

# Why Buy Another Pair of Loudspeaker?

Why suggest that music lovers buy another pair of loudspeaker? Speaking from hard earned experience, I suspect something is missing from the listening experience.

Most music lovers have spent considerable time and money upgrading electronic components. Unfortunately, many are still not satisfied but don't know why. There's just something missing from the listening experience. I made the same mistakes just like everyone else, but never achieved the experience of live music realism.

After spending over ten years searching and spending considerable money, I finally determined the problem. The problem is loudspeakers! I have owned many big name high end loudspeakers. Although many of these loudspeakers exhibited flat frequency response and other similar specifications, they all sounded different. Each one had its own unique timbre and tone. So why did they sound so different from each other? Because every loudspeaker has huge differences in impedance and phase measurements. These two parameters color and distortion of the sound.

If the electrical phase keeps swinging wildly  $\pm 45$  degrees like many loudspeakers, they will alter and destroy the extremely complicated original music's amplitude and polarity, causing coloration and distortion. This is why I say that other speaker systems are distortion generators in your audio system.

Back in 2004, I first tuned my DIY speakers to measure very close to 0 degrees electrical phase across the whole frequency range. I was absolutely stunned at the results! All the music became so accurate, smooth, and live-like just like I heard in the concert halls and jazz clubs. That night I could not stop listening. I tried all kinds of music including some CDs that I couldn't listen to that I thought were bad recording. I was captivated the essence and spirit of the music. It gave me goose-bumps. I never experienced this from any other audio system before. I knew at that moment that **"I got it!"**

If you are a serious music lover and still struggle with changing components in your studio system, you'll never find satisfaction and happiness until you replace your speakers with Acoustic Zen Crescendo loudspeakers. Their controlled phase and impedance allows the music to come through without the coloration and distortion.

Please read the attached technical documents for the reasons why the Acoustic Zen Crescendo is the most accurate and musical loudspeaker available.

If the loudspeakers aren't right, how can the rest of the audio system bring you joy?

*Music... No Compromise!*