



August 2012 Newsletter



■ CEDIA EXPO 2012 is the home of exciting new home entertainment products and technologies, and we're going! CEDIA the industry association offers many benefits to dealers and customers. Explore CEDIA.org and you'll discover why!



■ MARTIN LOGAN MOTION® VOICE. Surround sound installation headaches? The MOTION® VOICE is an exceptional all-in-one solution for troublesome installations. This may be the perfect solution in an imperfect world.



■ MARTIN LOGAN CLX art. Stop by and listen while you can. Limited Time engagement. Truly a taste of the ultra high-end.

Stop in and say "Hi" ... You're always welcome here!

Art DeLorenzo

Chuck Ellisor

Steve Stabile



EXPO

SEPTEMBER 5-8, 2012



The CEDIA EXPO is coming in September to Indianapolis.

Great, but **who is CEDIA and what's the EXPO all about?**

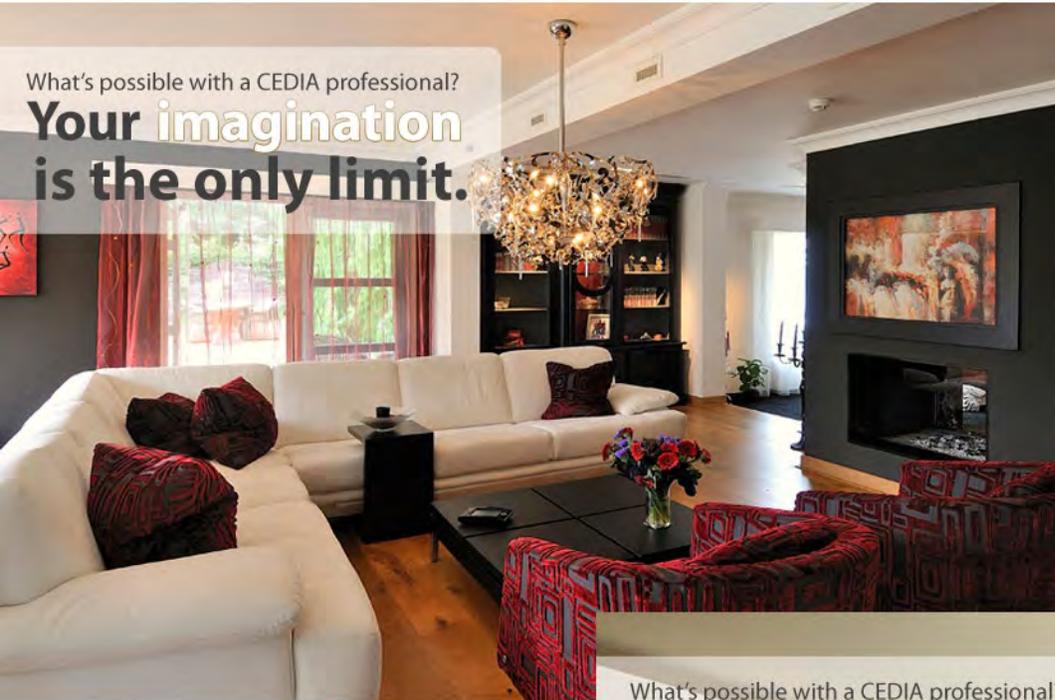
CEDIA provides all of us two valuable things. Valuable #1. CEDIA is the Custom Electronic Design Institute of America. They provide industry training and certification for home theater and networking specialists - like us - in the same way that ASE (Automotive Service Excellence) provides a certification process for automotive mechanics and a resource for the automotive industry.

For the small business, staying current, especially in the constantly evolving field of home technology - is essential. **CEDIA helps us attain a higher standard of expertise** by providing the necessary tools and training resources to do just that. We have been a long-standing member since 1997.

Once a year, CEDIA holds their own industry trade show, the CEDIA EXPO, with booths, presentations and classes. It's grown over the years, but has remained focused on the specialty dealer, and features innovative new products.

Translated: exciting new gear!





What's possible with a CEDIA professional?
Your imagination is the only limit.

Valuable #2.
CEDIA has an exceptional website for you to explore and see what can be done in your dream home entertainment system. Visit CEDIA.org

Need some ideas or inspiration for home theater or networking? Visit CEDIA.org and dig around.

They have some great FAQ's, an extensive portfolio section of different solutions for basements, gaming rooms and other rooms.

