



**SpeakerCraft®**

# Rules Of The Craft

- we practice abandonment
- our culture is our life
- tactical domination
- financial and emotional profit
- the right dealers
- absolute dealer satisfaction
- constant improvement
- fix the problems
- play the game and win
- it's fun or it's wrong
- mediocrity sucks
- triangulation is not welcome here





**SpeakerCraft®**

“In-ceiling speakers do NOT all sound the same”

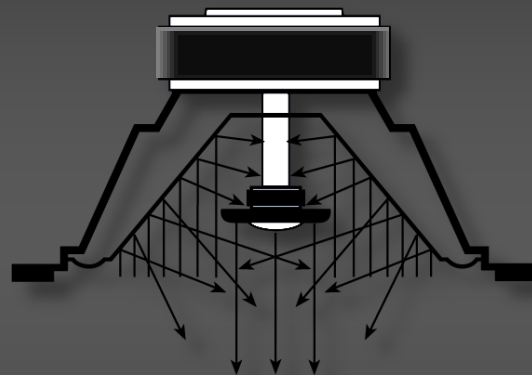
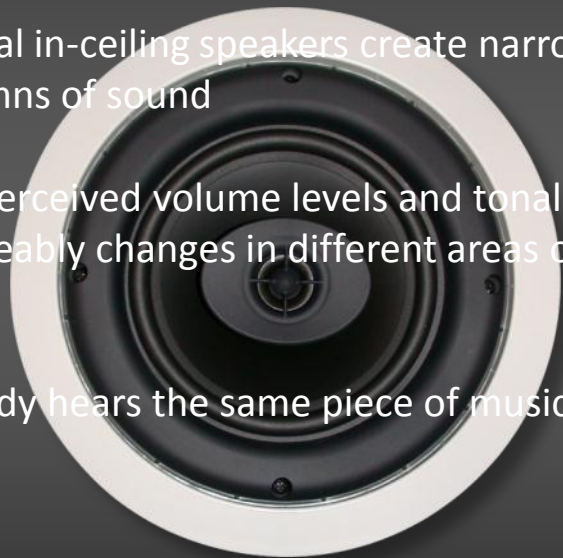


## conventional coaxial speaker

coaxial in-ceiling speakers create narrow columns of sound

the perceived volume levels and tonal quality noticeably changes in different areas of the room

nobody hears the same piece of music!



Off Axis Performance

Off Axis Performance

Poor

Good

Poor



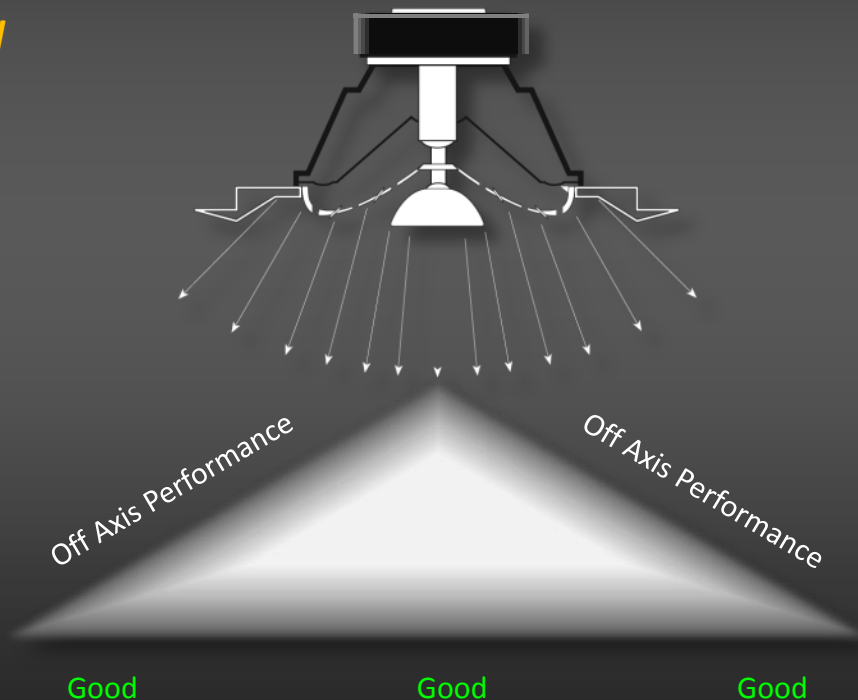
## WavePlane™ speaker

*the WavePlane™ guide was designed by and is patented by SpeakerCraft*

a WavePlane's open baffle creates a far wider and more even dispersion of sound with greatly improved off axis response

