

## PRESS RELEASE



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Press Contacts

Tim Bown [tim@andygilesassociates.co.uk](mailto:tim@andygilesassociates.co.uk)

Murdo Mathewson [murdo@andygilesassociates.co.uk](mailto:murdo@andygilesassociates.co.uk)

+44 (0) 1480 447700

[www.mission.co.uk](http://www.mission.co.uk)



**Above:** Mission Aero wireless music system

## MISSION AERO REACHES FOR THE SKY

*Legendary British loudspeaker manufacturer harnesses sleek design and a host of headline technologies to deliver a new, class-leading wireless music system*

**Cambridgeshire, England** -- Renowned for its engaging take on audio design since 1977, British loudspeaker brand Mission has once again broken the audio mould in the shape of Aero – a premium-quality wireless music system exuding elegance and ingenuity, both inside and out.

Aero is designed to slip seamlessly into a wide range of environments, its timeless, minimalist physique oozing effortless sophistication. Its main enclosure is formed from an anodised aluminium shell, smoothly curved with a classy matt finish, augmented by a simple black cloth covering the drive units and a circular base that lifts the main enclosure off the surface upon which it rests.

Aero's elegant look was created by Mission in conjunction with globally renowned product and service design company Great Fridays, whose clients stretch from the likes of Sonos and Bowers & Wilkins to Vodafone and Microsoft. In the manner of many classic product designs, it is simple and understated yet instantly recognisable, with impeccable attention to detail that can only be fully appreciated first hand. Once you see Aero 'in the flesh', it is impossible to resist the urge to stroke its sleek exterior.

Beneath this elegant skin lies a host of advanced technologies. Mission's world-renowned audio engineers have worked wonders to create a compact speaker system that can be placed anywhere – on a table, desk or sideboard, or on a shelf against a wall – and yet deliver a room-filling sound with wide dispersion and Mission's trademark pace, timing and detail to fully engage the listener.

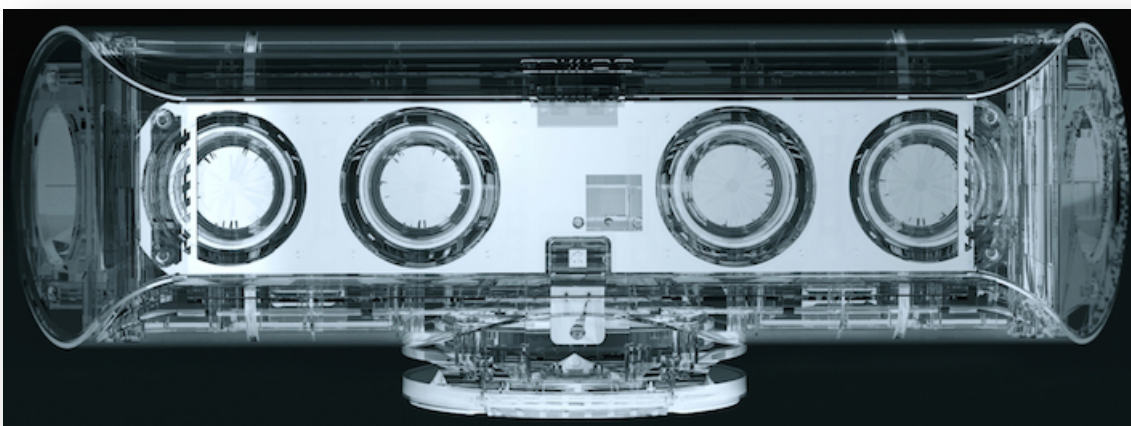
### **Bluetooth and AirPlay – the best of both worlds**

There was a time when you had to choose which form of wireless transmission suited you best. For simplicity and broad compatibility, you can't beat Bluetooth – whichever device you want to stream from, be it a smartphone, tablet or PC, Bluetooth is the wireless format that spans them all. Apple users, however, might prefer AirPlay – specifically designed to enable Apple devices to stream content across a wi-fi network, with the inherent advantage of greater transmission range. Only recently has it become possible to enable both Bluetooth and AirPlay reception on one output device, and Aero has taken full advantage.

Aero incorporates Bluetooth with support for the aptX codec, to ensure the best possible sound quality when paired with a compatible device. It also sports AirPlay, giving owners of iPhones, iPads, iPods and Macs the option to stream from multiple devices via Apple's proprietary wireless system. Optimum compatibility and maximum performance: Aero delivers the best of both wireless worlds.

