



**YG ACOUSTICS**  
HIGH-TECH HIGH-END LOUDSPEAKERS  
**Company Profile**

## **Operations**

Established in the year 2002 by Mr. Yoav Geva (Gonczarowski), the YG Acoustics brand is now international. The U.S.A. branch, named Computerized Loudspeaker Labs, is the largest one, as it handles the entire manufacturing and sales process. The products bear the “Handmade in U.S.A.” mark with pride.

## **Marketing**

Since 2004, YG Acoustics has been one of the strongest brands in the ultra-high-end price class in Japan, which is the world’s largest market for cost-no-object loudspeakers. There is also strong presence in other Asian countries. Currently the brand is expanding its market to various European countries, as well as its domestic market – U.S.A.

## **Technology**

YG Acoustics loudspeakers are designed and optimized using proprietary software developed entirely in-house. While it seems obvious to non-industry-members that any serious high-tech company should create its own custom tools for critical tasks, in fact nearly all other loudspeaker brands worldwide rely on a single off-the-shelf design suite, in which the core is predominantly over 10 years old. The result, as discerning audiophiles have already noticed, is that all of those loudspeakers suffer from the same problems, and those deficiencies prevent them from sounding even remotely like “the real thing”. YG Acoustics software is highly advanced and uses technology developed by Mr. Geva from scratch, i.e. it cannot be found in scientific publications. This, combined with cost-no-object construction using aircraft-grade aluminum with no wood-based materials whatsoever, ensures performance unparalleled by the competition. When driven by adequate electronics and correctly set-up, YG Acoustics loudspeakers are completely capable of fooling the human ear into believing that it is listening to live music.

## **Credentials**

September 2004: Suono magazine of Italy selects YG Acoustics as its partner for the Top Audio show, and lauds the 1<sup>st</sup>-generation Anat Reference as “the best loudspeaker in the world”.

November 2004: Audio-guru Mr. Makoto Fujioka of Japan reviews the Anat Reference Studio and concludes that it is “An absolute masterpiece... I

wondered how this level of performance was possible... Listening to it will change the future course of your audio life”.

March 2005, June 2005: Stereo Sound, arguably the most powerful audio publication worldwide, which is published in 3 languages, reviews the Anat Reference Studio and Anat Reference Main Module. As a result, audio-critic and professional bass player Mr. Hiromi Wada (who reviewed the Main Module) purchases the speakers for his own reference system.

September 2005: A “showdown” of cost-no-object loudspeakers is conducted in Japan – all 14 market leaders are compared head-to-head using objective third-party measurements. Anat Reference Main Module emerges as the clear technological superior in all 5 categories: anechoic frequency response (flattest), response at normal listening distance (flattest), lateral dispersion (tied for most uniform), vertical dispersion (most uniform), and distortion (tied for lowest K3). Thus, YG Acoustics’ claims, that its loudspeakers are the most accurate and technologically advanced worldwide, are confirmed by an independent source.

**December 2005: YG Acoustics wins the Japanese Grand Prix 2005 award for its Anat Reference Studio loudspeaker system. It is the most prestigious recognition worldwide for high-end audio technology.**

September 2006: HiFi Review magazine (Hong Kong), reviews the Anat Reference Studio. As a result, chief editor Mr. Sam Ho (who was also the reviewer in this case) purchases the speaker for the publication’s reference system.

September 2006: Anat Reference Studio is selected as one of the 40 most significant loudspeakers of all time by Stereo Sound (Japan), as part of their 40<sup>th</sup> anniversary issue.

October 2006: Anat Reference Professional is selected by Audiotechnique magazine (Hong Kong) for their 25<sup>th</sup> anniversary celebration concert, and easily manages to fill a large auditorium (180 attendees) with music.

**March 2007: YG Acoustics wins Hong Kong-based HiFi Review’s Product of the Year 2006 award for its Anat Reference Studio loudspeaker system. It is the publication’s highest honor.**

April 2007: SoundStage! magazine ([www.SoundStage.com](http://www.SoundStage.com)) reviews the Anat Reference Main Module, and declares that “They’re relentlessly neutral and make other relatively neutral-sounding speakers seem quite colored in comparison”. Other superlatives included “All other speakers I’ve reviewed seem diffuse, even confused, in comparison”, “Its way of... laying out the soundstage with painstaking precision is the best I’ve heard from *any* speaker” and “The... stage was so well laid out, holographic and razor-sharp that I found it hard to believe I was getting such sound from stereo”, among others. Production quality was also praised: “By far, the most solid speaker I’ve ever reviewed”.

May 2007: Ultra Audio magazine ([www.UltraAudio.com](http://www.UltraAudio.com)) reviews the Kipod Studio, and is highly impressed by both its sound and production quality. Excerpts: “Depth of soundstage was extraordinary... a scary-real image... might as well have been performed right in my room... reach-out-and-touch-you real”, “One of the most-thoroughly well-designed loudspeakers available”.

June 2007: Apple selects YG Acoustics Anat Reference Studio to showcase the sound-quality of its AirMacExpress wireless technology. The event, conducted at the flagship Apple Store in Ginza (Tokyo, Japan), was hosted by Stereo Sound magazine reviewer Mr. Hiromi Wada, as well as local "60 Minutes" host Mr. Peter Barakan.

## Contact

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