



FOR IMMEDIATE RELEASE—December 21, 2010—Berkeley, California USA

MAGICO INTRODUCES THE Q3



Magico LLC, the leader in high-performance loudspeaker design and manufacture, is proud to announce the unveiling of its newest loudspeaker, the Magico Q3: a 5-driver, 3-way floorstander housed in a fully-braced, fully-damped, aluminum and brass, hard-anodized enclosure. Featuring a complete set of Magico-designed drivers including the 3 new 7" Nano-Tec® woofers that have been developed to deliver overall system efficiency of 90 dB; the Q3 is the first Magico loudspeaker to achieve this sensitivity rating. This allows the Q3 to be satisfactorily powered by high quality amplifiers with as few as 30 Watts.

Magico LLC
Tel: 510-649-9700
www.magico.net

The Q3 builds upon the proven concept of the Q platform first developed for the award-winning Q5, which was the first Magico product to take advantage of complete in-house control of all design and build variables. The Q3 continues this tradition.

A true three-way design, the three new woofers are complemented by a 6" Nano-Tec midrange and the MBe-1® Beryllium dome tweeter. Together, these drivers represent Magico's continued pursuit of developing and implementing the world's finest loudspeaker drivers.

Being very reminiscent of the larger Q5, one comes to expect that it is merely a scaled down version of the same speaker. In many respects this is accurate; the MBe-1 high frequency driver, the continuous curve of our diffraction-minimizing baffle, and the substantial collar-locking isolation foot are among the many things that the two models share. However, because the dimensions and layouts of the boxes differ, as well as the driver behavior and resultant crossover implementation, the Q3 has different critical points and frequencies of resonance. To address this, a modified version of the damping employed in the Q5 is applied in specific areas of need. Varying levels of force are applied to multiple thicknesses of damping materials to affect the elimination of distortion-causing resonance across the entire audioband.

The Magico Q3 is a unique statement of purpose—it firmly demonstrates the goals of our company and our relation to the industry as a whole. It is an extension of our design approach, most fully realized now due to the foundation we have worked relentlessly to establish. Standing on the shoulders of our many technological breakthroughs we have been able to overcome all restrictions; from production feasibility to market feasibility, the Q3 forces neither manufacturer nor consumer to compromise. In the end it is in both of our interests to continue to research the ways in which technology can be used in the service of music. If and when it is properly employed, the results are enough to surprise even us.

Magico will be demonstrating the Q3 at CES 2011 in Las Vegas, in the Magico Suite: Venetian Towers, Suite 35-209.

SPECIFICATIONS

Driver Complement

- 1 x 1" MBe-1 Tweeter
- 1 x 6" Nano-Tec Midrange
- 3 x 7" Nano-Tec Bass

Sensitivity: 90dB

Impedance: 5 Ohms

Frequency Response: 26 Hz – 50 KHz

Minimum Power: 30 Watts

Dimensions: 47" H x 16" D x 10.5" W (119cm x 41cm x 27cm)

Weight: 250 lbs. (113 kg)

PRICING AND AVAILABILITY

The introductory US retail price of the Magico Q3 is \$34,000/pr. Delivery will begin in the Spring of 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. 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 Q3 or any Magico loudspeaker, please contact Irv Gross at Magico LLC, Berkeley, CA. USA 510-649-9700 x300, irv@magico.net.

###