### **BMR drive units for consistent, room-filling sound**

Aero incorporates a 6.1 speaker configuration – seven drive units in total, each powered by its own dedicated amplifier. Six of these are broadband BMR drivers – four firing from the front and two from the side – augmented by a down-firing 120mm subwoofer, ported through Aero's circular base. Working in perfect synchronicity, these seven drivers deliver a crisply capacious performance that ensures Aero sounds much bigger than it looks, regardless of where it is placed in the room.

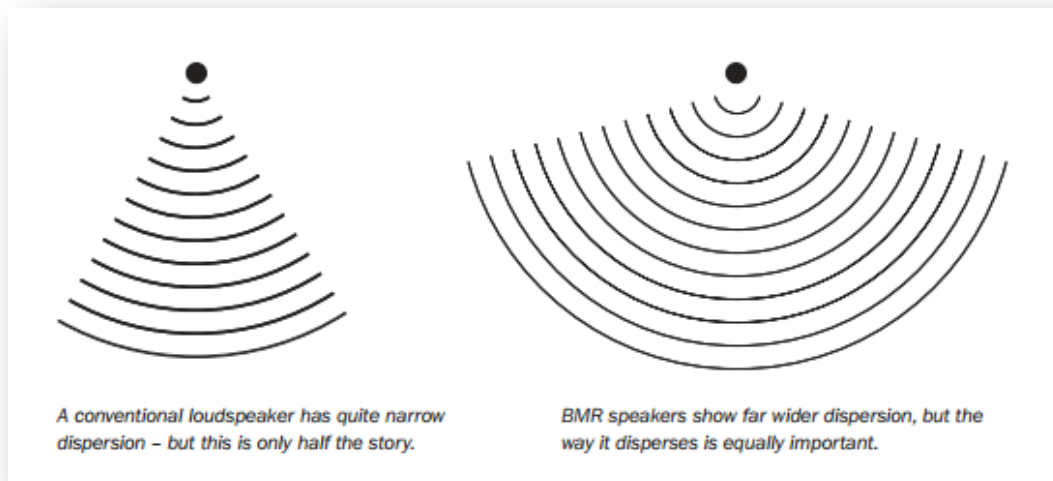


**Above:** 'X-ray' view of the Mission Aero, showing all six BMR drive units – four at the front and two at the side – plus a central bass driver firing down from the main cabinet into the ported base

BMR (Balanced Mode Radiator) drivers are very different from the norm. In a traditional speaker drive unit, the cone acts as a rigid piston at low frequencies, but turns into a multimodal object when approaching its so-called 'breakup region'. With a BMR driver, however, there is no breakup region. Instead, a limited number of modes (usually between two and four) are carefully positioned within the frequency band. The modal, bending-wave operation starts in the frequency range where the piston-like operation of the membrane would otherwise cause the driver to beam, filling in the off-axis response to maintain wide dispersion.

The result is a drive unit that, off-axis, operates like a piston at low frequencies, but becomes a bending wave device at high frequencies, thus carrying the full musical frequency spectrum. This means sound waves are dispersed more widely than by traditional speakers, contributing to Aero's room-filling sonic performance. In addition, each drive unit can crisply deliver a wide range of frequencies from midrange to extended treble, without the need for separate treble and midrange drivers integrated via a crossover, making for a seamlessly coherent sound.

**Below:** Dispersion characteristics of a conventional loudspeaker driver and a BMR driver compared



### **Sonic Emotion™ digital processing delivers an immersive musical performance**

The wide dispersion characteristics of these drive units are brilliantly exploited by Sonic Emotion's Absolute 3D signal processing technology, customised to suit the specific qualities of Mission's proprietary BMRs. This technology should not be confused with lesser 'pseudo-surround' processing effects. Instead, it increases the spatial quality of the sound by using wave field synthesis to physically control sound wave propagation, combining the sound of multiple speaker drivers using frequency-dependent levels and delays for each sound source.

The result is a palpable sense of space and depth that belies Aero's diminutive stature – a soundstage more akin to a high-quality pair of hi-fi speakers than a compact tabletop speaker system. What's more, this expansive sound can be experienced by anyone in the room, no matter where they sit. No longer is the listener locked to a single 'sweet spot'; the stereo sound field created by Aero is consistently immersive and thoroughly compelling, thanks to Mission's world-renowned expertise in the field of loudspeaker design.

