



## MAGICO M3 floorstand speakers 24Hz-50kHz

MA 15 SF M3

**NZ\$126,995.01** pr (incl. GST)

### HiFi+ AWARDS SPECIAL: MAGICO'S Innovative M3 joins our BEST of the BEST

HAYWARD, CA – Magico, the leader in high performance loudspeaker design and manufacture, is pleased to announce the new M3.

*"After living with these speakers for a few months now, I can say that i can't conceive of how my system could improve. With my best files (most natural), the output sounds exactly like live music in my room. When it doesn't, it is because of the recording, not the speakers. High end audio has finally arrived at reality" .....Eric*

*"If you hanker for the best (the most accurate, the most lifelike, the most enjoyable) sound money can buy, the Magico M3 would be at the top of my very short list of contenders. It would be the dynamic speaker I would purchase had I the dough, blending, as it does so well, the boxless openness, speed, resolution, transparency, and seamlessness of the best planars with the color, power, and dimensionality of cones"..... Jonatna Vali - TAS The Absolute Sound*



The 2014 release of the M-Project provided a glimpse of the innovative designs and advanced technologies that were being developed at Magico. Since then, we have continued to develop and refine the concepts and vision introduced by the M-Project. The new Magico M3, picks up where the M-Project left off, and not only builds upon its legacy, but takes it several steps further. A new Carbon-Fibre side panel design, an all graphene midrange and bass driver design, a new driver coupling system and the phenomenal 28mm diamond coated beryllium tweeter, previously found only in the M-Project, all come together in what is the most sophisticated loudspeaker we have ever created.

Magico is the world's first manufacturer to utilise graphene in the development of a leading-edge loudspeaker cone design. Graphene has many extraordinary properties and is approximately 100 times stronger than the toughest steel. The newly designed Magico six-inch midrange and seven-inch bass driver cones found in the M3 are both manufactured from Multi-Wall carbon XG Nano-graphene and a new proprietary ultra-stiff carbon weave which is 20% lighter and 300% stiffer than the cone material used in previous Magico loudspeaker offerings. The underhung neodymium base motor system provides an ultra-stabilised magnetic field for the pure Titanium voice coil to operate within. This radical new driver design offers the lowest

THD in the industry and sets the performance benchmark for others to aspire to.

The M3 midrange driver operates in a purpose built sub-enclosure made of a proprietary polymer that enhances midrange control and articulation. This sub-enclosure concept was first used in the S3 and is now applied to our more recent 3-way speaker designs. Three seven-inch M3 bass drivers are vertically aligned to achieve ideal room integration and reproduce the lowest registers of bass frequency with speed and accuracy. A solid copper gasket is applied between the driver's chassis and enclosure to maximise the coupling effect and diffuse resonances between the two surfaces. The M3 bass drivers are optimised for minimal music related distortions in the frequency and time domain using the latest state-of-the-art FEA simulation of acoustics, mechanics, electromagnetic and thermal behaviour. The testing process is now completed on a single platform allowing optimisation levels to be taken to a higher level.

The M3 incorporates the diamond coated beryllium diaphragm tweeter (28-mm) used in the M-Project. The optimised geometry and the diamond coating on the beryllium aligns the acoustical properties closer to perfection without adding the extra weight of a full Diamond dome. This revolutionary tweeter design offers a near perfect weight to stiffness ratio that is unmatched in the industry. The new tweeter provides extra-long excursion movement and uses a neodymium based motor system that is customised to match the sensitivity and power handling capabilities of the M3 while maintaining ultra-wide dispersion characteristics and ultra-low distortion measurements.

An internal three-axis matrix framework encapsulated in a sandwich Carbon-Fibre skin, contributes to an extremely rigid yet damped enclosure and eliminates unwanted resonances and colourations, allowing all drivers to perform with stunning resolution and dynamics. All five drivers in the M3 are acoustically integrated using Magico's exclusive Elliptical Symmetry Crossover topology.

## ABOUT MAGICO

LLC Magico was created over a decade ago for the sole purpose of leading a no holds barred assault on what is possible in contemporary loudspeaker design. Inspired by the unique vision of Industrial designer and accomplished musician Alon Wolf, every Magico product is designed against the true standard of perfect audio reproduction – live music. At Magico, we strive to lead in the creation, development, and manufacture of the most elegant and technologically advanced loudspeaker systems in the world. Each product expresses our passion to craft uncompromising devices that reveal the music as never before.

## Specifications

### Driver Complement

- 1x 1" MBD28 Tweeter
- 1x 6" MAG6004RTC Graphene Nano-Tec Midrange
- 3x 7" MAG7012RTC Graphene Nano-Tec Bass

Sensitivity: 91dB

Impedance: 4 Ohms

Frequency Response: 24 Hz – 50 KHz

Recommended Power: 20 – 500 Watts

Dimensions 1200H x 490D x 340W

Weight: 145Kg

## Review

### My jaw literally dropped when I listened to The Weavers at Carnegie Hall, - Jonathan Valin

REVIEW SUMMARY:  
All told, the M3 is the most exciting new product from Magico since the revolutionary M Pro, whose legacy it continues and, in many important ways, improves upon. For those of you hungering for the virtually un-obtainable Pro (only 50 pairs of which were built, most of them pre-sold), Wolf and Co. have finally provided an option that **can** be listened to and purchased. Whether you're in the market for such an expensive item or not, this is a loudspeaker you need to hear—something wonderful made better. I will have a full report on the M3 when I receive review samples.

## Link

<http://www.audioreference.co.nz/product/magico-m3-floorstand-speakers-24hz-50khz>