

July/Aug/Sept. 2008
Volume 7 Issue 3

Recent and Upcoming Events

Sept. 4 - 7

CEDIA
Denver, CO

Sept. 12 - 14

Arken Hifishow,
Gothenburg, Sweden
Peter McGrath attending

Sept 18

Music Matters
Audio Concepts
Dallas, TX
with John Giolas

Sept. 18 - 21

Heathrow Hi Fi Show
London, England
Peter McGrath attending

Sept. 26 - 28

Music Lovers
Berekley, CA
Grand Opening Event
with John Giolas

Oct. 10 - 12

Rocky Mountain
Audio Fest
Denver, CO
John Giolas and
Jerron Marchant
Attending

WILSON® AUDIOFILES

Announcing Wilson's Latest Achievement: **MAXX Series 3**

Wilson Audio formally launched its new floor standing loudspeaker, the MAXX Series 3, at the CEDIA Event held in Denver, September 4-7.

Since its introduction in 1998, Wilson Audio's MAXX has proved a clear success by every measure – in units sold, in glowing reviews, and perhaps most telling, in the degree to which it has become the reference for many leading reviewers – not to mention its use by top-tier electronics and cable manufacturers in their reference systems. The original MAXX development followed from a clear design objective: create a loudspeaker endowed with similar authority and dynamic range as Wilson's flagship speaker, but in a less complex and demanding package. Since 1998, Dave Wilson and his design team discovered ways to improve the MAXX, hence the Series 2. When it came to improving it a second time, Wilson's design team came to realize that, as good as it was, by one important benchmark – Propagation Delay – the existing platform prevented quantitative improvement. Although the MAXX is far more accurate than competing designs in its correct use of propagation delay, MAXX Series 1 and Series 2 run into the laws of geometry and physics. This is largely a result of its two-module configuration with a single three-driver upper head.

Wilson Audio introduces the MAXX Series 3.

New Three-Module Array:

Achieving near-perfect alignment of a loudspeaker in the transient time domain at the listening position requires controlling the distance of the drivers to the listener. Since this distance is different for each installation, only loudspeakers with adjustable modules can achieve proper time-alignment. The single head configuration of the Series 1 and 2 MAXX became the limiting factor in improving propagation delay within that platform. The MAXX Series 3 utilizes two separate upper modules (the third module is the bass unit) to more accurately achieve propagation delay of the drivers. The transient time alignment accuracy of the MAXX Series 3 is now in the same league as the Alexandria Series 2. With Alexandria X-2, Wilson introduced Aspherical Group Delay – heretofore the only speaker in the world with driver modules capable of both rotational and forward-to-back adjustment. Aspherical Group Delay is now incorporated into the MAXX Series 3 time-alignment configuration. Each of the two up

(Cont. on pg. 2 as "MAXX 3")



MAXX 3 (Cont. from pg. 1)

per modules moves independently, both for ward and aft and rotationally. MAXX now joins the Alexandria as the only loudspeakers to account for both proper propagation delay and the correct driver axis – for every installation.

New Midrange Driver:

The MAXX Series 3 features a simplified version of the remarkable new fibrous pulp composite midrange driver developed for the Alexandria X-2 Series 2. During development of the Alexandria upgrade, Dave immersed himself in the study of the experience of live music. He was not just focused on the sound of live music, but also the numinous emotional experience of the music itself. It is through disciplined and rigorous comparison of the live musical experience to music as expressed by Wilson loudspeakers that has driven many technological breakthroughs at Wilson. The Alexandria midrange is a case in point. In the Spring of 2006, Dave was fortunate to attend a rehearsal of the Mahler Symphony Number 2. In the second movement, massed pizzicato strings dominate a passage. Dave was suddenly struck by what he was hearing. The music was not loud, but he noticed how the sound leaped from the strings with alacrity he had not heard in reproduced music – including from his own loudspeakers. The dynamic shadings of attack and decay were palpable. He could hear the resonant fullness of the wood of the cellos and double basses. The moment proffered Dave a revelation of how beautiful music could be. This transcendent moment became the inspiration for the development of the new Alexandria midrange. The midrange is now employed in a simplified version in the MAXX Series 3.

Revised Crossovers:

The midrange crossover module, previously located in the upper module, has been relocated to an isolated, reinforced chamber in the rear of the woofer enclosure. To account for the different acoustical signature of the new midrange driver and to exploit its ultra high resolution, all crossovers have been modified and improved. The midrange crossover was tailored to the needs of the new driver. As is so often the case, the new midrange, with the attendant higher resolution and lower noise floor, al-

lowed Dave and the design team to hear deeper into the crossovers. This “leapfrog effect” is a design concept well understood at Wilson Audio. The new crossovers are more time-domain correct with less “time jitter.” The new crossovers are partially responsible for MAXX Series 3’s sense of background. The bass crossover was also changed and improved. Bass clarity and midbass speed and impact have been affected.



