

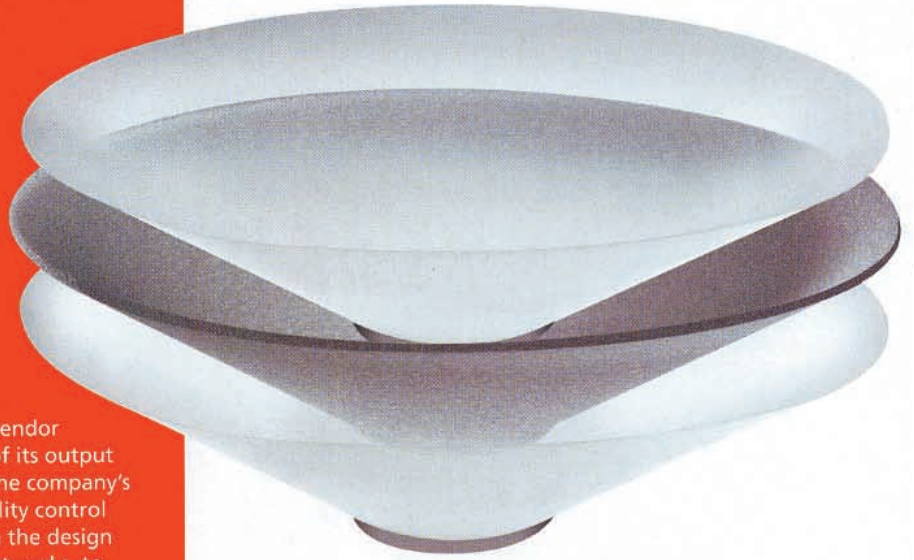


# Focal...

## The Focal-JMlab Story

Since its foundation, Focal-JMlab has grown to become one of the world's top three hi-fi manufacturing companies. Headquartered in Saint-Etienne, France it is now internationally recognised as a world leader in the design and manufacture of specialist hi-fi drive units. It is also pre-eminent in the design and manufacture of specialist loudspeaker drive units for car audio and pro audio, and in the creation of highly advanced complete hi-fi speaker enclosures priced between \$200 and \$130000 and between \$185 to \$4700 in car audio.

It is the market-leading loudspeaker system vendor in France, but already exports over 60 per cent of its output to Europe, North America and Southeast Asia. The company's key strength is its complete integration and quality control of the loudspeaker manufacturing process, from the design of drive units, cabinets and electrical filtering networks, to the assembly of finished product. Focal JMlab maintains an intense, continual program of research and development into drive-unit technologies, and holds several patents. Focal JMlab currently employs around 250 people and in 2004 relocated to a new purpose-built wholly unified 12500 m2 production, design and manufacturing facility.



## From Hi-Fi Enthusiasts to Everyman

What started as a trickle of products into Australia six years ago has developed into a stream of new and exciting speakers, with a loyal following of enthusiasts devoted to the brand. Deep and dynamic bass, warm lifelike vocals with detailed highs are the Focal tonal characteristics to which Australians have taken a liking. Making them even more accessible, prices have come down this year due to increased manufacturing volume and other efficiencies. The most popular set of speakers in the range, the 165V2 are now selling at only \$419.

## New Arrivals

From July 2005, Ford and Mazda owners will be able to install new Focal 5x7's as a simple but spectacular upgrade, using the factory mounting positions. These Polyglass-coned speakers will be priced below \$250 per pair. Subaru WRX owners can use the low-profile 165V Slim speakers, especially made to fit cars with low-profile speaker depths. That they should fit so well is no surprise considering that the Focal engineer who designed these speakers owns a WRX himself.

# the Spirit of Sound



## New Flagships - The Utopic Be

The arrival of the new Utopia range with Beryllium tweeters has been creating a buzz of interest among the audiophile crowd, as many enthusiasts have heard these tweeters in the Focal Utopia home speaker range. The flow-on of this technology to the car audio line will position Focal firmly at the top of the high-end market. The prices reflect the level of technology and the expense of manufacturing these speakers from the very best quality components. Special electronic components were custom-manufactured for the crossover networks. Never before has any manufacturer made tweeters from this extremely light and rigid material. The cone material itself is many times more expensive than gold by weight and the reels of Beryllium material used to manufacture the tweeter cones are kept locked in a safe at the Focal factory until needed.



Beryllium is an extremely difficult metal to shape, but the tonal characteristics are uniquely smooth, extending from 1200Hz right through to 40kHz. No other material can play such a wide spectrum of sound. This opens the way for much more revolutionary combinations of midrange driver and tweeters to be created. Midrange drivers can be developed to cover a narrow band of frequencies, and therefore be more accurate than drivers which play right through to 3kHz or 4kHz, the more traditional crossover points.

Focal's point of difference is that the company is oriented around love of musical fidelity. From the owner to the factory workers, everyone is enthusiastic that they are making great-sounding speakers, with a great sense of pride characterising the factory. This is not a production line; these speakers are hand-made with care and attention to detail, and this sense of pride fuels everyone involved in the manufacturing process. This has to be a great place to work, perhaps a kind of Utopia? The resulting products are nothing short of outstanding speakers that are worth every dollar and surely among the world's best.

