

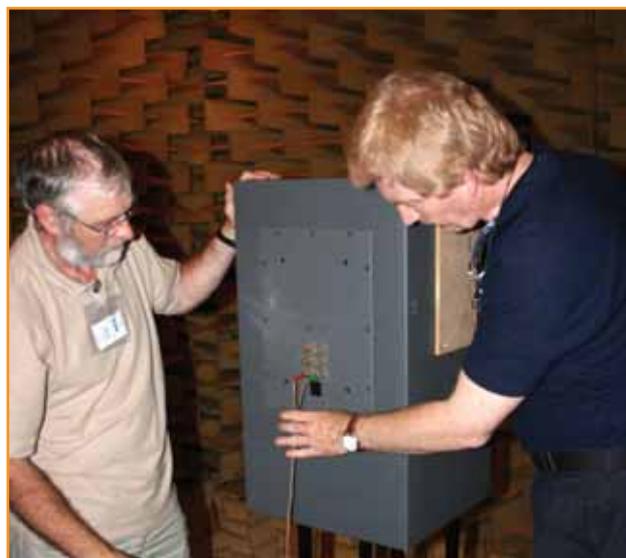


BBC TEST FOR UPDATED M40

A PROTOTYPE of the updated M40 speaker has been carefully evaluated in the BBC research department's anechoic chamber.

"It's important", says Alan Shaw, "to compare these measurements with those from our software simulator to be sure that the new model will behave as predicted

in every room." Alan and Derek are seen with the prototype in the reflection-free test chamber. "The BBC's facility is one of the best in the world, and gives us the confidence that the updated M40 will satisfy the most discerning customer at home or in the studio", adds Alan



Crossover adjustment of the M40 under test at the BBC

PR MAN TO PROMOTE HARBETH BRAND



MARKETING and public relations expert Trevor Butler has been advising Harbeth in this its 30th anniversary year. With a remit to increase brand prominence in the UK to grow sales worldwide, he has developed a strategy to build awareness of Harbeth.

This year there has been a dramatic increase in UK media coverage of Harbeth, its philosophy and products. "We have seen many very positive reviews and comments about the

new Compact 7-ES3 in several UK hi-fi magazines," says Trevor, "and there has been lots of coverage in both consumer and trade titles about Harbeth's 30th anniversary."

By raising awareness in the home market, there is already an uplift on the international scene. "Our overseas distributors are reporting increased interest in the Harbeth sound, and in turn the UK factory is working even harder to meet increased sales worldwide", he adds.

Trevor is not new to the audio industry, having been involved professionally in sound reproduction while at the BBC, and then as a reviewer and News Editor at *HI-Fi News* magazine for five years.

"Since my time in the industry I have witnessed many notable, and highly respected, British

firms change hands or vanish", says Trevor, "but because Harbeth has remained true to its BBC heritage, it's easy to build on the brand's many strengths." Trevor moved into public relations ten years ago.

"I am thrilled to be involved with the Harbeth success story, particularly in its 30th year. I know from my BBC days how much a professional sound engineer relies on his speakers, so it's really exciting to be able to be working at the Harbeth headquarters," he says

PR man gets to know the products



SUMMER HOLIDAYS '07 - The factory will be closed between 17 August and 3 September.

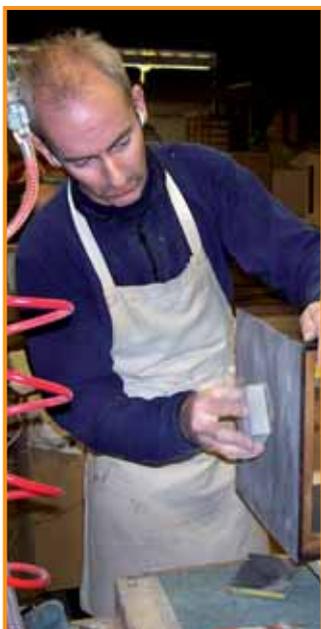
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CRAFTED CABINETS

A HARBETH loudspeaker cabinet is not only a beautiful piece of furniture, but a carefully balanced engineering achievement.

The tiger ebony Super HL5 (shown being hand-finished), is a direct descendent of the BBC's thin-wall cabinet research. BBC



engineers proved that although the cabinet must be rigid enough to hold the drive units in place, it must also be flexible to damp unwanted resonances. This is only possible if the low-mass, low-inertia, thin-wall panels are optimally 'tuned'.

As the ear is extremely sensitive to coloration in the mid frequencies, the BBC perfected an ultra-pure midband.

Unfortunately, the thin-wall cabinet makes huge demands on the cabinetmaker's skill -- because such a high degree of precision is required throughout the complex manufacturing processes.

By contrast, modern snap-together speaker boxes offer a cost-cutting compromise,



Hand crafting and finishing is key to Harbeth's thin-wall cabinets

and demand little hand skill. "Our cabinet maker regularly pleads with me to abandon our thin-wall technology", says Alan Shaw. "If Harbeth followed the industry's drive, and switched to a thick-wall design, the cabinetmaker could double his output and cut costs.

"I know this would allow us to increase production, and reduce lead time, but I am just not willing to sacrifice the mid-band sound quality that is the Harbeth sound", adds

the designer.

"When I look back at the BBC Engineering notes from the 1960s", says Alan, "I am deeply impressed by the detail and precision of the BBC's effort. It is easy to see why thin-wall is such a great solution for speaker cabinets!"



USER GROUPS GROW

AROUND the world, new members are joining Harbeth on-line communities every day. "The information on the sites is immense", says webmaster Paul Edwards. "We are building a living record of everything anyone will ever need to know about Harbeth, its products and philosophy. We encourage all customers and potential Harbeth owners to browse. On-line www.harbeth.co.uk/usergroup is the official English language site", adds Paul, "but there are numerous groups run by the fans themselves". Those, for example, in China and Japan never stop. These vibrant forums are alive with excited Harbeth fans sharing their experience - night and day. Many use the communities to share opinion, seek help or to ask technical questions. It also gives unique, personal access to the designer himself

The acclaimed UK magazine Hi-Fi News is featuring the new Compact 7ES-3 in its latest issue (Sept 2007)... and a rave review it is! The following month the magazine is featuring Harbeth in its series of 'On Location' articles. Former Hi-Fi News' editor Steve Harris spent a day shadowing Harbeth. He reviews Harbeth's first thirty years, and gets a feel for the company's philosophy and values. www.hifinews.com



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