special" when compared to other standard tubes on the market. Additionally, for certain models we have our GoldLabel tubes, which are available from us if you wish to upgrade.*

As of July 1, 2006 all PrimaLuna products are manufactured with RoHS compliant parts.

**User Notes**

## Troubleshooting

Some tips:

- No output. Power is on, but power LED is off and tubes do not light up.  
Mains fuse is out. Replace fuse as per instructions on page 11.
- No output. Power LED is on and tubes do light up normally.  
Plate fuse may be out. Replace fuse as per instructions on page 11.  
If the new fuse goes out immediately after replacement, contact us for further assistance.
- Noise coming from one channel.  
Noisy tube. First swap the 12AX7 tubes left to right. If noise follows tube swap, then you have found the problem tube. If noise does not follow, swap the 12AU7 tubes left to right.
- Hum coming from one channel.  
Possible bad output tube. Swap the KT-88 tubes in pairs from right to left. If hum follows the swap, swap the far left and far right tubes. If the hum returns to the original problem channel, you have found the problem tube. If not, swap the inside KT-88 tubes left to right.
- Constant low frequency hum at about 50-60 Hz coming from both speakers.  
You most probably have a groundloop problem. This might show up with any new component added, even if you did not have this hum before. It is common in many systems regardless of brand and easy to address. To confirm you have a ground loop, either unplug the AC cords of all the other components from electricity, or unplug the cables going to the PrimaLuna you have hooked up to the amplifier, as well as cable TV or satellite tuner boxes. Leaving only the speakers attached. If hum stops, call your dealer for a ground loop cure.
- Noise/distortion coming from both channels.  
Tubes may be in need of replacement. Read page 10 for tube basics and replacement options.
- Remote control does not function.  
Check battery and if necessary, replace with new one (model CR2032).

If you try these possible solutions and problems persist, contact us or your local distributor for further investigation.

## Warning

To prevent serious injury, electrical shock or fire:

- Do not operate with bottom plate removed.
- Keep away from rain and moisture.
- Always disconnect all cable connections to and from amplifier before changing fuses and/or tubes.
- Do not replace fuses with any fuse other than the same type and rating as used by the factory.
- Do not replace tubes without reading instructions.
- Do not replace fuses or tubes if you have any doubt about your ability to do so. We accept no responsibility for any personal or material damage due to incompetent use or users.

## Package Contents

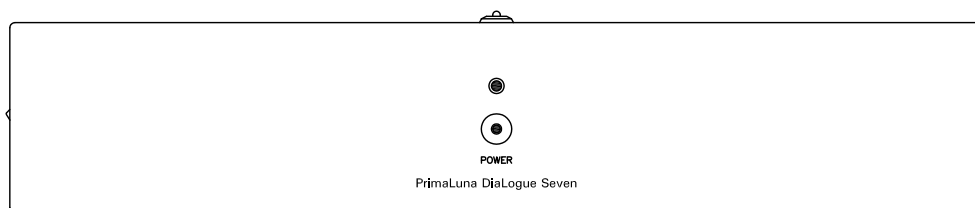
DiaLogo Seven Amplifier.....	1
Power Cord.....	1
This Owner's Manual.....	1
White Gloves .....	1 pair
Tube Complement .....	4 x KT-88 2 x 12AX7 2 x 12AU7
Main Fuse .....	1 x Littelfuse® 213 Series 2.5A Slo-Blo® 5 x 20 mm fuse for 100-120VAC and Littelfuse® 213 Series 1.25A Slo-Blo® 5 x 20 mm fuse for 200-240VAC
Plate Fuse .....	1 x Littelfuse® 218 Series 250mA Slo-Blo® 5 x 20 mm fuse
Heavy Metal UL-TR Remote Control .....	1 (per pair of mono amplifiers)

## Initial Setup

- Carefully remove the DiaLogo Seven from its packaging. Use the white gloves to prevent fingerprint smudges.
- Remove the tube cage by carefully pulling it up and away from the amplifier.
- Remove the protective foam surrounding the tubes.
- Tubes are already installed. Check that each tube is firmly seated in its socket. Use gloves.
- Replace cage back in its place if desired.
- Check to see the power switch is off (down).
- Connect output of preamp with input of poweramp.
- Connect your speaker wires, positive to positive, negative to negative. This unit is non-inverting.
- Plug the powercord into the amplifier, then into the wall socket.
- Switch the preamplifier on and wait for 1 minute to stabilize the circuit.
- Switch the poweramplifier on.
- The tubes will be warmed up and ready to use in about 30 seconds.

