

PRESS RELEASE

QUAD

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Above: Quad 11L Classic with lacquered cherry wood finish

QUAD LAUNCHES '11L CLASSIC'

Third generation of Quad's highly acclaimed 'bookshelf' speaker delivers enhanced performance and even greater value for money

Cambridgeshire, England – Quad is delighted to announce the launch of the 11L Classic, the latest version of the company's longstanding and critically acclaimed 11L compact loudspeaker.

In terms of both sound quality and value for money, the 11L Classic improves upon the original, trailblazing 11L – released in 2002 and described as “phenomenal” by *What Hi-Fi? Sound and Vision* magazine – and its highly regarded successor, the 11L2. It retains the same compact cabinet size, standing 31cm high, 19cm wide and 24cm deep, but broadens the finish options to deliver an even greater competitive advantage.

In addition to their sonic performance, both the 11L Classic's predecessors earned high praise for the quality of their cabinet finish: real-wood veneers smothered in high-gloss, hand-polished lacquer that set new standards for speakers at the price (just £380 per pair). The new 11L Classic is available in the same sumptuous lacquered finish, but now Quad is also giving the option of classic, non-lacquered wood veneers, reducing the price by £50 in the process.

In terms of sound quality, an intensive review of every critical component has resulted in substantial improvements. An updated motor system has been fitted to the mid/bass unit with its 125mm woven Kevlar cone, resulting in improved linearity and a substantial reduction in midband and bass distortion levels. As a result, the 11L Classic can play at higher volume levels than before, filling rooms far larger than its size would suggest with crisp, detailed, fully scaled sound.

The 25mm fabric dome tweeter has also been upgraded, its housing forming a shallow 'horn' or 'waveguide' affixed to the front baffle. This controls the dispersion of the dome to mimic that of the midrange cone through the crossover region. As a result, the crossover becomes almost inaudible in the overlap between the drive units, yielding a coherent, detailed and remarkably lifelike midrange performance in a similar manner to the coherence heard from electrostatic panels.

The crossover has itself been significantly enhanced. A sophisticated yet electrically simple network, it is integrated for both phase and frequency through several octaves either side of the crossover point. The handover of frequencies between the tweeter and mid/bass drive unit is seamless, whilst the maintenance of phase allows a deep and broad soundstage to be created between and around the speakers.

In order to reduce interaction between the physical components of the crossover, each section is placed on its own PCB (Printed Circuit Board) mounted separately within the speaker cabinet. This also enhances the benefits of bi-wiring by allowing star-grounding back to the amplifier. Top-quality components are used throughout, including precision-wound inductors, laminated silicon-iron cores for the bass coils and polypropylene capacitors in the signal path.

The 11L Classic's cabinet construction is critical to its high level of performance. A combination of two different wood materials is used for the carcass of the cabinet to reduce the audibility of resonance and to make the cabinet more opaque to sound. High density chipboard and fibre board are laminated together in a structure that breaks up the resonant modes into multiple mini-modal frequency bands that lack the strong sonic signature experienced by more coherent panels such as MDF.

Interior sound from the mid/bass drive unit is partially absorbed by specially selected long-hair acoustic absorbent lining applied to the cabinet walls. In addition, the random particle structure of the chipboard provides a long and diffuse path for internal sound that tries to escape from the cabinet. The net result is that cabinet coloration is reduced in all its forms, so the listener hears only the drive units, unsullied by the box in which they are mounted.

Twin reflex ports are located at the back of the cabinet, augmenting the speaker's bass response and enabling a physical crossover to the bass unit at 68Hz. The ports are placed on the rear panel to baffle any effects of airflow distortion and midrange leakage. The use of two ports reduces the velocity of the airflow, enabling the speakers to be placed close to a rear wall without acoustic problems arising.

The Quad 11L Classic follows in the tradition of small, monitor-class loudspeakers originally pioneered by the legendary BBC LS3/5a in the mid-1970s. This precedent set new standards for accuracy and midband definition when it was first introduced and is still held in high regard by audiophiles today.

