



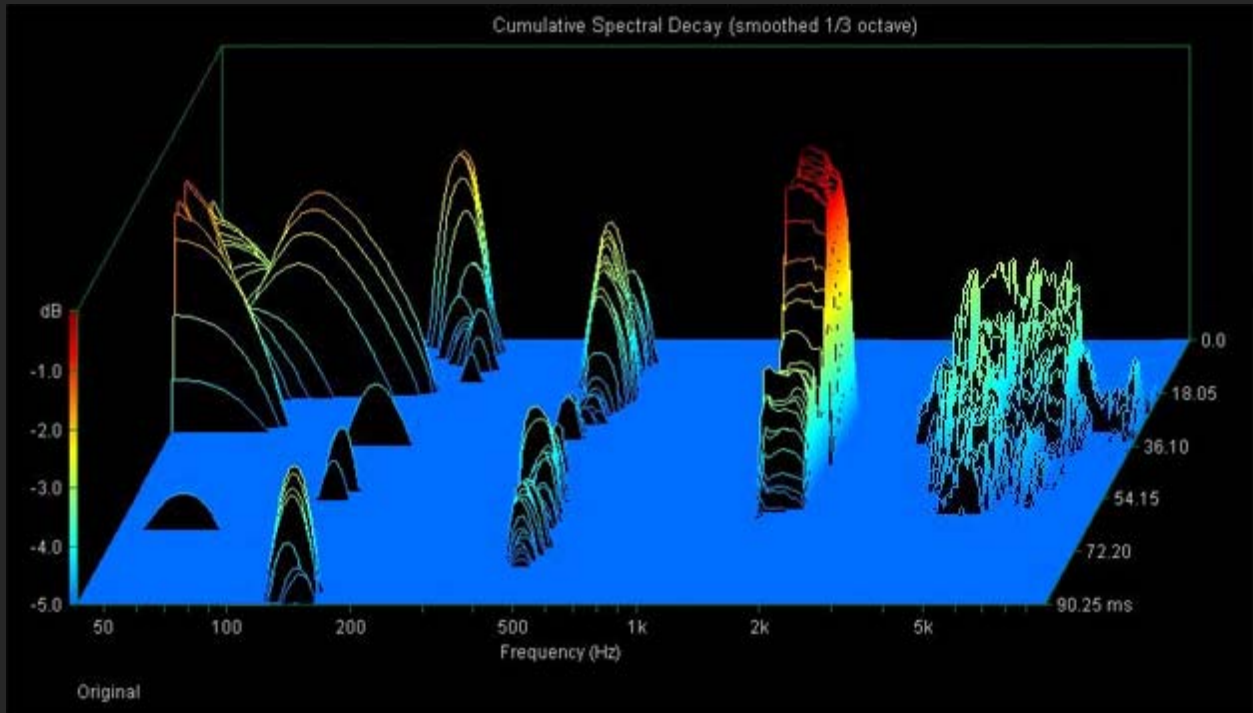
FOR IMMEDIATE RELEASE—February 07, 2011—Berkeley, California USA

MAGICO INTRODUCES THE QPods™

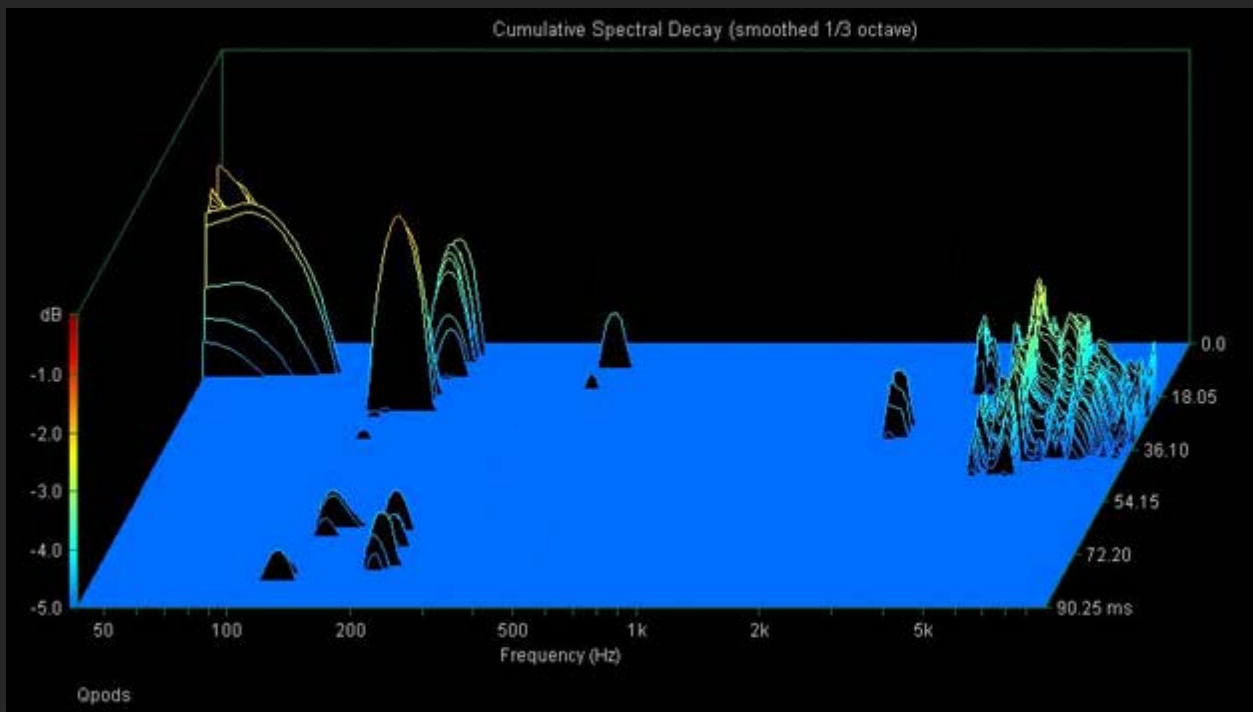


Magico LLC, the leader in high-performance loudspeaker design and manufacture, is proud to announce the unveiling of its newest product, the Magico QPods.

Throughout the development process of the Q platform numerous advances in the area of resonance management were made. Improvements with regards to the stiffness of the structure necessitated improvements to methods of damping. By employing a combination of extensional damping, constrained-layer damping, and vibrational isolation, the overall system Q factor was brought to ideal levels and, thus, the model and name were created. Of course, in so doing, controlling the transmission of resonances to all equipment in the testing and listening facilities became the next variable to isolate.



Cumulative Spectral Decay of a preamp chassis, standing on its factory feet, playing back an impulse response. Speakers are playing back the signal in room.



Same preamp playing back the impulse standing on four QPods.

Originally developed for internal R&D, Magico is introducing the QPods to maximize front-end system performance. The pods themselves are 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, which we call the QPod. Vibrational wave propagation through the floor, 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 pod.

By adding a multi-leveled constraining layer mechanism to equipment standoffs, electrical and mechanical vibration-induced artifacts are acutely reduced, ultimately resulting in marked improvements to signal fidelity.

The QPods are NOT designed to replace or augment the Magico Q loudspeaker feet. They may, however, be effective in decoupling other loudspeakers.

PRICING AND AVAILABILITY

The US retail price of 3 QPods is \$1,310 and 4 QPods is \$1,680. Delivery will begin in March 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. 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

For more information on the QPods or any Magico loudspeaker, please contact Irv Gross at Magico LLC, 510-649-9700 x300, irv@magico.net.

###