

Press release

Introducing Vivid Audio Moya M1

A NEW SUMMIT IN LOUDSPEAKER ENGINEERING

For over 20 years, Vivid Audio has developed ground-breaking loudspeakers to consistent critical acclaim. As with any high-end audio company, we constantly seek ways to push the envelope further.

We're therefore very pleased to announce the introduction of an all-new ultra-premium loudspeaker – the Moya M1. This will be the new flagship of the range. As always, the Moya M1 was developed according to Vivid Audio's guiding principle – Form must follow Function.

Like many great ideas, the Vivid Audio Moya M1 started as a sketch. Quarantined in a hotel room during the pandemic, designer Laurence Dickie had the time to dream about a speaker that could do it all. The culmination of a lifetime in pursuit of acoustic design perfection.

A loudspeaker so imbued with power and authority that it would handle any and all types of music with effortless grace.

EIGHT DRIVERS TO RULE THEM ALL

The first thing that strikes one on viewing the M1 is the imposing stack of bass drivers – eight legendary C225-100H drivers, each one capable of handling 800W, arranged in a new high-shove configuration. An awesome display of power!

In fact, the low frequency section played an outsized role in the development of Moya M1. During the testing process, a key finding emerged – extending a speaker's bass response also improved the perspective of the higher frequency bands.

Each pair of drivers is arranged in a horizontally-opposed configuration on either side of the bass module, with magnets united by a substantial steel tie-bar to completely eliminate reaction forces and the need for a heavy enclosure.

The use of Vivid Audio's generously proportioned reaction-cancelling ports eliminates cabinet vibration and minimises any turbulent effects which may limit low-end linearity.

Of course, any large loudspeaker can play loud. It was also critical to the team that the listener should be able to pick out the subtlest details – even amidst the hullabaloo of an orchestral crescendo or an explosive drum solo. After all, power is nothing without control.

DLC tweeters and computer-optimised filters

The experience is further enhanced by all-new Diamond-like Coated (DLC) tweeters, a material that can be applied to the surface of aluminium domes at a temperature well below melting point.

The contrasting properties between the DLC and the aluminium substrate heightened shear losses and significantly dampened the 'Q' of the break-up. A little black magic that goes a long way to enhancing the listening experience!

Thanks to the computer-optimised, passive, hard-wired filters (built in-house), Moya M1 delivers levels of smoothness, accuracy and phase matching once thought possible only with active systems.

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Ultimately, the Moya M1 delivers clarity and precision to the Nth degree, while also being able to reproduce rock concert levels of sound in your living room. From an organ symphony on a huge Cavaillé-Coll instrument to low-end bass from a 90s house anthem, the Moya M1 delivers audio thrills at every octave.

MOYA M1 TECHNICAL INFORMATION

The Vivid Audio Moya M1 is a 5-Way, 13-speaker design.

Four extensively braced bass enclosures, each using two C225 bass drivers in reaction-cancelling modes with aerodynamically-optimised bass ports, are complemented by two C175 mid bass drivers, one C100 mid-range, one D50 upper mid-range and one D26 tweeter.

All drivers are developed from our existing drivers and optimised for use in the Moya M1. The speaker makes use of a passive, five-way, fourth order Linkwitz-Riley crossover in three parts, where the mid & high sections are placed well away from bass sections.

The Moya M1 is manufactured entirely in-house to allow for absolute control over every facet of the build process. To meet our exacting standards we craft, assemble and finish each part in-house by hand.

VIVID AUDIO BACKGROUND

Vivid Audio was founded in the early 2000s by Philip Guttentag and Laurence Dickie. From the very start, the pair set out to build loudspeakers that 'present the original recording, as clearly and faithfully as possible'.

From the launch of the first Vivid Audio model – the Oval B1 – in 2004, they have rigorously pursued this vision and now offer an extensive range of models, from the Kaya C35 to the new flagship, Moya M1.

Guttentag, a trained engineer, brought extensive experience in the retail, acoustic consultancy and distribution fields; Dickie was an established loudspeaker designer with a long and illustrious career.

