



FOR IMMEDIATE RELEASE — HAYWARD, CALIFORNIA USA



## **Magico Celebrates Its Tenth Anniversary with the Limited Edition Release of the “M Project”**

Paying homage to everything Magico has built over the last ten years, we are proud to announce the release of the M Project, a limited-edition loudspeaker that encapsulates our spirit, our accomplishments, and our latest state-of-the-art technology that will – once again – set a new industry standard. With production limited to 50 pairs, The M Project will uniquely positioned as a cornerstone for a select few of the most resolving and discerning music systems extant.

A three-way, five-driver floorstanding loudspeaker – borrowing familiar motifs from the Q series, the original Mini, and the new S series – the M Project sports a newly designed curved shape, which minimizes internal resonances and enables an industry-leading minimal amount of damping. We further optimized our signature front baffle contour to incorporate edge-free top and bottom plates, integrating a new enclosure comprising aluminum skeleton topology, our signature acoustically optimized front plate, and carbon-fiber sides.

The M Project features a new tweeter we designed from the ground up, using a groundbreaking advanced diamond-coated beryllium diaphragm with optimized geometry.

Created using state-of-the-art finite element analysis modeling tools, it pushes high-frequency reproduction one step closer to perfection, skillfully leveraging beryllium's physical properties (closer to the theoretical ideal) yet without gaining the extra weight normally associated with diamond's specific gravity. This new technology enabled us to increase the dome diameter to 28mm (vs. the 26mm of yore), improving many aspects of performance while enabling even greater power handling. Combining these components with a new motor system in a new acoustically improved back chamber, the results are the lowest distortion possible today in a high-frequency transducer.



Both bass and midrange drivers new woofers employ innovative techniques that provide superior potential to control cone geometry in multiple dimensions in order to achieve optimal behavior in each driver's frequency range while reducing non-pistonic motion, thereby pushing distortion components even lower than before. The process is further advanced by precise control of all manufacturing and environmental parameters to ensure an even forming process with enhanced coupling to the rubber surround. The latest 3D laser scanning techniques were used to achieve these goals.

The midrange driver, derived directly from the Q7, is a 6" unit with a 55mm voice coil coupled to a new Magico Nano-Tec cone. It utilizes an underhung neodymium base motor system using an extra-large magnet (OD=120mm, 10mm in height, N48H grade) and a top stabilizing magnet to get a super stabilized magnetic field of 1.7 Tesla in a 15mm air gap, resulting in a pure vented titanium voice coil. The M Project midrange has +/- 6mm of stabilized excursion at very high sensitivity, enabling 120dB (at 1m) of distortion-free playback in the midband.

Also created exclusively for The M Project is our new 10" driver, using a new Magico Nano-Tec cone. It leverages a new magnet system with half an inch of linear movement to produce

clean and accurate low frequencies, undistorted even at a very high maximum SPL (120dB @ 50Hz at one meter), while maintaining an incredibly low inductance of <0.15 mH.

All five drivers are masterfully integrated using Magico's exclusive crossover topology, resulting in the M Project achieving the best room integration possible in the low frequencies, while delivering the lowest, loudest, cleanest reproduction with ease of drive regardless of amplifier.



## SPECIFICATIONS

Driver Complement:

1 x 1" MBD28 Tweeter

1 x 6" MP6004 Nano-Tec Midrange

3 x 10" MP1005 Nano-Tec Woofer

Sensitivity: 91dB

Impedance: 4 Ohms

Frequency Response: 20 Hz – 50 kHz

Recommended Power: 50 – 1000 Watts

Dimensions: 56"H x 23"D x 15"W (145cm x 57cm x 37cm)

Weight: 400 lbs. (180 kg.)

## PRICING AND AVAILABILITY

The UK Retail Price of the Magico M Project starts at £130,000/pr. Delivery will begin in Oct 2014.

## **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**