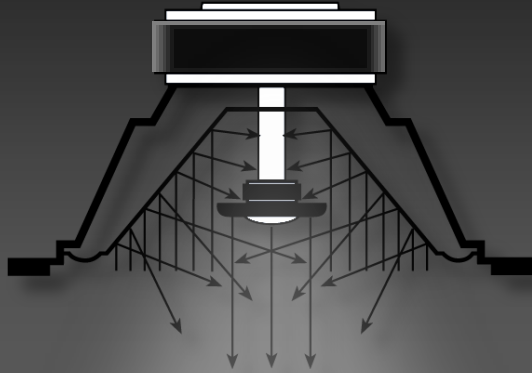
tonal quality and perceived volume levels remain uniform throughout the listening area

with WavePlane™ everyone gets to hear how the music really should sound!





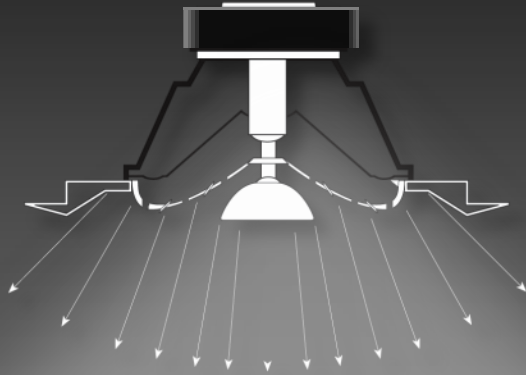
“Can in-ceiling speakers image?”



conventional coaxial in-ceiling speakers  
create narrow vertical columns of sound that  
isolate the left and right channels

a speaker can **ONLY** image when both  
channels are heard in unison





a SpeakerCraft in-ceiling speaker with a WavePlane™ guide offers a far wider sound dispersion

left and right hand channels are evenly presented to the listener creating a more solid stereo image





# SpeakerCraft®



*SpeakerCraft invented and patented the world's first AIM™ able in-ceiling speaker*

infinitely variable driver positioning allows the sound to be focussed toward the listening area

stereo or multi-channel imagery and tonal accuracy are all greatly improved

**AIM**  
series  
Patented\*





“Why over 80 different architectural speakers?”

# SpeakerCraft®



AIM5 Three  
Aluminium Drivers



CRS6 Three  
Aluminium Drivers



AIM7 DT Three  
Aluminium Drivers

perfect tonal matching from room to room



AIM7 Three  
Aluminium Drivers



AIM8 Three  
Aluminium Drivers



AIM Wide Three  
Aluminium Drivers



in-Ceiling or in-Wall  
there is NO Compromise

AIM Cinema Three  
Aluminium Drivers



AIM Dipole Three  
Aluminium Drivers



AIM 7 MT Three  
Aluminium Drivers



AIM LCR 3 Three  
Aluminium Drivers





## AccuFit – AccuFit Ultra Slim One / Three

SpeakerCraft's AccuFit models can be installed where a conventional in-ceiling speaker is simply too deep

AccuFit CRS7 & DT7 utilise a 175mm bass driver in a metal sound enclosure only 70mm deep

AccuFit Ultra Slim utilise four 75mm mid bass drivers within an enclosure only 50mm deep





## Steel & Wooden Sound Enclosures

maximise the sound quality of SpeakerCraft in-wall and in-ceiling speakers.

provides effective noise attenuation between floors and walls.

available in both steel and wooden box designs.

steel enclosures are also fire rated to provide a one hour fire break.

available to fit most SpeakerCraft models.