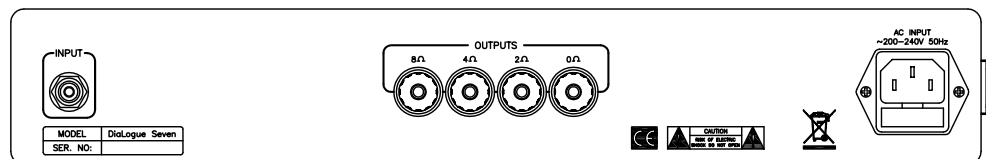
# PrimaLuna® DiaLogue Seven

## Inputs, Controls & Remote Function Front Panel



The front panel of the PrimaLuna models is made from machined aluminium, finished to match the blue metallic chassis. No controls are available from the front. The heavy metal UL-TR remote control that comes with your PrimaLuna DiaLogue Seven amplifier is dedicated to switch between Ultralinear or Triode mode. The power switch is located on the left side of the amp, just behind the front plate.

## Rear Panel



Looking at the rear panel, you will note one set of inputs and the pair of speaker terminals. Attach the positive (+) from your loudspeaker to the 2 or 4 or 8 ohm terminal that most closely matches the average impedance of your loudspeakers according to their manufacturer's specifications. The negative (-) from your loudspeaker attaches to the 0 Ohm terminal.

*Experiment using the 2, 4 or 8 Ohm positive (+) terminal to find the best match for your speakers. Do not make any assumptions. Trust your ears. If your speaker has a difficult load (i.e. electrostatics), we suggest using the 2 Ohm tap.*

Some preamplifiers invert the audio signal. In that case you might want to connect the positive(+) wire of your loudspeaker cable to the 0 Ohm terminal of the DiaLogue Seven, and the negative (-) wire to the 2, 4 or 8 Ohm terminal; do so on both amplifiers. When in doubt, consult the preamp's manual or ask the manufacturer of the preamp. Our preamplifiers are non-inverting.

# PrimaLuna® DiaLogue Seven

## Fuse Protection

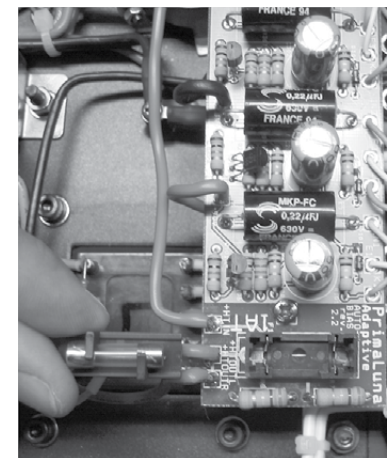
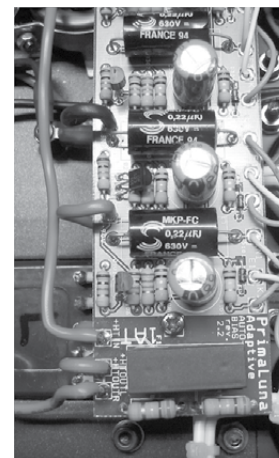
**A note on fuses:** If "someone who knows" tells you to wrap fuses with aluminium foil to avoid wasting money on new ones, it's best not to take his advice. Fuses are safety valves. They should always be replaced with the exact same value and type.

**Warning:** Never attempt to check or replace a fuse while the amp is plugged in. Turn it off and unplug all speakers, components and AC cords before continuing. Wait 10 minutes to let tubes cool down and the circuit to fully discharge.

## Plate Fuse:

The plate fuse is located inside the amp, on top of the Adaptive AutoBias™ board. To replace it, remove the bottom plate using a Phillips #2-type of screwdriver. The fuse is located in a small plastic case on the end of the Adaptive AutoBias™ board. Refer to the pictures on this page. Remove the top cover. The fuse will be held on by the cover. Remove it by twisting the fuse out of the holder.

Replace with a Littelfuse® 218 Series 250mA Slo-Blo® 5 x 20 mm fuse. The cover will snap back into place. Re-install bottom plate of the amp.



