Getting Blown Away

A Home Entertainment Relationship

Whole-Home Streaming

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Want to know more? Visit us online at magnoliaav.com. Need to let us know? If magazine welcomes your comments and observations. Please send them to Magnolia AV Marketing Dept. C8-743 Attn. Sarah Price 7601 Penn Avenue South, Richfield, MN 55423 or via e-mail to mavwebmaster@magnoliaav.com.

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Network access and with Ethernet connection or wireless LAN access required. 17.5” is 18” in depth, 19” models in 17” deep. *As compared to 2008 similar size class Samsung Plasma TVs.

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At Magnolia Audio Video, our idea of service is uniquely simple; we’re there for the life of your system. That’s why many of our System Designers have relationships with customers that have extended 10, 15, even 25 years. Because the promise made at the beginning of every purchase doesn’t stop there, it extends for years down the road. If there is a problem, we fix it—immediately. At Magnolia Audio Video, we’re dedicated to satisfying every customer 100% of the time. That’s why our after-sale support is so unique. There’s no extra charge for it, or even a service plan. It’s simply what we do and the ownership we take in making things right. So you can be certain that you’ll be completely satisfied now and well into the future.

With that, please sit back and enjoy the fifth issue of M Magazine. We’re proud to take this opportunity to show you what we have done for our customers and, in return, what we can do for you. Enjoy…
Brand new store, classic ideals.

After 55 years of providing customers on the West Coast with premium products, exceptional service and 100% satisfaction, Magnolia Audio Video is spreading its wings and reaching out to the Midwest with a brand new store in Chicago. What makes this store truly unique is that it is connected to a Best Buy* store. And while you’ll find many Magnolia Home Theater stores inside Best Buy locations, we’re offering products, services and a shopping environment that greatly exceeds what these locations offer—making this a truly premium destination for audio and video enthusiasts.

The idea behind the store is two fold. First, being connected to a Best Buy location allows us to offer more than 1000 customers that enter those doors daily, an opportunity to experience products that were once unavailable to them, with installs and services Best Buy simply can’t perform. Second, it works on a hand to model, meaning Magnolia Home Theater stores and Best Buy stores throughout the area are encouraged to send customers with premium needs to Magnolia’s new Design Center, to truly fulfill their dreams with the right products, installs and know-how. Because at the new Magnolia Audio Video Design store there is truly no limit to what we can offer customers, from the purchase of a premium receiver, to a $200,000 home cinema built from the ground up.

Going above and beyond at Magnolia Audio Video Design
A customer who was visiting from out of town came into the new Magnolia Audio Video Design for a promotional event. While she was here we invited her to check out the home theater room and experience a demonstration. She was very impressed, but went on her way. A month later, we got a call from her husband saying, “I don’t know what you guys did in Chicago, but my wife is bugging me everyday—she wants those speakers.” Even though the couple lived in a different city, hundreds of miles away, we were happy to help them out. We are currently planning the install for when they do their home remodel in a few months.

It’s that kind of dedication to every customer that separates Magnolia from the competition. Sure, they could have tried to find this system somewhere in their own town, but our dedication to service and satisfaction is what made them call us, and we were more than happy to help.

The future
This future looks bright for Magnolia as we plan to expand our Design Centers into many more markets starting early next year. The idea will be the same—to offer Magnolia Home Theater and Best Buy customers products, services and selection that they simply can’t find in there current stores—giving them a destination for the ultimate home electronics experience that goes well beyond products, well beyond design, to complete customer satisfaction before, during and well after every sale.

Bob Goldsmith
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nearby to have a uniquely Chicago feel, the Great Room in Bucktown incorporates a loft setting with the Chicago skyline, cork floors and a Control4 system that gives you the ability to adjust the lights, the window shades and all the A/V equipment in the room.
A Relationship &
A Home Entertainment System

14 Years in the Making

Real home entertainment systems aren't created overnight. We buy one piece here, and another there. We wait for the next great piece of electronics to be born, then we add it to the system. In the end, it’s never truly complete. The same is true of the entertainment system in the Whalen home. Chad Whalen and his wife, Krista, have been building their home entertainment system for 14 years—improving, replacing and upgrading. The big difference between the Whalen’s system and most others? Chad and Krista have built their system from the ground up with the help of a single home Entertainment Specialist, Monir Bahhage, and a single store: Magnolia Audio Video. This unique relationship, born from a single receiver purchase, has since grown into more than just a complete home entertainment system, but into a friendship. “I think of him as a friend, not just...”

