



MAY, 2016—HAYWARD, CALIFORNIA USA

### Magico M3

**State of the Art Loudspeaker, Floor standing, 3-way (Five Driver) Design**



HAYWARD, CA – Magico, the leader in high performance loudspeaker design and manufacture, is pleased to announce the new M3.

The 2014 release of the M-Project provided a glimpse of the innovative designs and advanced technologies that were being developed at Magico. Since then, we have continued to develop and refine the concepts and vision introduced by the M-Project. The new Magico M3, picks up where the M-Project left off, and not only builds upon its legacy, but takes it several steps further. A new Carbon-fiber side panel design, an all-graphene midrange and bass driver design, a new driver coupling system and the phenomenal 28mm diamond coated beryllium tweeter, previously found only in the M-Project, all come together in what is the most sophisticated loudspeaker we have ever created.

Magico is the world's first manufacturer to utilize graphene in the development of a leading-edge loudspeaker cone design. Graphene has many extraordinary properties and is approximately 100 times stronger than the toughest steel. The newly designed Magico six-inch midrange and seven-inch bass driver cones found in the M3 are both manufactured from Multi-Wall carbon XG Nanographene and a new proprietary ultra-stiff carbon weave which is 20% lighter and 300% stiffer than the cone material used in previous Magico loudspeaker offerings. The underhung neodymium base motor system provides an ultra-stabilized magnetic field for the pure Titanium voice coil to operate within. This radical new driver design offers the lowest THD in the industry and sets the performance benchmark for others to aspire to.

The M3 midrange driver operates in a purpose built sub-enclosure made of a proprietary polymer that enhances midrange control and articulation. This sub-enclosure concept was first used in the S3 and is now applied to our more recent 3-way speaker designs. Three seven-inch M3 bass drivers are vertically aligned to achieve ideal room integration and reproduce the lowest registers of bass frequency with speed and accuracy. A solid copper gasket is applied between the driver's chassis and enclosure to maximize the coupling effect and diffuse resonances between the two surfaces. The M3 bass drivers are optimized for minimal music related distortions in the frequency and time domain using the latest state-of-the-art FEA simulation of acoustics, mechanics, electromagnetic and thermal behavior. The testing process is now completed on a single platform allowing optimization levels to be taken to a higher level.



The M3 incorporates the diamond coated beryllium diaphragm tweeter (28-mm) used in the M-Project. The optimized geometry and the diamond coating on the beryllium aligns the acoustical properties closer to perfection without adding the extra weight of a full Diamond dome. This revolutionary tweeter design offers a near perfect weight to stiffness ratio that is unmatched in the industry. The new tweeter provides extra-long excursion movement and uses a neodymium based motor system that is customized to match the sensitivity and power handling capabilities of the M3 while maintaining ultra-wide dispersion characteristics and ultra-low distortion measurements.

An internal three-axis matrix framework encapsulated in a sandwich Carbon-fiber skin, contributes to an extremely rigid yet damped enclosure and eliminates unwanted resonances and colorations, allowing all drivers to perform with stunning resolution and dynamics. All five drivers in the M3 are acoustically integrated using Magico's exclusive Elliptical Symmetry Crossover topology.

#### Driver Complement

1	1"	MBD28 Tweeter
1	6"	MAG6004RTC Graphene Nano-Tec Midrange
3	7"	MAG7012RTC Graphene Nano-Tec Bass

#### Specifications

Sensitivity:	91dB
Impedance:	4 Ohms
Frequency Response:	24 Hz – 50 KHz
Recommended Power:	20 – 500 Watts
Dimensions	48"H x 19"D x 13"W (120cm x 49cm x 34cm)
Weight:	320 lbs. (145Kg)

SRP US \$ 75,000.00 /pair      Ship date – 3<sup>rd</sup> Quarter 2016

#### About Magico, LLC

Magico was created over a decade ago for the sole purpose of leading a no holds-barred assault on what is possible in contemporary loudspeaker design. Inspired by the unique vision of Industrial designer and accomplished musician Alon Wolf, every Magico product is designed against the true standard of perfect audio reproduction – live music. At Magico, we strive to lead in the creation, development, and manufacture of the most elegant and technologically advanced loudspeaker systems in the world. Each product expresses our passion to craft uncompromising devices that reveal the music as never before.

For more information please contact Peter Mackay, V.P. Global Sales at Magico LLC. Telephone: 1-510-649-9700, Ext 104 or visit us at [www.magico.net](http://www.magico.net)