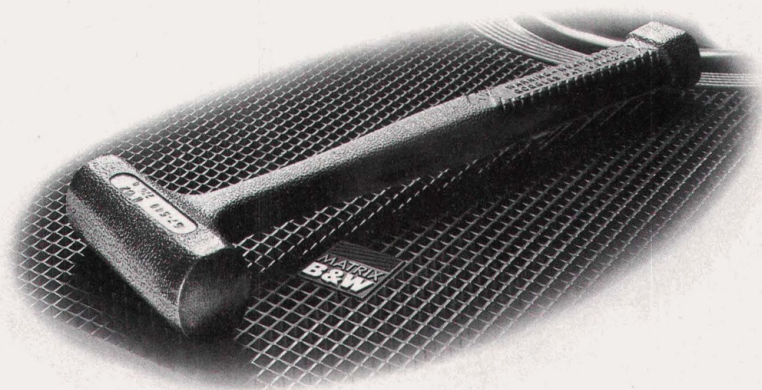


B & W L O U D S P E A K E R S



T H E M O S T S T R I K I N G L Y
D I S A P P O I N T I N G L O U D S P E A K E R
W E ' V E E V E R M A D E

What happens when you give a B&W MatrixE (Esoteric) series loudspeaker a good sharp tap with a hammer? Listen to the response. Or lack of. It's dead, inert. Like attacking a lump of granite. Compare that with the satisfying resonant 'clunk' you hear when you submit other loudspeaker cabinets to the hammer test. The difference illustrates a revolution in loudspeaker technology. Because B&W have broken through the colouration barrier, one of the last great obstacles to pure sound reproduction. Colouration – the vibration of the wooden or veneer and chipboard cabinet – has been put to flight by B&W with their MatrixE series of digital monitors. A honeycomb structure of unique design totally eliminates unwanted sound radiation from the cabinet and allows you to hear, for the first time ever, the natural decay of reverberation exactly as it's heard in a live performance.

The MatrixE series of three new loudspeaker systems is available at selected B&W dealers (they're listed on page 28). Each dealer also has a hammer. So that you can experience for yourself the disappointing effect of knocking the MatrixE. Listen and you'll see.

The **MATRIX**
Revolution

B & W L O U D S P E A K E R S (U K S A L E S) L T D
M A R L B O R O U G H R O A D L A N C I N G W E S T S U S S E X B N 1 5 8 T R
T E L E P H O N E (0 9 0 3) 7 5 0 7 5 0