Some theaters are great inspiration, and some are literally - unbelievable with budgets to match. All in all, great reading. [CEDIA](http://CEDIA.org) is a terrific industry organization for us, and a valuable resource for you.



What's possible with a CEDIA professional?
Your imagination is the only limit.



CEDIA EXPO 2012 is where our brands, such as Denon, Paradigm, Cisco, Bryston, Ayre, Sony, and others.. will be showing their latest products and technologies.

So off we go to Indianapolis, September 5-8 and since most of the Genesis staff is in Indy... the store will be closed Saturday, September 8th.



And like any trade show, you wear your sneakers, pack light and try to see and hear as much as possible but be sure to stop and drill down when great products or new technologies make you step back, shake your head and go ... "wow".

We will be taking notes, pictures and bringing back reviews of new products and technologies we think hold promise. Loren, Don, Chuck, Steve and Art will all have different ideas and views about what caught their attention and maybe will catch yours as well.



In next months newsletter you'll see highlights of what we saw, heard and thought were just fantastic... at this years CEDIA EXPO 2012.



MOTION VISION
Five speaker surround sound...

Simplified



Simplicity + Performance

INTRODUCTION:

How about a complete 5 speaker sound system with amplifier and Dolby processor installed with just two cables or...
ONE + ONE = DONE.

Sound appealing? You bet! I know why Martin Logan insists on calling this product the "Ultimate" soundbar. This *five speaker system* is a REAL problem solver. It just happens to be a "soundbar". The Motion® Vision is a great prescription for the installation headache!

Hooking up a 5-channel surround sound system can be troublesome for anyone. Speaker placement, cabling, wire routing, amplifier selection, and component connections add to the confusion and frustration. The Motion® Vision solves these headaches when you install a quality surround system without ripping up drywall, or battle perplexing room construction materials or fight room layout obstacles.

Headaches? Not anymore.

**The prescription is simple -
Motion® Vision.**

The Martin Logan Motion® Vision replaces a 5-channel surround speaker system and your A/V receiver with a sleek all-in-one system that's simple to install and sounds incredible.

Simple to install, no receiver needed and sounds incredible.



*Martin Logan's
Motion® Vision
\$1,495.*

The prescription for installation headaches

CONNECTIONS:

Yes, the Motion® Vision sounds incredible, but let's get rid of that installation headache first. The Motion® Vision needs NO receiver! It hooks directly up to your flat panel, pushing out over 100 watts of power with Dolby Digital and DTS Digital processing for all 5 channels.

No receiver to purchase - NONE!

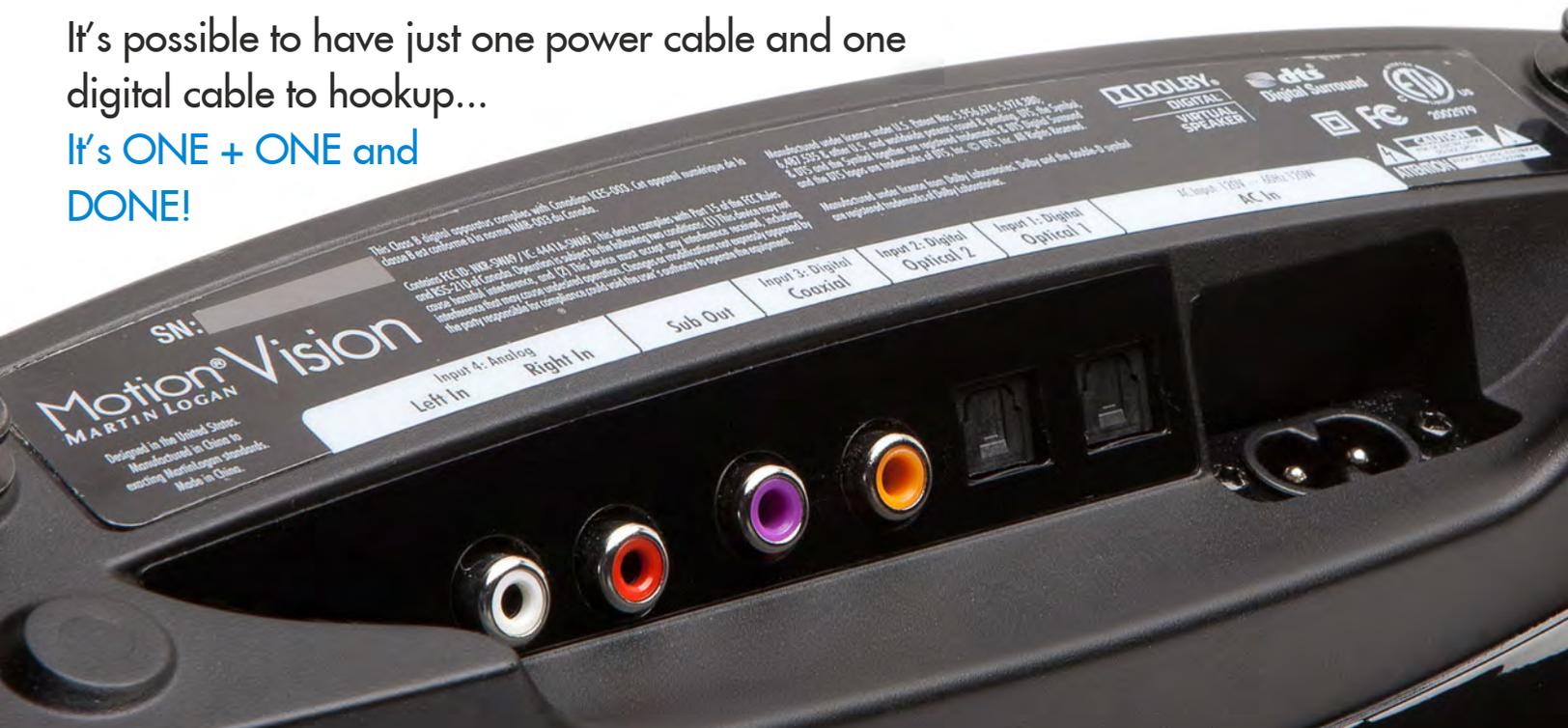
No holes in the wall and no cables needed from the Motion® Vision to the receiver? -- NONE!

