



Venerere

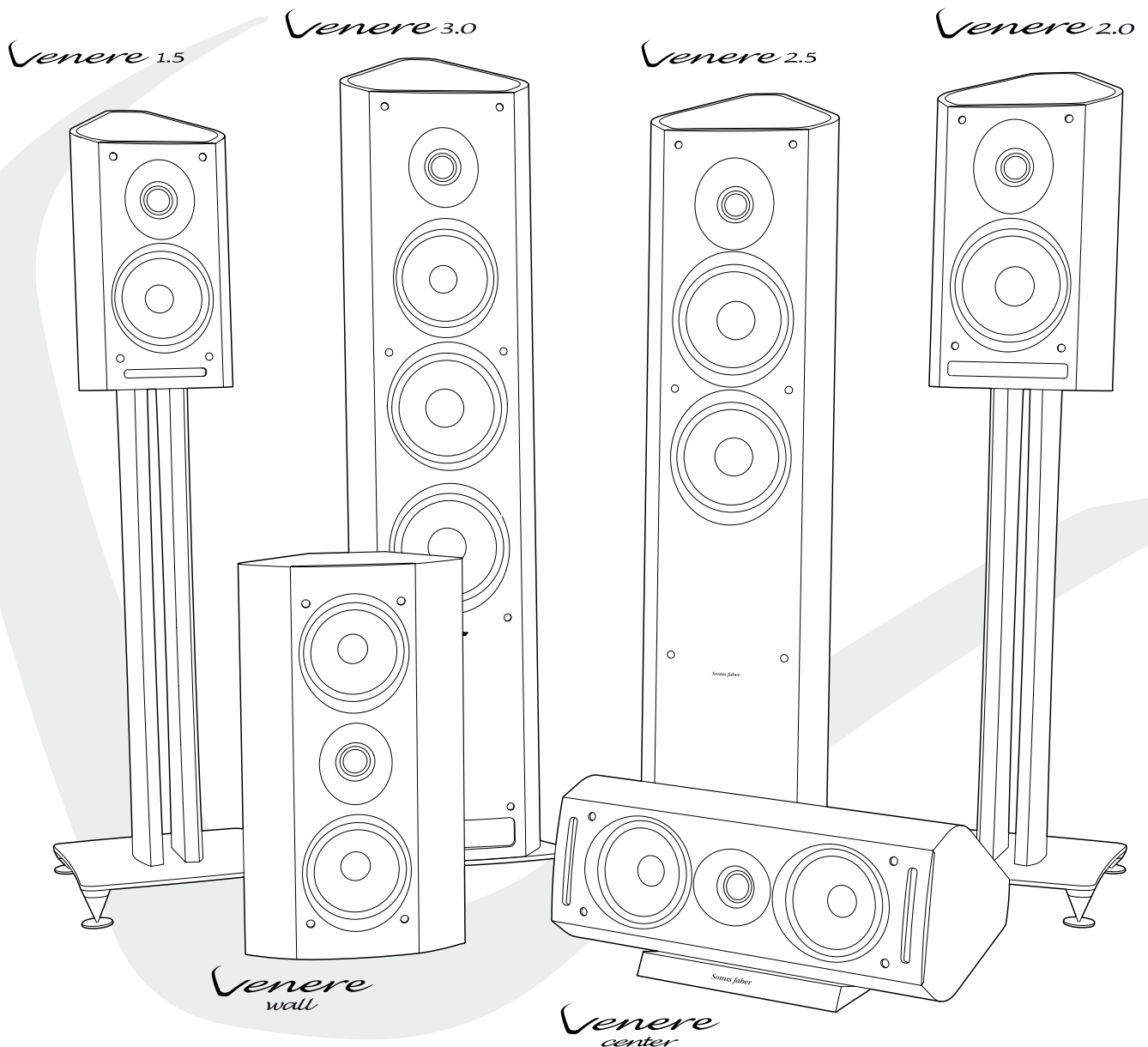
PRESS RELEASE

Sonus faber[®]
Fine Sounds Group

Venere

“Venere, that is Venus, is the goddess of love and the universal symbol of beauty, not of a merely exterior beauty, but a harmonious balance between inner and outer qualities. For all of this, she is truly and genuinely fascinating like our loudspeakers, whose shape is the immanent expression of their function”.

Mauro Grange
Sonus faber CEO



VENERE: THE PROJECT

Sonus faber is proud to announce the presentation of its new line Venere, its world premiere, at the Hong Kong 2012 exhibition.

Created to be a point of reference even beyond its own category, it is characterized by a design that takes its inspiration from Aida (yet younger and more aggressive) and a sound that is vivid, immediate and ready to appeal to all.

