



Milan Top Audio Show, Sept. 2010



Vienna Klangbilder Show, Nov. 2010



Tokyo High End Show, Oct. 2010

THE SHOW(S) MUST GO ON

No question: wherever the G2 series horn speakers appear, they astonish. Astonish through their appearance, which makes much more of a difference compared to the earlier versions than it may appear through pictures. "Classy", "real German made", "superbly proportioned" are some of the comments we usually receive.

And of course they astonish through their sound, which has improved much more than the changes since G1 might predict. Smiling faces and visitors that keep returning to our demo room say much more than 1000 words...

In the past 3 months, our speakers appeared on many international shows, and with the pictures aside this article, you may get a glimpse of the very diverse ambiances to which our speakers (both visually and sonically) adapted so well.



Warsaw Audio Show, Nov. 2010

And last-but-not-least we'd like to single out and congratulate our Polish partners, Nautilus of Krakow, for winning the Best Sound of the Show award with their DUO MEZZO setup at this year's Warsaw HiFi Show!



Utrecht X-Fi Show, Oct. 2010



Monaco AV Show, Nov. 2010



Zürich High End Swiss Show, Oct. 2010

A DIFFERENT ANGLE

The motto PURITY MEETS PERFORMANCE is first and foremost defining our new brand identity. But on the other hand, it also stands for a certain approach regarding product quality, design quality and sales pitch. And thus it may also be applicable for other products which are created "in the same spirit", just like we create our unique horn speakers.

With this newsletter issue we'd like to introduce a new column, where members of our staff introduce other products, which in their opinion bring a different angle to PURITY MEETS PERFORMANCE, considering them to be "brothers in spirit".

This time, Armin Krauss, responsible for European sales and worldwide customer support, presents a product which in his eyes

connects well to our motto, a product that has a tradition and a uniqueness:

"I don't know about you, but whenever I hear the word "bicycle", my inner eye sees an archetypical image. And this image is not one of today's high-tech cycles, but rather one of the "good old" bicycle, looking just the way UK based Pashley bikes have always looked like.

Proudly claiming to be England's longest established bicycle manufacturer, most of their bikes look like a dream from the past: beautifully made and reduced to a basic bike appearance. I can't help but adore these timeless pieces, hand-built, and classic in the best sense of the word."



A VISUAL MESSAGE SPREADS

Since the image video of Avantgarde Acoustic appeared in August 2010, it has radically changed the perception of our brand and products in the general market, especially when looking at the inquiries that keep coming in from the international press.

All kinds of international high class magazines have meanwhile asked us to supply high-rez pictures and press release texts. Just as a remarkable example: if you fly Aeroflot (Russian airlines) in the next couple of weeks, you may come across a Sapphire Burma Blue TRIO Classico... (see pictures aside).

And as well as a means of communication, the video has found excellent recognition among marketing professionals, winning 2 categories of the prestigious Corporate Media Master Awards: Best Creative Accomplishment and Master of Excellence. Standing out among competitors of Siemens, Bosch, BMW, Porsche and the likes, we can't help but feel a little proud on this achievement...

Aside please see pictures of the festival room, which show you why the award ceremony evening was special in some other respect as well: the organizers granted us to invite the attendees for an audition of a pair of DUO MEZZO speakers after the ceremony. Very obviously a totally unknown pleasure to most of them, indeed!

PAVILLONS A PARIS . . .

...means "horns in Paris", and with this particular head line we would like to present another novel feature of our newsletter, introducing one of our business partners with every coming issue. The rubric commences with our Parisian partner, Présence Audio Conseil, located in the picturesque Marais quarter of Paris' historical heart, between Place de la Bastille and Place de la République.

Founded in 1976, David Blécher and his team have an unprecendented history in the high fidelity scene of France. Introducing the "real" high end brands - mostly from the US at that time - to their home market, they quickly achieved the status of a "hifi institution", and this is unchanged to date.

"When I visited Présence for the first time in late 2005, it didn't look too promising" recalls Armin Krauss, responsible for European sales at Avantgarde Acoustic. David Blécher is a truly discerning audiophile, and moreover a music lover with a professional background, and earlier experiences with horns had obviously

been rather discouraging for him. "But he agreed on a demo of DUO speakers + MODEL 5 amplifier, and I will never forget how he finally caught fire...!"

Since then, [Présence Audio Conseil](#) features Avantgarde Acoustic speakers in their store and - until November 2010 - as well in their unique gallery [Objet Sonore](#), a subsidiary store dedicated to vintage hifi especially from the 1960-80s. The [Objet Sonore](#) concept will now be integrated to the main store, and the collection of German Braun (design by Dieter Rams) hifi gear alone is another good reason to spend some time in the French metropolis!



MUSIC

Jim Hendrix, Valleys of Neptune

"Fans will be fascinated by these bluesy riffs with the Experience, but this album of unreleased material from the archives doesn't convey much that was unknown", is what the Los Angeles Times wrote about this posthumous eleventh studio album of Hendrix (release date: March 9, 2010). Admittedly this statement is not even a bad summary after all, so why do we bring it to your attention anyway?

Well, let's see what we got: 12 tracks, incl. 2 cover versions. One is "Bleeding Heart" by Elmore James, and the other is an instrumental version of "Sunshine of your Love" by Cream. In our opinion, these 2 alone qualify the album for a recommendation! But of course the original compositions, featuring a lot of the above mentioned „bluesy riffs“, are definitely worth discovering (a splendid example: "Crying Blue Rain"). Ample information on each track can be found in the exemplary(!) booklet.

Another interesting particularity of the album is, that the recordings were made in 2 different studios, the Record Plant (NY) and the Olympic Studios (London). And it is interesting to hear, that even though the mastering of all tracks was done by the same guy (in 4 different studios...), the tracks recorded in London seem to have a slightly different tone (a bit fuller and deeper in imaging) than the more "widescreen" New York recordings.

Mostly recorded around mid of 1969, the music of this posthumous release wonderfully reflects the time. Surely, no musical revolution any longer, but still engagingly and inimitably Hendrix. And moreover, presented in an astonishingly clean and "juicy" sonic package, which doesn't belie it's age, and thus effectively preserves the "kick" of those days.

Recommended tracks: 3, 5, 6, 12