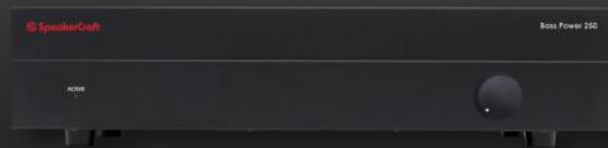
## Cinema Sub – 8 / 10 / 12 Systems

high performance active in-wall subwoofer systems with external bass power amplifier

dedicated in-wall enclosure ensures optimum performance in all wall constructions

three models utilising 200mm / 250mm / 300mm long throw bass drivers

two off-board power amplifiers (150W / 250W) with in-built bass management controls



*Profile*<sup>™</sup>

the new standard in discreet speaker design



*Profile*<sup>™</sup>



*Profile*<sup>™</sup>

 **SpeakerCraft**<sup>®</sup>

## Profile – design features

high performance architectural speakers with  
integral neodymium magnetic frame

fast fit design – low profile grille with smooth  
micro edge frame

new all black front baffle

refined and retuned crossovers to even  
further enhance sound quality

available in both AIM & CRS in-ceiling and AIM  
MT7 & LCR in-wall versions. optional square  
grille available for in-ceiling models





“I just don’t want to see any speakers anywhere”

“Certainly what do you think of these?”

*Seamless*<sup>™</sup>

 SpeakerCraft<sup>®</sup>

## Seamless FR 1 & Subwoofer

completely hidden in-the-wall

utilises Live-Wall<sup>™</sup> technology

point source design creates wide and  
even off-axis dispersion

can be installed behind:  
plaster & paint  
stucco  
wallpaper



*Seamless*<sup>™</sup>

 SpeakerCraft<sup>®</sup>

## Seamless FR 1

Seamless FR-1 – full range monitor

frequency response: 60Hz – 20kHz

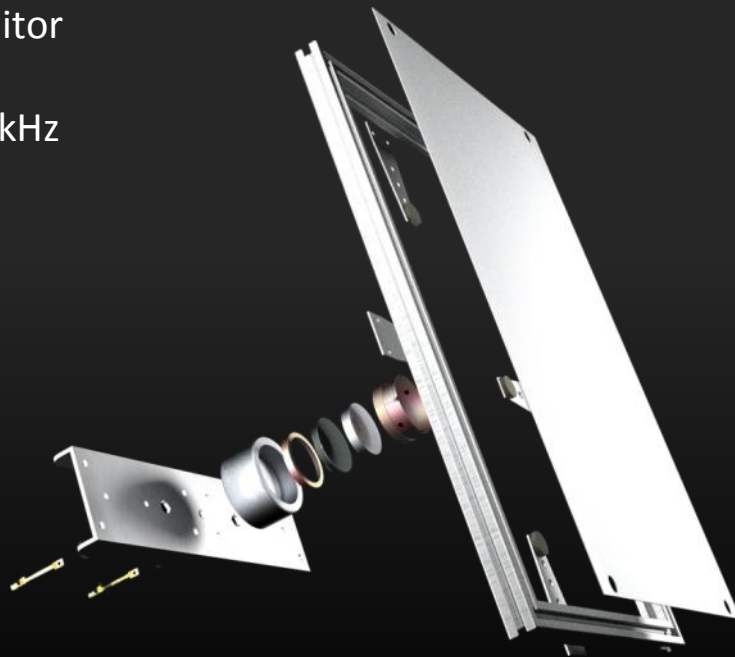
sensitivity: 87dB

power handling 100W RMS

can be used alone or in  
combination with  
Seamless Subwoofer

dimensions:

H457mm x W305mm x D73mm



*Seamless*<sup>™</sup>

 SpeakerCraft<sup>®</sup>

## Seamless Subwoofer

Seamless Subwoofer

frequency response: 45Hz – 250Hz

power handling 250W RMS

optional in-wall enclosure

use with Bass Power 250  
power amplifier

dimensions:  
H438mm x W356mm x D83mm



could you or would you buy this car?



give your client the complete experience





**SpeakerCraft®**

Outdoor Speakers





## Outdoor Element – equally at home in the garden or at sea

high performance outdoor and marine loudspeakers

rugged enclosure and drive units are tested to operate in all weather extremes

suitable for many applications where other speakers would more quickly fail

gardens, patios, swimming pools, Jacuzzis and marine craft are all excellent locations for an OE speaker