The Venere line is made up of two floor-standing models (Venere 3.0 e 2.5), two bookshelf models (Venere 2.0 e 1.5 for which a specially dedicated stand was designed, the Venere stand), a central channel (Venere centre) and a wall-mounted model (Venere wall).

This group of 6 speakers was carefully designed in order to satisfy both the lovers of two channel listening as well as multi-channel or home theatre enthusiasts. It is therefore able to provide high level response to a wide range of requirements and for an even larger range of listeners, because well reproduced music continues to be a wealth for all.

Thus, for Sonus faber, the Mission of the 'Venere Project' was that of designing a family of speakers suited to all markets, ready for diverse distribution solutions, decidedly contemporary, with a competitive price compared to products offered by our best competitors but with the usual features of quality, style, performance and design that has always defined every musical instrument bearing the Sonus faber mark.

The objective was brilliantly reached through the creation of a model for production and organization that is absolutely unique and exclusively involves only the Venere line of speakers.

Thus:

1. Concept and design in Arcugnano by the R&D department, lead by Paolo Tezzon and Livio Cucuzza;
2. Production in China in the very modern production plants of our partner, chosen following a severe process of research and selection;
3. Training of the Chinese personnel involved at the head office of Sonus faber in Arcugnano (Italy);
4. Creation of a permanent technical office at the Chinese plants which employs Italian personnel (technicians and carpenters) and the employees of Sonus faber Asia Ltd, the branch of Sonus faber in Hong Kong, to ensure that the production model in Arcugnano is transferred to our Chinese partners. It is characterised by the constant monitoring of quality standards with the rigorous application of control procedures both on the processes and the products in order to safeguard Sonus faber values.

An absolutely original approach to production in China with excellent results that ensure the established class of Sonus faber and its incessant attention to details. All of this is thanks to the excellent collaboration between the headquarters in Arcugnano and its Asian partner in a two-way exchange of knowledge and technological know-how that allows Sonus faber to take advantage of its long established local tradition of craftsmanship and lacquered finishes.

THE PRODUCT

In the Venere family we have considered the cornerstones of the history of Sonus faber, where tradition and innovation combine in a cabinet design inspired by the lyre shape of Aida, with a tilted top embellished by a sculpted element in tempered glass.

The double curve of its sides guarantees enormous structural strength and perfect control of the resonances generated by the drivers, just as the front positioning of the reflex conduct (elegantly veiled by the acoustic cloth) and the aerodynamic cabinet rear promote the versatility of use and ease of integration in the listening environment.

This element of ease can also be found in its piloting, so much so as to define these Musical instruments as eclectic, friendly, a good choice for anyone in all conditions.

In the tradition of Sonus faber, great attention has been given to the management of the acoustic signal, thanks to the implementation of bi-wiring terminals and the design of the crossover characterised by choices aimed at giving priority to a clean signal path and thus authentic music reproduction.

The drivers are entirely designed and developed by Sonus faber with the precious contribution of Joseph Szall, a true luminary in speakers and a constant member of the Technical Team of Sonus faber Labs.

In all models of the family the reproduction of the high range is given over to a 29mm tweeter with a soft dome in german DKM silk which ensures immense naturalness in emissions, exceptional dispersion and detail. The mid-low and low range frequencies are handled by speakers that have 'free compression designed' baskets and composite plastic Curv cones which guarantee uniformity in the tone and great speed and control.

The performance of all the drivers is enhanced by careful design and construction and through the unprecedented development of the front panel, which drives sound waves, and gives a lively and involving sound and perfect control of the emission phase thanks to the calibrated inclination of the front baffle.

To round off this meticulous aesthetic-functional creation we find the base in high rigidity tempered glass with adjustable aluminium feet for perfect placing.

Venere 2.5, Venere 1.5 and Venere center are available at present, while Venere 3.0, Venere 2.0 and Venere wall will be by the end of 2012.

The first available finishes are lacquered white, lacquered black and wood.

THE SOUND

Fresh, enveloping, tonally correct but immediately enthralling. A sound that surprises the occasional listener and at the same time fully satisfies the most shrewd audiophile. This is the incredible strength of the Venere Project, designed to be the best answer to the entry-level segment. Evolved to be a product without boundaries and ready to surprise everyone with its incredible ability to focus voices, its amplitude of the sound-stage and its amazing dynamics. All the choices made during the design process show their full effect when listening, surpassing even the most optimistic expectations. Speakers at the service of Music.