## Mains Fuse:

The mains fuse is located on the rear of the amplifier, just below the power cord socket (see picture on this page). The fuse rating is 1 x Littelfuse® 213 Series 2.5A Slo-Blo® 5 x 20 mm fuse for 100-120VAC and Littelfuse® 213 Series 1.25A Slo-Blo® 5 x 20 mm fuse for 200-240VAC. Replace with the same type and value fuse! The fuse holder can be snapped out using a small slotted flat blade screwdriver.



# PrimaLuna® DiaLogue Seven

## Tube Basics

The 12AX7 and 12AU7 tubes will have a life of about 5,000 to 10,000 hours. The lives of powertubes are more difficult to predict. This also depends on how "gently" or "roughly" you use your amplifier. In general -under normal conditions- you can say between 2,000 and 3,000 hours.

Here are some tips on using tubes:

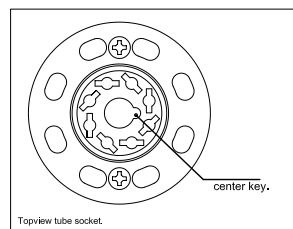
- Do not use treatments on tube pins or in sockets.
- If you decide to experiment with other tube types, it's best not to swap tubes in and out repeatedly, as you never want to cycle amplifiers on and off rapidly. They should be left off for at least five minutes. Further, every time you insert a tube, you stand a chance of loosening the tube sockets. It's okay to have fun, and we support that, but don't go crazy and swap tubes in and out twenty times in a day.
- Do not leave the amplifier on 24 hours a day. Just a short warm-up is required for the PrimaLuna to get into its groove.
- Break-in yields improvements. Every tube, when new, needs to be left alone for a little while. So, when your amplifier is new, or when you re-tube it, it may take a little time to settle in. There is however no fixed "time rule" for break-in.
- Please note that tubes can vary electrically, and by plugging in the wrong type of tube (i.e. 6922 for a 12AX7) you can damage the amplifier and void your warranty.

## Common replacements:

- **12AX7:** ECC83, ECC803S, E83CC, 7025, CV4004. You can also use a 5751, but please note that the 5751 is a lower gain tube than a 12AX7 and the sound will be altered.
- **12AU7:** ECC82, ECC802S, E82CC, 5814, 6189, CV4003
- **KT-88:** 6550, KT-90. You may also use EL-34, 6L6GC, 7581A and KT66 though power will drop slightly.



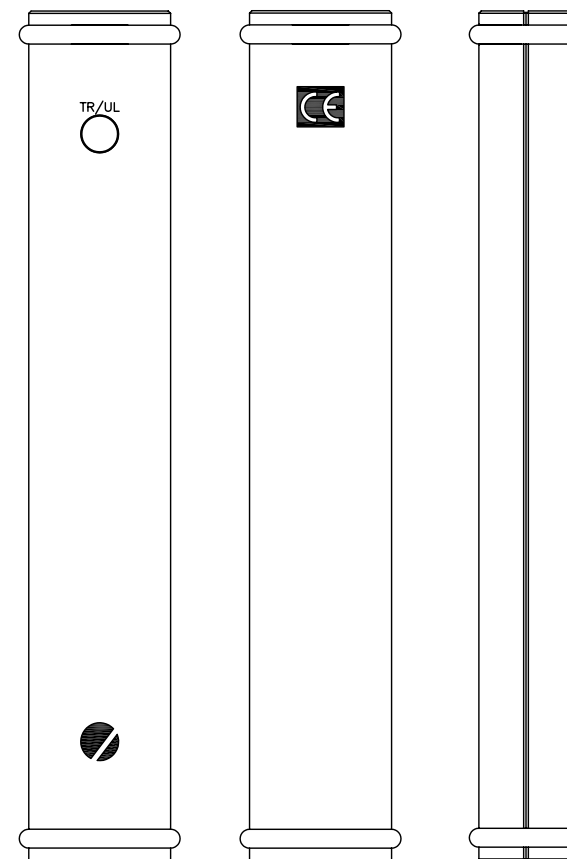
Topview picture of DiaLogue Seven



*Some tubes and tube sockets have a "center key" which must correspond! If you use "brute" force and misalign, you will damage important and expensive parts of your amplifier!!*

# PrimaLuna® DiaLogue Seven

## Remote Control



The functions of the PrimaLuna DiaLogue UL-TR Remote Control are self-explanatory. The remote controls Triode/Ultralinear switching.

