



A MESSAGE FROM ALON WOLF

The first half of 2015 has been very exciting at Magico® with the release of the Q7 Mk II and the announcement of the new S7 and S-SUB.

The Q7 Mk II created quite a stir as no one could imagine that we were able to improve upon what was already revered as the best. New and advanced technologies deliver a substantial increase in performance, and we highly recommend that Q7 owners make the upgrade. For all dealers and end-users who are still considering the Q7 Mk II upgrade, please hurry with your decision as the upgrade program ends on December 31st, 2015.

The addition of the new S7 and S-SUB fortifies the already popular S-Series line and provides dealers worldwide with solid reasons to reach out to all prospective Magico customers and welcome them in for a product demonstration. "It's all in the demo" – a tried and true sales strategy that still proves to be effective today.



NEWS FLASH! 2015 TAS GOLDEN EAR AWARDS

We are honored and pleased that the following Magico loudspeakers were chosen to receive the prestigious TAS Golden Ear Award for 2015:

Magico Q7 Mk II
Magico M-Project
Magico S5

The TAS Golden Ear Award 2015 report may be found in *The Absolute Sound* (Issue #255 – September 2015), which includes the Equipment Report on the Magico M-Project by Jonathon Valin. (See pg. 148.)

Thanks to all of our International & Domestic Partners, Press Members, and End-Users worldwide who support all of our efforts at Magico. We greatly appreciate it!

MAGICO FACTORY NEWS

Two-and-a-half years have passed since Magico relocated to our new 20,000 square foot “state-of-the-art factory” in Hayward, CA. Initially the space seemed cavernous and suited our needs comfortably. However, because of an increased demand for our products we are pressed against the walls of the building and need more space. In December 2015, we will add an additional 10,000 square feet to the facility by taking over the space adjacent to the existing factory.

The expansion will allow R&D and QC staff members to move into a dedicated area and free up space to accommodate three new assembly technicians who will join the existing production team. As of today the new team head count at Magico stands at 34-people strong.

We recently launched our new website (magico.net) which is easier to navigate and chock full of product information. While scrolling through the pages of the new site, you will find stunning images of Magico products (either whole or in parts) which were all taken with the skillful and artistic eye of Alon Wolf using an 80-megapixel medium format camera.

MAGICO PRODUCT NEWS

Magico generated a lot of excitement during the HIGH END 2015 event held at the M.O.C. in Munich, Germany, with the soft launch of the new S7 and the astonishing musical performance of the Q7 Mk II. Magico was pleased to work with Constellation and Soudation to drive the S7 and Q7 Mk II respectively.

Upon returning from Munich, Alon spent numerous hours making subtle alterations to the S7 to perfect the final industrial design of the enclosure and overall sonic performance. Many reviewers who received the S7 press release and auditioned the engineering prototype pair in Munich were very pleased with the sound and indicated that the S7 will be a game changer for Magico. We agree and



feel that the S7 will be a core product based on its pricing and extreme level of performance.

Early last month (June 2015) Alon and the engineering team released the new S-SUB. This new addition to the S-Series lineup expands the sound dimension capabilities of any Magico S-Series loudspeaker with thundering low bass frequency reinforcement.

MAGICO STAR EMPLOYEE

Wendell Souza grew up in a small beach town named Monterey. Fascinated with product design, Wendell moved to the Bay area to attend San Francisco State University where he earned a degree in Industrial Design. Wendell joined Magico over two years ago as a sub-assembly technician. Wendell's aptitude for precision work was quickly recognized and his position was elevated to a full-assembly technician involving start-to-finish work on Q-Series and M-Pro loudspeakers.



With a deep understanding of mechanical design and application, Wendell also works with engineering in the R&D department to create step-by-step assembly drawings using SolidWorks, which is a valuable tool on the production floor. When spare time permits, Wendell is often out riding his bike or at home reading up on material science. As part of a life plan and daily physical fitness regimen Wendell dedicates many hours to jiu-jitsu.

DOMESTIC DEALER PROFILE



Speaker Shop – Buffalo, New York

Speaker Shop is our newest addition to the team of authorized Magico retailers. Established in 1977, Speaker Shop operates a retail business in a building that is 140 years old. It's been updated over the years; however, there is not a straight line or level surface to be found, which only adds to the character of the store.

Speaker Shop's business began with building and repairing speaker systems and making high quality speaker parts, crossovers, and speaker kits available to the hobbyist. Since the early 1980s, business partners Ed Sullivan and Guy Augello have managed Speaker Shop. Over the years, Speaker Shop has kept up with the latest technology trends and always remained committed to promoting products that provided high-performance audio along with accurate sound reproduction in the home. With an experienced staff of ten, Speaker Shop has the resources to design and install sophisticated single room and multi-room entertainment systems.

It was clear from the very first conversation with Ed that Magico would reign supreme in their lineup of loudspeaker offerings at Speaker Shop. As stated by Ed, "It is the best business decision we can make on behalf of our customers and for Speaker Shop. The addition of Magico further solidifies our enduring commitment to providing our customers with the absolute best when it comes to high-end system solutions." Thanks Ed, Guy, and all staff members at Speaker Shop. Welcome on board!

INTERNATIONAL DEALER PROFILE

Rhapsody Music Store, Hilversum, The Netherlands

Harry van Dalen has been fascinated with music since the young age of nine. While growing up in the mid-sixties the music scene was evolving at a rapid rate, and so was Harry's record collection. Intense listening sessions made Harry aware of the sizable differences among LP labels, and this started him on a quest to search for the absolute best recordings and playback systems available. At 19-years of age Harry started working at a local record store and quickly became the guru of Jazz-Rock recommendations with favorites like Weather Report and Stanley Clarke. ECM recordings were his favorite and he used these regularly to judge music playback systems. Harry sold thousands of records to a sizable group of customers who eventually followed him to a new sales position at a high-end audio store in the early 70s.