## Ruckus – to boulder go where no sound has gone before...

significant improvement in sound quality over previous Rox models

convincing “rock” look and feel

integrated drainage system

three models using 133mm, 165mm, 200mm bass drivers. a 165mm DT model is also available

granite and sandstone finishes





## On Ground (POD) – no sight but definitely sound...

die cast aluminium enclosure

mimics outdoor lighting fixtures

inconspicuous size and shape

ground spike secures speaker into the ground

75mm full range aluminium driver

can be combined with Boom Tomb or Outdoor Elements





## Boom Tomb – even moles can enjoy the music...

discreet underground active subwoofer

buried enclosure with discreet external hooded port

weather resistant poly resin enclosure

250mm long throw bass driver

250W RMS external sub power amplifier

ETA Q4 - 2011





**SpeakerCraft®**

Subwoofers & Speaker Systems

## Roots – reference performance subwoofers

Two models available:

Roots 208 – 200mm driver 200W amplifier

Roots 310 – 250mm driver 300W amplifier

DSP controls with multiple mode & EQ settings  
user settings can be stored and retrieved

boundary gain control  
variable phase & low pass filter controls  
front mounted digital display and controls  
remote control operation

high gloss cabinet in five colours



## Roots – stylish high performance speakers

Four new high performance speakers:

350 – 89mm Bass & 13mm Silk dome Tweeter

450 – 114mm Bass & 19mm Silk dome Tweeter

650 – 165mm Bass & 25mm Silk dome Tweeter

Centre - 2 x 114mm Bass & 19mm Silk dome HF

Small & Medium models include  
integral wall mounts

high gloss piano cabinet in black or white





**SpeakerCraft®**

SmartPath IR control





## SmartPath – IR control

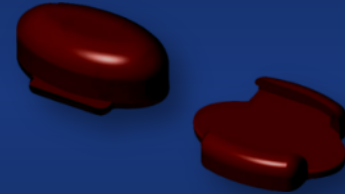
designed to operate in difficult environments including fluorescent light and with plasma screens

five compact IR receiver designs including plasma friendly

amplified and passive IR termination hubs. AT-1.0 capable of driving over 20 emitters

single, dual emitters with LED feedback and unique EZ Dock mounting system

flood and micro emitters also available





**SpeakerCraft®**

Multi-zone amplifiers



## Vital 1250 & 850 multi channel power amplifiers

high current , high performance 12 & 8 channel digital power amplifiers

three input options with independent level controls for each channel

audio sensing or 12V triggering for activation

Vital 850 – 8 x 50W RMS

Vital 1250 - 12 x 50W RMS

stereo channels stable into a 4 ohm load  
channels can be bridged for higher power





## Vital 170V commercial power amplifier

high current, 6 channel commercial power amplifier

switchable operation modes: 100V / 70V / 4  $\Omega$

6 x 60W RMS

balanced Phoenix type input connectors

multiple protection systems including:  
output current limiting, DC protection, circuit  
breaker and thermal protection

Q1 - 2012





## Sonic Air – wireless amplification

wireless audio extension for multi-room / surround or LFE applications

stable 2.4GHz RF operation – 4 RF ID codes

TX & RX modules operate up to 21m / 70ft apart

line or speaker level – RX includes local audio input

2 x 50W RMS + line level subwoofer output

remote for volume and local input selection



SonicAir™



**SpeakerCraft®**

MZC & MODE multi-zone systems



## MZC-64 multi-zone controller

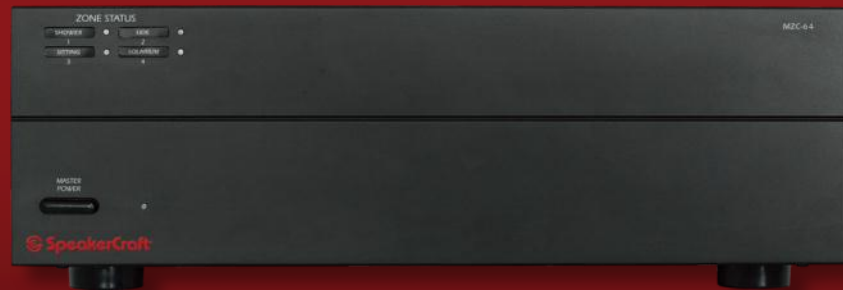
6 independent sources – 4 independent zones  
can be stacked to create a 16 zone system

audio only switching

two-way control of up to six iPods

12 x 30W RMS (stable into 4 ohm load)

seamless integration of home theatre receivers  
and HDMI matrix switchers





## MZC-66 multi-zone controller

6 independent sources – 6 independent zones  
can be stacked to create a 24 zone system

audio & composite video switching

two-way control of up to six iPods

12 x 30W RMS (stable into 4 ohm load)

seamless integration of home theatre receivers  
and HDMI matrix switchers





## MODE – keypad & iPod docking system

connect up to six iPods / iPhones to a single MZC controller

complete control of iPod / iPhone in every zone with all metadata visible on MODE 3.1 keypad