The PrimaLuna DiaLogue UL-TR Remote Control has two high quality silicon rubber rings on each end to protect against damage of the remote control itself as well as your furniture. These rings can be easily removed in case battery has to be replaced or if you plain just don't like them.

In the event your remote control does not function, please check battery and if necessary, replace with a new CR2032 model battery. To access the battery-compartment, remove the rubber rings and unscrew the back plate. If the remote still does not function, contact your dealer for further assistance.

# PrimaLuna® DiaLogue Seven

## Ultralinear – Triode Switching

Your DiaLogue Seven amplifier affords you the opportunity of switching between Ultralinear and Triode modes by remote control. You need not turn off the amp to do so; you can switch while the unit is operating. Although a faint click might be heard through your speakers, it is in no way harmful.

Your DiaLogue Seven always starts in Ultralinear mode when powered up. Centered behind the front panel is a two-color LED which indicates the mode in which the amp is functioning: Red—Ultralinear; Green—Triode.

The choice between Ultralinear or Triode modes is a matter of taste, influenced by your speakers and the recording.

## Ultralinear Mode

The term ultralinear applies quite literally here. The design exerts a tighter grip on the speakers and produces music more likely to be described as accurate, dynamic, with great inner detail. The top and bottom end take on more “pop” and excitement.

## Triode Mode

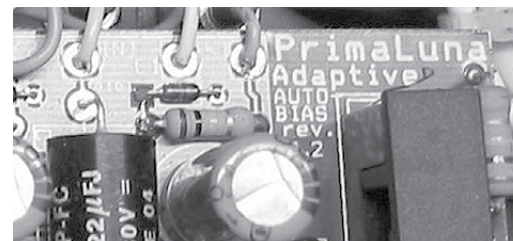
Take your KT-88 or EL-34 and wire it like a 300B! Triode sound is best described as warmer on top and bottom, a little compressed, with the midband now slightly more pronounced. Your shoulders drop as the sound is more relaxed. In absolute terms it will not play as loud as maximum power drops by roughly half compared to Ultralinear.

## So Which Is Better?

Decide with your ears but we will leave you with this thought: On the surface it would appear that if you wanted to play music louder, you would use the higher-powered Ultralinear mode; conversely, you would use the Triode setting for soft listening. Not always true! At low listening levels, you may need the “pop” that Ultralinear provides for top and bottom extension so the music sounds full. At higher listening levels, Triode operation will start to “compress” and allow you to crank it up more with less fatigue. The point is: have fun with it and never let people tell you what sounds right.

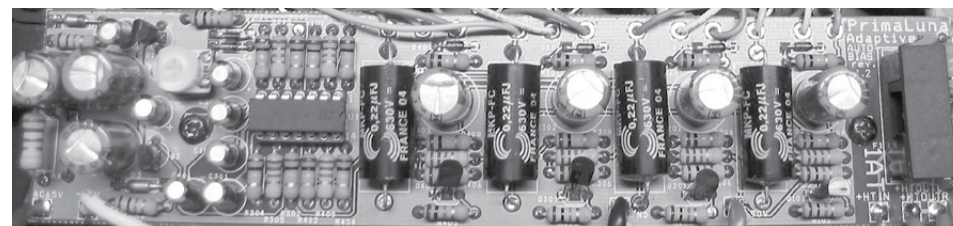
# PrimaLuna® DiaLogue Seven

## Adaptive AutoBias™



Exclusive to PrimaLuna, this circuit monitors and smoothly adjusts bias constantly and instantly. The genius of this design is that the Adaptive AutoBias™ actually improves the overall sound quality and performance of the amp. Between 12 and 30 Watts, measured distortion levels drop by over 40%. In addition, tubes do not have to be matched, and there is no bias (re-)adjustments needed, ever.

Furthermore, the PrimaLuna is equipped with SoftStart™, which brings the amplifier on line slowly to prolong the life of internal components, including the tubes. This makes the PrimaLuna a joy to own and operate.



While matched tubes are not a requirement, it is still recommended if you want to get the very best results. You can get the very best in replacement tubes as well as rare vintage NOS (New Old Stock) tubes from us and other parties if you wish to upgrade. In the USA, Upscale Audio's inventory of New Old Stock tubes is the largest you can find. Elsewhere, independent suppliers can assist you to make your best choice.