



THR Series part 1

“THR” originated the desktop amp category.

THR provides a comfortable playing environment in a variety of situations beyond the stage. It has revolutionized the way people play at home and is beloved by a wide range of guitarists—from beginners to professionals—as the original desktop amp. In this article, we will explain why a THR series amp may be right for you.

THR Website: <https://www.yamaha.com/2/thr/>



Why choose THR?

An Outstanding Authentic Amp sound

Yamaha’s cutting-edge modeling technology, **Virtual Circuitry Modeling (VCM)** faithfully recreates the richness and warmth unique to analog gear. With Yamaha’s advanced modern engineering, VCM delivers the musicality of the analog era, adding depth to the player’s everyday performance.

About VCM : <https://www.yamaha.com/en/tech-design/research/technologies/vcm/>



High Quality Audio Sound

THR also incorporates Yamaha’s world-class Pro Audio development technologies into its speakers and cabinet, faithfully reproducing the nuances of the original audio source—from deep lows to sparkling highs. It offers a groundbreaking experience by **blending tone and audio playback at high fidelity**, creating a sense of unity as your guitar mixes seamlessly with your music.

Equipped with Yamaha’s exclusive “Extended Stereo” technology, THR delivers an expansive stereo soundstage that defies expectations—not found in other amps of similar output. Enjoy a **powerful and wide sonic experience** that far surpasses what its compact appearance suggests.

The perfect blend of intuitive control, elegance, and functionality

A design that naturally blends into any space or setting. With a vintage-inspired aesthetic, every detail reflects passion and craftsmanship. The simple, straightforward user interface allows for intuitive operation from the very first touch—no instructions needed.



THE ORIGINAL DESKTOP AMP

#THR #Original #Desktop AMP