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MAGICO INTRODUCES THE Q1



Magico LLC, the leader in high-performance loudspeaker design and manufacture, is proud to announce the unveiling of its newest loudspeaker, the Magico Q1: a 2-way stand-mounted monitor housed in a fully-braced, fully-damped, aluminum and copper, hard-anodized enclosure. The Q1 features a complete new set of Magico-designed drivers including a new 7" Nano-Tec® woofer that has been developed to deliver improved system efficiency and greater power handling. This allows the Q1 to be satisfactorily powered by high quality amplifiers with as few as 50 Watts.

Replacing an iconic and revolutionary product is as much an exercise in understanding human emotion as it is in engineering. For any new generation of products, in addition to being compared to its predecessor by actual performance, there is a need to contend with the intense feelings of witnessing the introduction of a loudspeaker so far ahead of its time that it redefines a genre. Today, the Mini II stands within the high-end as a classic, its influence rising far above the resulting industry disquiet. For Magico, it marks the starting point of an even greater pursuit.

The Q1 is representative of this pursuit in both the demands it meets from a performance stand point and the technology it employs to achieve that. Tireless driver development has yielded two new drive units allowing for better power handling and an additional 7Hz of bass extension than the venerable Mini II. Continued research into the damping mechanism used in the Q platform has also resulted in addressing the common problem of resonance in the stand mount. Instead of attempting to add mass to the stand and decoupling the speaker, the Q1 is directly coupled and the stand itself is a damping mechanism.

As in most products, addressing problems with more precision allows us to carefully consider a broader range of demands. In the Q1, compromises of form factor, mass, power requirements, and versatility were not necessary due to eliminating inefficiencies in common problem solving design principles. The outcome is a compact, convertible stand-mounted/bookshelf loudspeaker with explosive, true full-range performance. It is the 2-way monitor that has never before been built, by our company or any other.

Magico will be demonstrating the Q1 at the High End Show in Munich, Germany from May 19 – 22, 2011 in the Atrium 4, First Floor, Room E110.

SPECIFICATIONS

Driver Complement

1 x 1" MBe-1 Tweeter

1 x 7" Nano-Tec Bass

Sensitivity: 86dB

Impedance: 5 Ohms

Frequency Response: 32 Hz – 50 KHz

Minimum Power: 50 Watts

Dimensions Including Stand: 44" H x 15.2" D x 10" W (112cm x 37cm x 25cm)

Weight: 120 lbs. (54 kg)

PRICING AND AVAILABILITY

The US retail price of the Magico Q1 is \$24,950/pr. Delivery will begin in the third quarter of 2011.

About MAGICO

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.

CONTACT

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