



Usher Audio Global Design Project Be-718s Featured at RMAF Lupine Room in Main Lobby

Dallas, TX, September 23rd, 2007 • Usher Audio Technology, manufacturers of high value, high performance speaker systems and electronics, feature their Global Design Technology beryllium-domed Be-718s in *two* separate systems at RMAF, October 12th to the 14th in the main lobby's Lupine room. These captivating stand-mounted monitor speakers are the result of state-of-art design and cabinetwork based on leading-edge technology and engineering.

The new Be-718s are engineered with the finest hand-picked components sourced from around the world. We always look for the absolute best price/performance ratio from our suppliers wherever they are, creating real value for you. Our Global Design Project is the key to the Be-718's Amazing Sound and Surprising Value!

The Be-718 story begins with MusikMatters' CEO Atul Kanagat visiting high-end dealers to learn what their customers actually wanted. It seemed clear that everyone's looking for easy-to-place great sounding monitor speakers that look as beautifully finished as they sound. Plus one other small thing: They have to offer outstanding value! That's not asking too much, is it? Atul worked closely with Usher, and in a surprisingly short time, the latest addition to the Usher Dancer line appeared, the Tiny Dancers!

Just how global is our design project? The high technology drivers, crossovers, and perfectly timed-aligned cabinets are designed and built by Mr. Tsai Lien Shui at Usher Taiwan, with finishing cosmetics supplied by a firm in the United Kingdom. Dr. Joseph D'Appolito, Usher's long-serving technical consultant, provides crossover tuning here in the 'States. Finally, Texas based Danny Richie, chief designer at consulting firm GR Research, modifies the production units with upgraded crossover parts and JPS Labs internal wiring. Danny also adjusted the speaker's baffle step compensation and improved the vertical off-axis dispersion.

The Be-718s feature beautifully-crafted and lustrously-finished cabinets plus advanced beryllium oxide tweeters for smoothly extended highs. A new mid-woofer controls and articulates the bass, providing a solid foundation for an open and inviting midrange. The integration, extension, solidity, speed and clarity of the Be-718s uncover low-level detail usually lost in the noise floor of less resolving speakers.

The Be-718s effortlessly fill even medium-large rooms with musical dynamics. Expansive, quick upper frequencies are redolent with harmonics for female vocals or the quick shimmer of brass. A fast, open and seductive midrange caps deep, taut, powerful bass. The result is suave, elegantly powerful, transparent sound at very affordable real-world prices.

The Be-718s, like all Usher speakers, are produced with great attention to manufacturing efficiency and productivity, turning out beautifully-crafted speaker systems incorporating advanced technologies like the Be beryllium *midrange drivers* found in the floorstanding Dancer Be-10 and Be-20 along with our superbly-engineered beryllium tweeters.

For The Technically Inquisitive: Beryllium Domes and Usher's Drivers

Usher has been producing speakers for more than thirty years, and makes a number of specialized in-house drivers featuring Be beryllium ceramic diaphragms. These are created by heating beryllium formers to greater than 700 degrees, transforming them into brittle but extremely high-strength beryllium oxide. This ceramic's enormous strength-to-weight ratio pushes the Be dome tweeter's transient response to an extraordinary level while minimizing distortion as no fabric-dome can claim.

The Be tweeters' upper-frequency response is extremely focused and dynamic, but full-bodied, grain- and glare-free. Some manufacturers run their beryllium tweeters above 30kHz just because they can, but research with the standard-setting Klippel R&D System at www.klippel.de that dynamically measures non-linear motion clearly shows that running beryllium tweeters out to almost 40kHz causes break-up distortion. Usher's Be tweeter operates to 30kHz eliminating the dual resonance points most beryllium tweeters are saddled with.

As a cost-cutting measure some manufacturers specify a voice coil that's smaller than the dome it drives, but that creates resonance and distortion. Usher uses a full 1.25-inch voice coil driving the diaphragm close to its outer edge for better control, higher velocity, and power without break-up distortion.

Symme-Motion® Technology Explained

Usher's Symme-Motion® technology--applied to all Usher drivers--symmetrically locates the voice coil within each driver's magnetic field "linearizing" the motor's movements. That is to say, after applying positive voltage to the cone moving it outwards, it must move backwards in an exactly symmetrical way when presented with the same negative voltage. Symme-Motion® ensures the voice coil remains exactly centered within the magnetic field.

Usher ensures optimal symmetry and linearity for an amazing lifelike sound as individual drivers and paired speakers are closely tolerance to within 0.2dB sensitivity for stereo pairs before we'll let you have them! They arrive at your door tuned to make music!

Another element of Usher's driver designs are the selection of materials and the design of the supporting basket or spider. Without careful engineering the baskets may act like springs and cause non-linearities in the output. Even the driver surrounds are designed to absorb vibrations that might otherwise reflect back into the cone resulting in more non-linearities.

Audition the beryllium-domed Be-718s and find out why everyone's talking about our Global Design Project and their Amazing Sound and Surprising Value!

MSRP: \$2,795 without stands • Available in Piano Black with Pioneer Birch side panels

Be-718 Features:

- Be Beryllium Tweeter
- JPS Labs Alumiloy internal wiring
- Front ports for easy placement
- Dancer-style best quality speaker terminals
- Cosmetics redesigned by Kam Young in the UK
- Retuned crossovers featuring all new/upgraded parts:
 - Erse high-purity oxygen-free copper air-core inductors
 - Mills resistors
 - Sonicaps
 - Erse Poly Caps
 - Gen.2 Sonicaps

Specs

System Type	2-Way
Tweeter	1.25-inch Be Beryllium (9980-20BEA)
Midbass	7-inch Paper Cone (8948A)
Sensitivity	87 dB @ 1 watt / 1m
Nominal impedance	8 ohms
Frequency response	(-3 dB) 42 Hz ~ 35 kHz
Power handling	200 watts
Crossover frequencies	2.06 kHz
Weight	37.9 lbs each
Dimensions	(w x d x h) 10.2" x 16.9" x 15.2"
Shipping box	(w x d x h) 24" x 19.1" x 18.9"
Shipping weight	82 lbs

Music Matters!

MusikMatters distributes and markets high end audio brands dedicated to superior products at reasonable prices. Founder/CEO Atul Kanagat explains "We at MusikMatters believe that the considerable achievements of the High End should be captured in new, affordable designs and marketed to a broader, music loving audience. We are dedicated to the goal of understanding the factors driving consumer behavior in today's crowded marketplace and to craft offerings that help bring new customers to the industry." Headquartered in Dallas, Texas, MusikMatters works through and wholly supports traditional dealer distribution channels, adding value with optimal distribution of specific audio product lines, unsurpassed support, easy and reliable ordering, and joint marketing efforts. MusikMatters is the exclusive US distributor for Usher and now represents JPS Labs line of cables.

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