While working for British loudspeaker manufacturers, Bowers and Wilkins, Laurence Dickie pioneered the "Matrix" loudspeaker bracing system that is still used in the majority of loudspeakers today. He was also behind the development of numerous iconic designs, including the B&W Nautilus, considered one of the finest loudspeakers in the world.

The Nautilus introduced the concept of tapered tubes to the audio world. This ground-breaking innovation prevents the sound waves at the back of the drivers from distorting the signal and is now a standard feature of all Vivid Audio models.

More information can be found here:

<https://vividaudio.com/media/>

<https://vividaudio.com/vivid-technologies/>

Embargo date: **Do not publish before March 14 2024 12:00 hrs GMT**



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VIVID AUDIO MOYA M1 LAUNCH INFORMATION

The worldwide launch will take place on March 16th in Guangzhou, China, with our partners Zesen Hifi.

Please observe the publication embargo (March 14, 12:00 GMT).

We will share information on upcoming events in the US, Asia and Europe soon.

Munich Launch

This year we will exhibit at the Munich High-End show in **Hall 3, Room K16**, a 45sqm dedicated listening booth, in conjunction with: Mola Mola Electronics; Kronos turntables and Kubala Sosna Cabling. The show commences on May 9th and runs for four days.

We invite you to attend the official media presentation on **Friday, May 10th at 16:00** and meet the Vivid Audio Team.

Pictures

To tie in the launch of the Vivid Audio Moya M1 with the celebration of Laurence Dickie's 50th anniversary in loudspeaker design, we have chosen to use the Polaroid picture format to create a recognisable theme around the launch.

Included are four pictures in Polaroid format. Video and more pictures will be shared after the 16 March Launch date.

Social Media Strategy

A campaign has been launched on Instagram, Facebook and TikTok to broaden our reach through these channels; a regular update to share the content will be made available soon.

If you would like to receive updates please use this link to be added to the media list.

[Yes! Add me to the media list](#)

VIVID AUDIO MOYA M1 REVIEW REQUESTS

Please contact us for an opportunity to review the Vivid Audio Moya M1.

Contact:

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Vivid Audio Moya M1 specifications

Configuration	5-way, 13 driver system
Cabinet material	Carbon-reinforced balsa-cored vacuum-infused sandwich composite
Standard colours	Piano Black, Lexus Pearl White, Oyster Grey Matte
Bespoke colours	PPG automotive colours available on request
Drive units	
High frequency	D26DLC – 26 mm Diamond-like Coated alloy dome unit with Tapered Tube Loading. Ultra-high flux radial magnet system
Upper Mid frequency	D50DLC – 50 mm Diamond-like Coated alloy dome unit with Tapered Tube Loading. Copper shielded radial magnet system
Mid frequency	C100SCu – 100mm carbon fibre reinforced alloy cone driver with Tapered Tube Loading. Copper shielded rare-earth radial magnet system
Lower-mid frequency	2 x C175-76 – 175 mm carbon fibre reinforced diaphragm with 76 mm voice coil with rare-earth radial magnet system. Tapered Tube Loading
Low frequency	8 x C225-100H – 225 mm alloy diaphragm with 100mm voice coil in 45 mm gap rare-earth radial magnet system
Bass loading	Exponentially Tapered Tube enhanced bass reflex
Sensitivity	93dB/2.83V@1m
Nominal impedance (Ω)	5 nominal, 2.5 minimum at 40 Hz
Frequency range (Hz)	-6 dB points: 19 Hz – 42,000 Hz
First D26 Break Up mode (Hz)	> 50,000 Hz
Harmonic distortion (2nd and 3rd harmonics)	< -60dB > 100 Hz
Cross over frequencies (Hz)	125 Hz – 550 Hz – 1,700 Hz – 4,000 Hz
Power handling (music program) watts rms	3,000W
Loudspeaker dimensions	1,660 mm (H) x 660 mm (W) x 1,210 mm (D)
Net weight	346 kg (each)
Gross weight	1,084 kg

Estimated RRP: € 450,000

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