DATA SHEET

	3.0	2.5	2.0	1.5	Center	Wall
Loudspeaker System	3.5 way floorstanding vented box	2.5 way floorstanding vented box	2 way standmount bookshelf vented box	2 way standmount bookshelf vented box	2 way bookshelf vented box	2 way wallmount closed box with passive radiator
Tweeter	29 mm high definition precoated fabric dome driver with no ferrofluid. Sonus faber design.					
Midrange	1x150 mm cone driver. Free compression basket design and thermo-mouldered polypropylene textile cone (Curv). Ultra dynamic performance and linearity. Special coaxial anti-compressor is used to remove resonances and distortions. Sonus faber design.	-	-	-	-	-
Mid-woofer	-	1x180 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	1x180 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	1x150 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	2x150 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	1x150 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.
Woofer	2x180 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	1x180 mm driver. Free compression basket design and Curv cone. Ultra dynamic performance and linearity. Sonus faber design.	-	-	-	-
Passive radiator	-	-	-	-	-	1x150 mm driver. Free compression basket design and Curv cone. Sonus faber design.
Cross-over points	180-220-2.300Hz	250Hz-2.500Hz	2.500Hz	2.000Hz	1.800Hz	2.000Hz
Frequency Resp.	38 Hz-25.000 Hz	40 Hz-25.000 Hz	45Hz-25.000 Hz	50Hz-25.000 Hz	60 Hz-25.000 Hz	50 Hz-25.000 Hz
Sensitivity (2.83V/1m)	90 dB SPL	89 dB SPL	88 dB SPL	85 dB SPL	89 dB SPL	87 dB SPL
Nominal impedance	6 ohm	6 ohm	6 ohm	6 ohm	6 ohm	6 ohm
Suggested Amplifier Power Output	40W – 300W without clipping	40W – 250W without clipping	50W – 200W without clipping	30W – 150W without clipping	30W – 150W without clipping	30W – 150W without clipping
Long-term max input voltage (iec-268-5)	22V rms	22V rms	22V rms	20V rms	22V rms	20V rms
Dimensions HxWxD (mm)	1157x340x438	1107x340x437	449x246x336	394x206x300	222x500x290	291x500x170
optional dedicated stand HxWxD (mm)	-	-	698x276x326	698x276x326	-	-
total dimensions HxWxD (mm)	1157x340x438	1107x340x437	1130x276x391	1076x276x382	222x500x290	291x500x170
Weight (kg)	21,30 each	19,45 each	7,00 each	6,00 each	9,50 each	6,25 each

ABOUT SONUS FABER SPA

Founded in 1983 thanks to the passion and desire of a few audiophiles, Sonus Faber is today an entrepreneurial reality of excellence, which has invested craftsmanship and ability in the construction of audio speakers that offer a unique listening experience. The company is based in **Arcugnano** (Vicenza).

Sonus faber, or rather 'handmade sound', is truly the attempt, successful but in continual evolution, to create, thanks to the study of avant-garde technologies combined with knowledgeable craftsmanship, speakers that are able to reproduce a sound experience never before heard and which, from a design point of view, create harmony in every environment, bringing out the architectural lines and enhanced elegance. Many professionals listen to music thanks to these speakers, from **Uto Ughi** to **Salvatore Accardo**.

Sonus faber has introduced many products and series to the market, through a range of speakers designed for every listening need: **Toy**, idealized for those just moving into the world of high fidelity; **Minima Vintage**, a call from the not so distant past; **Liuto**, echoes from the renaissance with enhanced acoustic capability, **Cremona** and **Homage**, tributes to the city that for centuries has held the secrets of violin making.

Research and development aimed at constantly pushing the boundaries of sound reproduction and its purity. Sonus faber has always invested in research and believes that it is thanks to this and the study of innovative techniques that a product can be seen as competitive. This is the true motivation that lies at the roots of Sonus faber; technical-scientific development and product innovation, which has allowed the company to grow so quickly and with a continual increase in turnover, even in the difficult economic situation we are currently seeing.

A company in growth, with more than 40 employees, with a strong presence in the global market (in more than 45 countries), as well as through the other companies belonging to Fine Sounds Group, i.e. Sumiko Audio representing the brand in the US, and Sonus faber Asia Limited located in Hong Kong and dedicated to the promising increasing Chinese market.

Such dynamic energy can be found in all companies that together with Sonus faber belong to Fine Sounds Group, i.e. Audio Research and Wadia.

The Arcugnano company was awarded the Golden Sound Award 2010 last January in Tokyo for the speaker category thanks to its flagship the Sonus faber. The award was presented during the annual ceremony by the editor and selected journalists from Stereo Sound, the most prestigious specialist magazine in Asia.

It was a huge gratification receiving this prestigious acknowledgment from the world of hi-end with world wide repercussions, seeing as the magazine is translated into both Korean and Chinese as well.

Furthermore, in the last 2 years the company has been awarded significant international prizes such as the **Stereo Sound Grand Prix 2011** for the Amati futura and the **Blue Moon Award** for the Guarneri evolution by the well-known Six Moons online magazine.

At Sonus faber it is the passion for music that speaks for itself. Sonus faber, the architecture of sound, making a home for music.

Sonus faber

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