Feel that installation headache fading?

The rear panel on the Motion® Vision has digital optical, digital coaxial, and analog stereo inputs for easy hook-up to your flat panel. Have an older flat panel with no digital out? Use the analog RCA stereo audio inputs and you're done! You can connect to Blu-Ray/DVD/CD players, gaming consoles, cable boxes, satellite receivers, and other external sources if you wish. Just plug them in. You may not need to even add external sources, since many of us are watching NETFLIX and HULU for movies or using AT&T U-verse wireless.

It's possible to have just one power cable and one digital cable to hookup...

It's ONE + ONE and
DONE!



INSTALLATION: "cake"

A black Martin Logan Motion Vision soundbar is mounted on a wall above a fireplace. The fireplace is lit, showing a fire. The soundbar is long and thin, with a small blue light on the front. The wall is made of large, light-colored tiles.

“But it wasn’t just this soundbar’s brute force that impressed. The Motion Vision also proved to be surprisingly musical, with a lush midrange and sparkling highs compliments of the same exotic tweeters used in Martin Logan’s high end speakers. Throw in a satisfyingly wide soundstage and you have a truly rare thing in the soundbar world -- a speaker that sounds fantastic regardless of the source.”

Bryan Gardiner,

WIRED magazine, August 2012

“Not only has Martin Logan built a soundbar in the form of the Motion Vision, they’ve arguably built the best soundbar I have heard yet.”

Andrew Robinson, Home Theater Review, August 2012

MOTION tweeter, which is a new approach on the HEIL air motion transformer, works by "squeezing" the air, versus "pushing". This tweeter is used throughout their MOTION line. It is exceptionally well executed.

The sound is transparent and detailed without being overly analytical. A rare combination...

The four 4" woofers are implemented in a wave guide bass port system. The seven dedicated amplifiers and crossovers for each individual driver are mounted on steel panels and accessible from the front.

Bass performance is outstanding for a cabinet of these dimensions. Bass is firm to its low 40 Hz rating. No bass bloat included! Dual rear-firing bass ports reinforce the bass extension and can be adjusted plus or minus 10dB to custom tailor bass performance.



MECHANICS:

The Motion® Vision is flat down to 40 Hz which is outstanding bass performance for a soundbar and exceptional for any wall mounted speaker. You don't really need a subwoofer, but you can wire your sub easily, or, better yet, you can use the built-in wireless SWT-2 subwoofer transmitter which allows wireless connection to Martin Logan subwoofers: the Dynamo 700 (\$695) or Dynamo 1000 (\$995). Both are perfect matches. Wireless subwoofer transmitter to buy? NONE!

No holes in the wall and no cables needed from the Motion Vision to the subwoofer? -- NONE!

