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MAGICO INTRODUCES ITS NEWEST S-SERIES LOUDSPEAKER, THE S3

MAGICO, THE LEADER IN HIGH PERFORMANCE LOUDSPEAKER DESIGN AND MANUFACTURE, IS PROUD TO ANNOUNCE THE EXPANSION OF ITS AWARD WINNING S-SERIES WITH THE ADDITION OF THE S3. THE S3 IS A FULL RANGE, FLOORSTANDING LOUDSPEAKER THAT OFFERS CUTTING EDGE TECHNOLOGY AND UNPARALLELED PERFORMANCE AT ITS PRICE. ACCORDING TO MAGICO CEO AND CHIEF DESIGNER ALON WOLF, "BY DRAWING FROM OUR TECHNOLOGICAL WELL AND IN-HOUSE MANUFACTURING CAPABILITIES, WE ARE NOW ABLE TO DELIVER A REMARKABLE VALUE PROPOSITION IN THE S3, ONE WHICH WILL BECOME A NEW BENCHMARK IN ITS CATEGORY."

THE S3 SHARES THE SAME ENGINEERING HERITAGE OF ITS TWO SIBLINGS, THE S1 AND S5, AND SITS SQUARELY BETWEEN THEM. AS WITH ALL MAGICO LOUDSPEAKERS, THE S3 IS USES AN ACOUSTIC SUSPENSION ENCLOSURE, ONE WHOSE FURTHER REFINEMENTS INCLUDE A NEW UNIQUELY DESIGNED SUB-ENCLOSURE FOR ITS MIDRANGE. THE POLYCARBONATE ENCLOSURE UTILIZES A COMBINATION OF ADVANCED MATERIALS AS WELL AS A SPECIALLY DEVELOPED SHAPE. BOTH OF THESE FEATURES WHEN COMBINED CREATE THE IDEAL ACOUSTIC PROPERTIES AND CONTROL FOR A SUB-ENCLOSURE IN A LOUDSPEAKER CABINET. ITS CONTOURED EXTRUDED ALUMINUM CABINET - THE WORLD'S LARGEST MONOCOQUE ENCLOSURE AT 16" IN DIAMETER WITH 1/2" ALUMINUM WALLS - MINIMIZES DIFFRACTION EFFECTS, INTERNAL RESONANCE, AND

DAMPING REQUIREMENTS. STRUCTURALLY, THE S3 IS MECHANICALLY SOUND AND WITHOUT ANY WEAK POINTS. A TOUR-DE-FORCE OF NEW TECHNOLOGIES, THE S3 UTILIZES THE SAME ADVANCED MB30 BERYLLIUM TWEETER AND MB390 MIDWOOFER THAT MAGICO USES IN THE S5, COUPLED WITH TWO NEWLY-DEVELOPED 8" WOOFERS. THESE NEW ADVANCEMENTS CONTRIBUTE TOWARDS THE S3'S CAPABILITIES OF DELIVERING THE LOWEST OCTAVE OF BASS PERFORMANCE COMBINED WITH BOTH THE SPEED AND ACCURACY WE ARE KNOWN FOR.

AS ALWAYS, THE ANTICIPATION IS HIGH FOR ANY NEW MAGICO PRODUCT RELEASE. THE S3 DOESN'T DISAPPOINT AND IS A STANDOUT PERFORMER, WITH HIGH QUALITY INGREDIENTS, STATE-OF-THE-ART DRIVER TECHNOLOGY, THE MOST MECHANICALLY SOLID AND RIGID CABINETS, AND THE MOST SOPHISTICATED CROSSOVER NETWORK. THE ELEGANT S3 IS A GIFTED PRECISION INSTRUMENT THAT IS AVAILABLE IN OVER A DOZEN DIFFERENT FINISHES, THUS MAKING IT ABLE TO DELIVER A BRAVURA PERFORMANCE WHILE AESTHETICALLY FITTING IN ANY ENVIRONMENT.

SPECIFICATIONS

DRIVER COMPLEMENT:

1 x 1" MB30 TWEETER

1 x 6" M380 MIDRANGE

2 x 8" HYBRID NANO-TEC/ALUMINUM WOOFER

SENSITIVITY: 88DB

IMPEDANCE: 4 OHMS

FREQUENCY RESPONSE: 26 Hz – 50 KHZ

RECOMMENDED POWER: 50 – 500 WATTS

DIMENSIONS: 48"H X 14"D X 12"W (122CM X 35CM X 30CM)

WEIGHT: 150 LBS. (68 KG.)

PRICING AND AVAILABILITY

THE US RETAIL PRICE OF THE MAGICO S3 STARTS AT \$22,600/PR. DELIVERY WILL BEGIN IN DECEMBER 2013.

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

FOR MORE INFORMATION ON THE S3 OR ANY MAGICO LOUDSPEAKER, PLEASE CONTACT MAGICO LLC, HAYWARD, CA. USA, TEL: (510)-649-9700 x104, [IRV@MAGICO.NET](mailto:irv@magico.net).