



FOR IMMEDIATE RELEASE—AUGUST 9, 2012—BERKELEY, CALIFORNIA USA



MAGICO INTRODUCES THE S 1

MAGICO LLC, THE LEADER IN HIGH-PERFORMANCE LOUDSPEAKER DESIGN AND MANUFACTURE, IS PLEASED TO ANNOUNCE ITS NEWEST AND MOST VALUE-LADEN LOUDSPEAKER YET, THE S1. FOLLOWING THE RECENT INTRODUCTION OF THE ALREADY-RENOWNED S5, ITS SMALLER SIBLING, THE S1, OFFERS MAGICO PERFORMANCE AT A PRICE POINT NEVER BEFORE ATTAINABLE.

IN 2004, THE MINI, MAGICO'S FIRST COMMERCIAL PRODUCT, SET NEW BENCHMARKS FOR WHAT CAN BE ACHIEVED WITH TWO DRIVERS IN A SEALED ENCLOSURE, IMMEDIATELY CHANGING THE LANDSCAPE OF THE HIGH-END AUDIO INDUSTRY. WIDELY HERALDED AS THE WORLD'S FIRST "SUPER MONITOR" AND ONE OF THE MOST MOMENTOUS LOUDSPEAKERS IN AUDIO HISTORY, THE MINI PLACED MAGICO AMONG THE MOST INFLUENTIAL LOUDSPEAKER MANUFACTURERS IN THE WORLD. EIGHT YEARS LATER, WITH NUMEROUS LANDMARK LOUDSPEAKERS INTRODUCED IN THE INTERIM, THE S1 CONTINUES THIS LEGACY. FEATURING A UNIQUELY CONTOURED CABINET DRAWING DESIGN CUES FROM THE MINI AND M6, THE S1 UTILIZES THE WORLD'S FIRST MONOCOQUE 3/8" THICK, 12" DIAMETER EXTRUDED ALUMINUM LOUDSPEAKER ENCLOSURE, MINIMIZING DIFFRACTION EFFECTS, INTERNAL RESONANCE, AND DAMPING REQUIREMENTS. AT ONLY 9 INCHES DEEP AND AVAILABLE IN AN ARRAY OF MAGICO'S NEW M-COAT® PAINT BLENDS, THE S1 WILL FIT EFFORTLESSLY INTO ANY LISTENING ENVIRONMENT, MAKING IT THE MOST VERSATILE AND ACCESSIBLE MAGICO PRODUCT TO DATE.

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1 OF 2

THE FLOOR-STANDING, TWO-WAY, S1 INCORPORATES AN ENTIRELY NEW 7" MAGICO NANO-TEC® MIDBASS DRIVER WITH THE SAME BERYLLIUM TWEETER FEATURED IN THE S5, MAKING IT CAPABLE OF ASTONISHING OUTPUT. THE S1'S NEW 7" MIDBASS DUAL-NEODYMIUM UNDERHUNG MOTOR SYSTEM WITH PURE TITANIUM VOICE COIL-FORMER IS POWERFULLY EFFICIENT AND LOW IN DISTORTION. AS WITH ALL MAGICO DRIVERS, THE LATEST CUSTOM COMPUTER SIMULATIONS ARE USED TO OPTIMIZE ELECTROMAGNETIC AND THERMAL BEHAVIOR.

TIRELESS RESEARCH AND DEVELOPMENT IN CONJUNCTION WITH NEW MANUFACTURING TECHNIQUES HAVE PROVIDED THE MEANS FOR A DISTINCT NEW PRODUCT THAT IS UNDOUBTEDLY MAGICO. CONTINUING AN UNCOMPROMISING COMMITMENT TO QUALITY, DESIGN AND PERFORMANCE, WE ARE PROUD TO WELCOME THE S1 AS THE LATEST ADDITION TO OUR INCOMPARABLE LINE OF LOUDSPEAKERS.

SPECIFICATIONS

DRIVER COMPLEMENT:

1 X 1" MB30 TWEETER
1 X 7" M390 MID-WOOFER

SENSITIVITY: 86DB

IMPEDANCE: 4 OHMS

FREQUENCY RESPONSE: 32 HZ - 50 KHZ

RECOMMENDED MINIMUM POWER: 50 WATTS

DIMENSIONS: 43" H X 8.5" D X 9.75" W (109 CM X 22 CM X 25 CM)

WEIGHT: 95 LBS. (43 KG.)

PRICING AND AVAILABILITY

THE US RETAIL PRICE OF THE MAGICO S1 WILL START AT \$12,600/PR. DELIVERY WILL BEGIN IN Q4 2012.

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

FOR MORE INFORMATION ON THE S1 OR ANY MAGICO LOUDSPEAKER, PLEASE CONTACT IRV GROSS AT MAGICO LLC, BERKELEY, CA. USA, TEL: (510)-649-9700 x104, IRV@MAGICO.NET.

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2 OF 2