The Motion® Vision installs quickly on a wall with the supplied mounting bracket, or placed on a shelf with the supplied stand for an elegantly simple installation. There is a setting that optimizes sound for either scenario, ensuring you'll get the best sound regardless of location.

Stand included? -YES!

Wall Mount Bracket included? - YES!

PERFORMANCE: "sweet"



DESIGN:

Martin Logan's in-house design and engineering team crafted the Motion® Vision to look gorgeous - and they succeeded. They've created a high-gloss, piano black sculptural design that just exudes class. The dimmable LED display is hidden behind the front grille cloth and can be set to automatically vanish during operation. The Vision's simple remote turns the system on or off, adjusts volume, switches inputs, and adjusts three discrete acoustic modes. The top-mounted control pad allows full access to the menu system and volume should someone misplace your remote.

SUMMARY:

Martin Logan really has something going with their Motion® tweeters. They are exceptionally transparent, highly detailed, yet smooth as silk on the mid-range. The Vision's bass performance is solid and more than adequate for smaller rooms, but for a real theater experience, use a subwoofer.
Continued...>

When I first saw the Motion® Vision, I thought that \$1,500 was a lot of money for a soundbar. But this is not an ordinary soundbar. The Motion® Vision offers built in amplification and processing, and solves many installation headaches, while delivering a front soundstage that is wide and deep. No apologies for this being an all-in-one. NONE.

So what are the downsides to this component? The electronically created rear surrounds don't work as well as dedicated rear surrounds.

Is that an issue? Not at all.

Lets get realistic, in an imperfect world with less than perfect listening rooms, cables, budgets and project lists, this soundbar provides a near perfect solution.

The Motion® Vision sets a new standard for a *simple* installation of a five speaker surround sound with amplification and processing yet embraces the Martin Logan heritage with exceptional sound quality.

Nicely DONE.



Perfect solution in a less than perfect world.



*Black or Black
- You choose!*

SPECIFICATIONS:

MARTIN LOGAN MOTION® VISION

FREQUENCY RESPONSE: 43–23,000 HZ ±3DB

**AMPLIFIER POWER: 100 WATTS (200 WATTS PEAK) COMBINED
TOTAL OUTPUT ACROSS 7 AMPS**

**COMPONENTS & DECODING: DSP BASED PREAMPLIFIER,
DOLBY® DIGITAL, DTS DIGITAL SURROUND™**

**HIGH FREQUENCY TRANSDUCERS: THREE 1" x 1.4" (2.6CM
x 3.6CM) FOLDED MOTION TRANSDUCER WITH 5.25" x 1.75"
(13.3CM x 4.4CM) DIAPHRAGM**

CROSSOVER FREQUENCY: 3000 HZ

**LOW FREQUENCY DRIVERS: FOUR 4" (10.2CM) WOOFERS WITH
EXTENDED THROW DRIVE ASSEMBLY, ASYMMETRICAL CHAM-
BERS**

CABINET: PORTED

**CONTROLS: TOP MOUNTED CONTROLS AND REMOTE CONTROL
INPUTS:**

(2) OPTICAL SPDIF (DIGITAL OPTICAL)

(1) COAX SPDIF (DIGITAL COAXIAL)

(1) ANALOG RCA RIGHT/LEFT

(1) AC POWER

OUTPUTS:

(1) SUBWOOFER OUT VIA ANALOG RCA

**WIRELESS OUTPUT: BUILT-IN SWT-2 SUBWOOFER TRANSMIT-
TER COMPATIBLE WITH MARTIN LOGAN DYNAMO 700 / 1000**

WEIGHT: 20.5LBS

OVERALL DIMENSIONS: 5" H x 39.9" W x 5.85"D

**"I can say that
the Motion Vision
from MartinLo-
gan is the first
soundbar that I
would personally
consider buying.
At the very least,
it represents
my new bench-
mark by which
all others will be
judged."**

**Andrew Robinson,
Home Theater Review,
August 2012**

Stop by and have a listen!



The highly acclaimed top-of-the-line Martin Logan CLX art's are here for a limited engagement.

They are simply superb.

Get a taste of the ultra high-end...

“Listening is free - A stroll down the streets of audio heaven - priceless.”

Genesis Audio is dedicated
to the design, specification
and installation of
world-class Home Theater.

HOME THEATER

GENESIS AUDIO LTD
REAL **HD** THEATER

1385 E. Johnstown Rd., Gahanna, OH 43230

614-939-0802 genesisaudio.com