New Cabinet Structure:

Wilson has long followed a tradition where our loudspeaker’s form is inextricably tied to function. It is the unique aspects of correct propagation delay, modular construction, and attention to cabinet resonances that have, for decades now, given Wilson loudspeakers their “look.” This being said, it is also true that in many ways Dave is an artist, his medium the loudspeaker. This tradition of art following function continues with the MAXX Series 3. Improvements in milling techniques and technology at Wilson have enabled us to build more sophisticated enclosures with improvements in both performance and longevity. In the case of MAXX, two upper modules drive the new visual design of the MAXX Series 3. Tether bolts in the rear of the upper modules replace the visible side bolts in the wing. The woofer array is ta-

pered upward, further reducing diffraction in that area.

Price: U.S. Retail – \$68,000.00

Content-based pricing – the policy of basing price on the actual cost of manufacture – is a part of Wilson’s commitment to authenticity. This tradition continues with the MAXX Series 3.



Availability:

First shipments for existing orders are scheduled for mid-October. Please place orders for demo and sell-through needs as soon as possible to reserve your shipment position. The orders will be filled and shipped on a first come, first serve basis. Demo orders will be the first priority so all of Wilson’s dealers and distributors can begin showing the Series 3. Customer sell-through orders will be scheduled after demo orders have been filled. Check with Jerron Marchant for specific ship dates for your order.

Upgrade Program:

Wilson has a long tradition of supporting and protecting its loyal constituency of clients’ investment in Wilson products. Because of massive changes in cabinet structure as well as the material being used in the construction of the enclosure, it is not possible to upgrade MAXX Series 2s to Series 3s. As it has done in the past, Wilson is offering an upgrade/trade program for the MAXX Series 3.

For those customers who purchased MAXX Series 2s subsequent to May 1, 2008, Wilson offers a trade program through its dealers. These users can trade their MAXX 2s for Series 3s for the difference in retail price. Please contact Jerron Marchant, Trent Workman, or John Giolas for details and scheduling.



The Following
Wilson Products
Have Earned This
Distinction:
 Alexandria X-2
 MAXX Series 2
 Sophia 2
Wilson Audio Duette



Above: A listening session about to begin. Juan Rubio is on the front row holding several CDs. Below: Luis Pla demos Desert Silver Alexandria X-2 Series 2.



While on a recent trip to Europe, Dave calibrated a new pair of System 8s in world-renowned baritone Thomas Hampson's Vienna studio. Besides being an international opera star, Hampson is also a long time Wilson fan and WATT Puppy owner. Dave was on hand as Hampson upgraded to System 8. Dave's three favorite Hampson recordings are listed below:

Copland, Aaron: American Songs – Dawn Upshaw and Thomas Hampson; The Saint Paul Chamber Orchestra, Hugh Wolff, conductor; Teldec 9031-77310-2.

Mahler: Lieder Eines Fahrenden Gesellen Kindertotenlieder, Ruckert-Lieder - Thomas Hampson. Vienna Philharmonic, Leonard Bernstein, conductor. Deutsche Grammophon 431-682-2

Gustav Mahler: Des Knaben Wunderhorn. Thomas Hampson, Geoffrey Parsons (piano). Teldec 9031-74726-2

Sarte Audio Elite Celebrates 40 Years of Business

Peter McGrath traveled to Valencia, Spain in mid-May to assist Juan Rubio, President of Sarte Audio, with Sarte's Show at a local 5-star hotel. Among an extensive array of exhibits, the Alexandria X-2s were stunning. The system consisted of ARC Ref 3, the ARC CD-7, and the ARC 610 monoblocs. Cables were by Transparent and were of Opus Reference grade.

Peter evaluated the setup the night before the show began. "It was producing the most musically satisfying experience I have had in front of a stereo system."

The show proved Peter right as there were non-stop crowds for the Wilson display, with potential clients coming back with family members on subsequent days. It is estimated 3,000 people had come thru the room by the end of the event.

Given today's world-wide economic concerns, it was Juan Rubio's goal to provide an event reminding clients the best things in life are still available and perhaps they have more need of them now than ever before.

Wilson Posters

Wilson Posters measure 20"x 24", are photo-quality, and are suitable for framing. Dealers may order posters by contacting your Wilson Audio account representative.

