



# What Have We Done?

- *Why Does It Sound So Good?* -

The biggest obstacle in reproducing good audio is the room. The recording microphone picks up the sound produced from either direct hook-up in electronic instruments or from the sound produced from a speaker box in an anechoic chamber or live reflections from the concert hall or room.

If we then add other harmonic structures via a speaker box and direct them into a listening room we have added a new dimension to the sound. Sound waves reflect off room surfaces and in many rooms jumble and mix before arriving to the listener.

Audiophiles spend much time trying to reduce or minimize reflections but ultimately they rely on a good sounding room or a poor sounding room. If an audiophile has great passions and a heavy wallet he or she can invest in room correction electronics. Much has been written about the benefits of room correction but then again the room must be optimized for one listening position.

We have not talked yet about bass waves and the standing waves, room nodes, loading and the plethora of problems that comes when trying to move enough air to produce a proper bass wave. However, bass becomes almost impossible to reproduce correctly given some room sizes. Bass needs big rooms - huge halls actually to propagate properly. Some audiophiles have given up on trying to obtain correct bass altogether. Because of the room nodes and all the myriad of problems in trying to obtain correct sound most audiophiles have contented themselves to a manufactured sound that is very accurate without any sound waves interfering or being mixed up with each other.

The big problem is *the resonance is missing in all of the music!* **That's right! Just hit a tuning fork inside a room and it will resonate but not so with so called**

**HiFi systems. The resonance or air that should move doesn't. You end up hearing every breath and note and experiencing none of it.**

On the other side are the audio hounds that only move air and forget fidelity: they move all sorts of air (think of the subwoofer thump on the car next to you) but the timbres and notes are all jumbled and the audio is lost to a mass of thumping vibration. The other problem is that the bass has trouble arriving when it should and having the treble slow down so that it is proper. Many speaker systems now come so that you can move the physical drivers forward or backward to time align the sound. This must be done because every listener's room and every listener is different.

Imagine how frustrating it can be to have adjusted a bass module for the correct bass in a Wilson Alexandria only to find out that it will be a compromise for the mids and highs and visa versa. Also imagine how frustrating it is that once a system is tweaked and made perfect the setup is only for a limited sweet spot in the room. At audio shows there are people stacked up in the middle of the room trying to get the proper imaging and such. In the case of Wilson speakers it is so exact that a taller person needs a different setup when sitting in the exact same spot because of where their ears will be (higher) in relationship to the speakers.

Let me tell you right here that none of the above problems that plague regular audio systems are in our I-Fi chair. We take the room out of the equation!!! That's right. Gone forever are the first wall reflections, the standing wave issues, the room correction equipment, the sound panels on the walls, the speakers protruding into the middle of the room, the fight for the "sweet spot", the bass humps, the glare of the tweeter on axis and all other assorted distortions. We even get down to the basic physics problem of how to stop a cone once

it gets moving. You remember, the bigger the mass the harder it is to get the object moving and then once it gets moving watch out! It won't stop leaving bleeding nagging overhang.

We use a 4" cone. While a 4" cone is not perfect for the midrange sounds it ever so fast and light and cone stop on a dime. We don't have to have our 4" cone move very far because it is only a few feet away from the listener giving faster response with more detail and less cone excursion.

The relationship of the bass speaker to the midrange and tweeter is always the same. It doesn't matter what room you are in. The subwoofer is a highly damped 8" cone that is fast and tight. Because you feel and hear the first wave out in proper timing with the midrange and tweeter it puts you into audio nirvana almost immediately. Musicians notice this as having the same properties of their instruments when they play. The full resonance of the notes happen together even if you move your head a few inches to one side or the other.

The tweeters are silky and smooth and always keep the perfect relationship to the midrange and the woofers. You don't need to turn up the volume to make up for a lack in the audio spectrum. You can hear fine without strain. You feel the resonance of the music and the instruments used. This is high end audio at its finest!

You would think that we would need to use tubes or play only vinyl with the near field sound monitors. In fact, the opposite is true. Because we are sitting closer and the speakers are working less the resolution of digital audio files is not lost and the chair actually gives the feeling of vinyl playing with great tube electronics just using an MP3 player.

Three class D amplifiers work in tandem to create one awesome sound system. Because we have a tactile transducer (patent pending technology) we are even able to create a 20 hz signal. The low of the lows are handled (about 60 hz and down) by this transducer and it doesn't tax the amps, or the sub, or the speakers. It has it's own discrete amplification and can make organ music, symphonic music, the blues, rock n' roll, and movies come alive.

I don't know how we can do all of this for the price but we are serious about spreading joy into the world and

making it a better place. We offer a lifetime warranty on all mechanical parts and a 1 year warranty on all of electronics. It's time that your life got a whole lot better. So sit down and listen and we promise you that you will smile!