Graduating from Garrard turntables and Philips electronics, Harry was now selling Audio Research and Mark Levinson along with Dahlquist, Quad, and Infinity loudspeakers. Following his dream of running his own business, Harry converted the main floor of an old home into a multi-room demonstration area and opened Rhapsody. After 27 years in the same location Rhapsody remains an institution for music enthusiasts to visit and continue their education in the art and science of high-end audio.

Years ago Harry ran a small recording studio named Turtle Records, which focused on Jazz recordings. This successful past experience soon directed Harry to open another studio in his area under a new name. His vast experience as a sound engineer enables Harry to be expert with the setup and tuning of any high-end audio system.

When Harry met Alon (not the movie) and was exposed to the superb performance of Magico, Harry claimed, "I thought I discovered the Holy Grail."

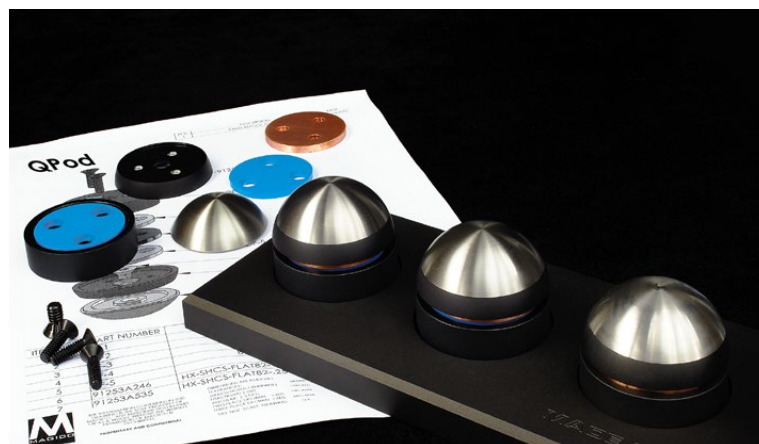
His initial audition of the Q7 loudspeaker left Harry speechless and extremely impressed with how closely the speaker mimicked the microphone. He quickly realized that Magico loudspeakers would become the portal to hear all of the complex creations in his live recordings. The team at Rhapsody are thrilled to represent Magico and they look forward to receiving their new demo pair of S7. Thank you Harry for your support and earning "bragging rights" with the sale of three pairs of Q7 and two pairs of M-PRO among many other models.

TECHNICAL TIPS

Your customers may not know it yet but the overall sound performance of their Magico loudspeakers will greatly improve with the installation of the Q-POD underneath any of their existing source components.

QPOD

During our research and development of the Q platform, numerous advances were made in the area of resonance management. By eliminating unwanted enclosure resonances, both micro and macro details of the musical signal became more audible.



Each Q-POD is CNC-turned and milled from hardened stainless-steel, oxygen-free copper, and hard black-anodized aircraft-grade aluminum. These materials create the constraining layers for the damping material that is alternately clamped

between to create a single traverse dissipating unit. Vibrations through the floor, equipment stands and the equipment itself is converted into heat energy through the side-to-side

movement (known as “shear deformation”) within each layer of the Q-POD. By installing a multi-leveled constraining layer mechanism underneath each source component, electrical and mechanical vibration-induced artifacts are acutely reduced, ultimately resulting in marked improvements to signal fidelity.

Q-POD 3 Suggested retail price: US\$ 1,310.00

Q-POD 4 Suggested retail price: US\$ 1,680.00

MUSIC RECOMMENDATIONS

Balkin – Honey and Blood
Jordi Savall

88kHz/24-bit
Alia Vox 2013

My Foolish Heart
Keith Jarrett Trio

High Res
ECM 2021/22

Rossini String Sonata No.1 in G-major: Moderato
Neville-Mariner/St. Martin-in-the-Fields

Track: Rossini String Sonatas
Decca 1995

Main Offender
Keith Richards

Track: Words of Wonder
Virgin 1992

Nik Bartsch's Ronin Live
Nik Bartsch

Track: Modul 42 Wien
ECM 2012

Sotho Blue
Abdullah Ibrahim & Ekaya

Track: The Mountain
Intuition 2010

NEWS “TID BITS”

The Q7 Mk II Upgrade Kit raised questions concerning the possibility of a Mk II upgrade path for the Q1, Q3, and Q5. However, this is not the case. The Q1, Q3, and Q5 will remain current in the line and will not undergo any upgrades.

MAKING CONTACT WITH MAGICO

Our factory doors are open to all music enthusiasts who either own Magico loudspeakers or aspire to join the Magico family of end-users. We know many of our customers worldwide, and if you have not yet connected with us, we want to hear from you.

If you currently own a pair of Magico loudspeakers please send us an email (info@magico.net) with your contact information, including the model and serial number of your Magico loudspeakers and a PHOTO of the speakers in your system (products only).

Each quarter we will select a few of the most unique photo submissions and post them on our Facebook page and in our Quarterly Newsletter. (Submissions will be identified only by first name and the city and country of residence. All other information will be rigorously protected.) You may also write one sentence that perfectly describes your experience with your Magico loudspeakers.

Let the MAGIC continue...

Peter Mackay • VP Global Sales& Marketing • Ext. 104 • peter@magico.net

Dave Shackleton • VP Operations • Ext. 102 • dave@magico.net

Linh Huynh • Accounting • Ext. 107 • linh@magico.net

Carlos Rodriguez • Logistics • Ext. 103 • logistics@magico.net

MAGICO LLC
3170 Corporate Place
Hayward, CA 94545
(510) 649-9700
magico.net