



APRIL 2015—HAYWARD, CALIFORNIA USA



MAGICO S7

HAYWARD, CA – Magico, the leader in high performance loudspeaker design and manufacture, is pleased to announce a new addition to the award winning S-Series line – the S7.

The S7 is a full range, 3-way design, floor standing loudspeaker that incorporates new tweeter, midrange and bass driver designs which are derived from the engineering triumphs in the M-Project loudspeaker.

Towering over other S-Series models, the acoustic suspension enclosure of the S7 features curved aluminum side panels that are machined in-house from half-inch thick aluminum extrusions which are sixteen-inches in diameter. Internal bracing is carefully positioned throughout the enclosure to minimize resonances and create an ideal operating environment.

The S7 houses three new 10-inch bass drivers that have extremely powerful magnets and ultra-stiff aluminum cones which are capable of producing deep powerful bass frequencies with speed and accuracy. The excursion rate of the voice coil is measured at 15-mm linear movement and produces clean and undistorted sound pressure levels up to 120dB @ 50Hz / 1-meter.

The midrange driver (6-inch) in the S7 brings a new benchmark of measured performance to Magico. The cone material is formulated using Arkema Multi-Wall carbon nanotube and XG Sciences C-750 Nanographene which combined is 20% lighter and 300% stiffer than previous cone material designs. The underhung neodymium base motor system uses two extra-large magnets which provide an ultra-stabilized magnetic field for the pure titanium voice coil to operate within. The driver operates in a purpose built sub-enclosure made of a proprietary polymer material that was first introduced in the S3.

The S7 incorporates a new (1-inch) tweeter that features a diamond-coated beryllium diaphragm with optimized geometry, created using state-of-the-art Finite Element analysis modeling tools. This purpose built tweeter has extra-long excursion movement and uses a neodymium based motor system that is customized to match the sensitivity and power handling capabilities of the S7 while maintaining ultra-wide dispersion characteristics and ultra-low distortion measurements.

All five drivers in the S7 are acoustically integrated using Magico's exclusive Elliptical Symmetry Crossover topology that includes state-of-the-art components from Mundorf of Germany.

Specifications

Sensitivity:	89dB
Impedance:	4-Ohms
Frequency Response:	20 Hz – 50 KHz
Recommended Power:	50-1000 Watts
Dimensions:	56" (142cm) H x 20" (48cm) D x 25" (63cm) W
Weight:	300 lbs.

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