## Elegant, flexible and engaging

As befits a premium-quality audio device, various cable inputs give a range of alternatives to wireless connectivity. A 24-bit/192kHz-capable USB input serves several functions – audio streaming, docking/charging of Apple devices, and a way to download future firmware upgrades – while a 24-bit/192kHz optical input and 3.5mm analogue input offer more ways to connect. Aero is also DLNA-certified for linking to a home network.

The net result is a compact wireless music system that is elegant to behold, eminently flexible in terms of positioning and thoroughly engaging to listen to, delivering Mission’s legendary musical communication skills in a tabletop product ideally suited to modern digital lifestyles.

The Mission Aero is available from 1<sup>st</sup> September, exclusively at Selfridges’ flagship London store for an initial period, priced at £499.95. Availability at other department stores (including John Lewis), high street chains and specialised audio dealerships will follow later in September.

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Specifications	Mission Aero
Speaker/amp configuration	6.1 (seven independent channels)
Main drive units	6 x BMR, each with individual 20W RMS amplifier (120W total)
Integrated subwoofer	Downward-firing 120mm bass driver with dedicated 40W RMS amplifier
Peak power	300W
Standby consumption	0.4W
Digital signal processing	Sonic Emotion Absolute 3D, customized for Mission’s proprietary BMR drivers
Wireless streaming	Apple AirPlay; Bluetooth with aptX codec support
Cable inputs	1 x USB; 1 x 24-bit/192kHz optical digital; 1 x 3.5mm analogue
Dimensions (HxWxD)	203x540x176mm
Weight	7kg

## MISSION

Mission has built a world-class reputation for advanced audio design since the company's formation in Huntingdon, Cambridgeshire in 1977, with an engineering-led approach to product development that has resulted in some of the most popular and iconic loudspeakers ever devised.

Three things have always characterised Mission speakers. First, the cabinets and drive units use innovative materials and sport a distinctive, modern appearance. Second, the sound they produce is fast, detailed and engaging. Third, they deliver excellent sonic and material value for money.

Today, Mission continues to stretch the boundaries of what can be achieved at specific price points, pioneering technologies to create fresh, new designs. The brand now benefits from the unrivalled manufacturing facilities and global reach of parent company IAG, with all the component parts of every speaker made in-house. Yet the company's roots remain firmly entrenched in Huntingdon, where much of Mission's design, servicing and technical support work is still carried out. Peter Comeau, the architect of many classic Mission designs since 1999, leads the acoustic design team. All of which helps to ensure that Mission speakers remain as impressive today as they were when the company first established itself at the forefront of the burgeoning British audio scene some 37 years ago.

[www.mission.co.uk](http://www.mission.co.uk)

## IAG

IAG (International Audio Group) is a manufacturer of audio equipment for domestic and professional use, plus professional lighting systems and luxury yachts. With its headquarters and manufacturing facilities in Asia and offices (including R&D) in the UK and North America, IAG is a manufacturer with a truly global reach.

IAG's audio business employs more than 2,000 people worldwide. Its factory complex in China is one of the largest custom-designed consumer electronics manufacturing facilities in the world and benefits from an exceptional level of vertical integration, with all component parts – even the tooling – made in-house. The Group's domestic audio brands – Audiolab, Castle Acoustics, Luxman, Mission, Quad and Wharfedale – all enjoy a worldwide reputation for excellence, with illustrious histories that stretch back decades. Top-class British audio engineering remains critical to these brands, with world-renowned designer Peter Comeau leading an acoustic design team brimming with international talent.

The combination of rich brand heritage, purpose-built production facilities in China and experienced audio engineers from around the globe makes IAG a unique proposition in the world of consumer electronics.

[www.iaguk.com](http://www.iaguk.com)



For more information, product samples and high-resolution images, please contact Tim Bower or Murdo Mathewson  
Tim Bower T: 020 8654 8945 M: 07854 966071 E: [tim@andygilesassociates.co.uk](mailto:tim@andygilesassociates.co.uk)  
Murdo Mathewson M: 07960 018147 E: [murdo@andygilesassociates.co.uk](mailto:murdo@andygilesassociates.co.uk)

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