Though clearly benefitting from the latest manufacturing techniques and component technologies, the 11L Classic might be considered the LS3/5a's natural heir. A small monitor loudspeaker has distinct advantages,

not only for near-field monitoring, but also for music reproduction in the home. The use of a relatively small mid/bass driver aids integration with the treble unit, delivering an accurate power response both on the forward axis and in the room. As a result, the 11L Classic yields an expansive stereo soundstage that belies the size of the speaker itself, with a wonderfully coherent midband that gives lifelike reproduction of vocals and instruments.

Externally, the 11L Classic is finished to a level befitting high-class furniture, with wood veneers especially chosen for their grain structure, then laid and polished by hand. That alone is rare at the price, but the addition of a deep, lustrous, multi-layer lacquered finish is truly exceptional.

The lacquered version of the 11L Classic is available in cherry or piano black, priced at £379.95 per pair – the same price as the speaker’s two predecessors, whilst delivering an even higher standard of sound. What’s more, the addition of classic, non-lacquered cherry and rosewood finish options at a new, lower price point – just £329.95 per pair – ensures this speaker’s exceptional sound quality is now within reach of an even greater number of music lovers.

Peter Comeau, Director of Acoustic Design for IAG (Quad’s parent company), led the design team responsible for the 11L Classic. Describing the speaker’s key attributes, Peter says:

“In the best Quad tradition, the 11L Classic follows the dictum: ‘The Closest Approach to the Original Sound’. Majoring on timbral accuracy, exceptional detail retrieval and low coloration, the 11L Classic is everything a small monitor-class speaker is meant to be, and more.

“The ‘more’ stems from the thorough enjoyment of music that the 11L Classic delivers to the listener. It is not critical of musical styles or recordings, but will respond enthusiastically to high-quality input and reward the listener with a rendition that lends insight into both the recording and the musical performance. We are certain the Quad 11L Classic will join the small number of mini-monitors that have become classics in their own right among hi-fi enthusiasts the world over.”

The Quad 11L Classic loudspeaker is available from late September.

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SPECIFICATIONS – Quad 11L Classic

- Type: two-way vented box loudspeaker
- Treble unit: 25mm fabric dome
- Mid/bass driver: 125mm woven Kevlar cone
- Frequency response: 48Hz – 22kHz (+-3dB)
- Nominal impedance: 8 Ohms (minimum 4.2 Ohms)
- Sensitivity: 87dB (1W/1m)
- Dimensions (HxWxD): 310x190x243mm
- Finish options: cherry or rosewood classic veneer; cherry or piano black lacquered veneer
- Prices: classic veneer £329.95 per pair; lacquered veneer £379.95 per pair

QUAD

Of all the British high-end hi-fi brands, Quad boasts the longest and most distinguished history. The company has been at the cutting edge of audio since 1936, continually pushing back the boundaries of performance with technologies both new and established. In 1953, the Quad II valve amplifier was launched, setting new standards for audio amplification, and three years later Quad invented the first full-range electrostatic speaker – later known as the legendary ESL 57.

Throughout the ensuing years, Quad products have continued to win worldwide acclaim, building a reputation for excellence that bears comparison with the most distinguished brands in any field. Quad has been part of the International Audio Group (IAG) since 1998, following its acquisition from the Verity Group (alongside Wharfedale). The company's design and technical support teams and much-admired servicing department continue to be based in Cambridgeshire, England, supported by key personnel who have worked with Quad for decades.

IAG's funding ensures that Quad's current range boasts many award-winning audio components, including the latest generation of ESL electrostatic speakers, class-leading valve amplifiers, dynamic 'box' speakers and the new Elite Series – a range of solid-state audio electronics that fuses high-end performance with innovative connectivity. With more exciting launches planned for 2010/2011, Quad continues to be driven by the philosophy of its founder, Peter Walker, to produce "the closest approach to the original sound".

www.quad-hifi.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 Shenzhen, 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.iaquk.com



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