MODE Base compatible with all iPods / iPhones 3<sup>rd</sup> Gen forwards

MODE 3.1 keypad and iPod base compatible with all MZC controllers

UK & US back box mounting options



***SpeakerCraft were the first company to offer two-way control of an iPod in a multi-room system!***





## MODE Free – wireless two-way keypad

wired or wireless keypad compatible with all MZC controllers

in wireless operation is capable of controlling every zone within an MZC system

can also operate as a wired keypad when placed in the optional wall dock or table dock

full iPod control with all metadata as with standard wired MODE 3.1 keypad





nirv

# System overview

A completely modular system

Source and zone capacity to exceed the largest residential installations

From kitchen to home cinema - every zone operates the same way

Tailor each zone – for each member of the household

Can all run through one Cat 5e/Cat6 cable to each room

# System overview

Up to 1080p HDMI (> 400m) to any zone - from any zone

Stereo or multichannel PCM audio to any zone - from any zone

**Any source in any zone can be accessed from any other zone**

No HDMI matrix switchers or AV processors / receivers required

Integrated door entry, intercom and paging system

Can all run through one Cat5e or Cat6 cable to each zone

# Zones in a nirv system

## **Audio only zones**

Central amplification - e.g. MZC or similar home run system upgrade

Local amplification – nirv power amplifier or the client's own

## **Audio & Video zones**

HD TV stereo – nirv STC + central, local or TV only amplification

Home cinema multichannel – nirv STC + multichannel amplification

# Six Zone system with 7.1 HD video zone

Speaker cable from hub is NOT shown

Kitchen  
Audio only

Study  
Audio only

Dining  
Audio only

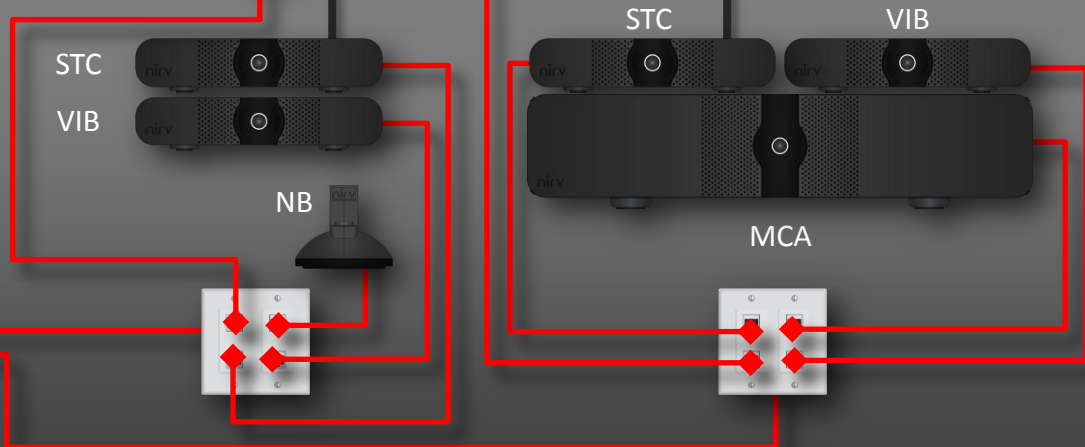
Patio  
Audio only

Master Bedroom  
HD video + Stereo Audio

Theatre  
HD video + 7.1 Audio



iPhone / Pad Apps provide control of any zone



AIB  
VIB  
MSC  
MCA

AIB  
VIB

STC  
VIB

NB

STC

VIB

MCA



**SpeakerCraft®**

[www.speakercraft.com](http://www.speakercraft.com)