The Whalen’s family room, complete with a 50” Pioneer Elite plasma, four MartinLogan hybrid electrostatic speakers, (2 Prodigys, 2 SL3s), a MartinLogan Descent subwoofer and a Control4 touch screen controller.

Inset: Chad Whalen (front) with Magnolia System Designer Monir Bahhage in Chad’s home office.
Right: The Whalen family (Chad, Krista, Jordan and Carly) hanging out in their family room.

Below: One of two MartinLogan SL3 speakers that flank the rear of the family room with a MartinLogan Descent subwoofer.

Bottom: A Control4 touch screen remote that allows the family to control every aspect of the home, including audio, video, temperature, light and security.

a person I buy equipment from. “He understands family, he knows my kids, he knows my wife. He knows what we’re going to want and what we’re going to need,” Chad explains. It’s this understanding, this respect and this friendship that has allowed Chad Whalen and Monir Bahhage to build one incredible system that works perfectly with the Whalen family’s wants and needs, creating a system that not only Chad is happy with, but his wife and family truly enjoy as well. As Chad put it, “It’s more than the equipment, it’s the people that come in and work on your place. It’s the experience, the smiles on my kid’s faces when they can turn on and watch their video in their own room, it’s all that.”

It’s the strength of this relationship that has kept it together, not just when the Whalen’s would move into a new home, but also each time Monir would move from Magnolia store to Magnolia store. The Whalen’s have followed Monir throughout his career, whether he was working at the Southcenter Magnolia store or working at Bellevue, “I didn’t care—I have his cell phone, I have his home phone, and it’s really worked out.” The friendship isn’t the only thing that’s worked out—the entertainment system turned out pretty great, too.

Getting ready for the big game

When the Whalen’s moved into their new home, Chad, a huge sports fan, had one goal in mind, have the new system, especially the new home theater, ready in time for Pro football’s biggest game. As anyone who has done a renovation or an install can tell you, deadlines are like city buses—they come and they go, and they’re rarely on time. But Chad and Monir had a plan; before actually moving in, Monir walked through the Whalen’s house with Chad to learn what...
Right and below: The master bedroom, complete with Sony Bravia LCD TV, in-wall speakers and Control4 in-wall touch panel.

Above and right: The Whalen’s home theater, featuring a Pioneer Elite HD projector, home theater seating with automatic recline and stack which holds the Control4 central home controller.

[“Monir’s the kind of guy you want to buy from. He’s just incredible... he loves
they wanted from the home entertainment system and what experience they wanted to achieve. “Monir already knew my tastes—and he did a really good job of matching what I was trying to achieve with what he knew I was going to want. A lot of that just came from time spent together,” Chad said. As Chad’s favorite team moved further and further through the playoffs, the pressure grew to get everything done in time for the big party. “Monir was here from the time we started the project to the time it ended. In fact, he even made a few trips on his days off.” And it all paid off, as 30 friends filled the Whalen home to celebrate a come-from-behind victory, Chad could also celebrate the victory of one incredible home entertainment system.

Controlling your home and your kids
One of the coolest aspects of the Whalen’s new home is the Control4 home automation and home management system. This system allows the Whalen’s to manage more than just their audio and video gear, it gives them complete control of the home’s lights, temperature, fireplaces, cameras and so much more. And for a

my kids... every time we’ve bought from him he’s always done us right.”]
Entertainment finds its way to the outside spaces of the Whalen’s home with in-ceiling speakers that adorn the side patio and a Sunbright all-weather TV found on the back deck.

A family that loves to entertain, the Control4 system is ideal, as it lets them manage all aspects of their home, both inside and out, from the home theater system to the outdoor spaces that include an all-season TV, rock speakers and the patio speakers that wrap around the exterior of the house. The system also divides the home into 17 discreet zones, so they can play different music throughout the house no matter where they may be—inside or out. And with the addition of a party mode, they can enjoy their favorite party tunes all around the house. The system also lets them manage nearly every aspect of the house even when they’re not home.

Music can be heard throughout the backyard, courtesy of the hidden Niles rock speakers.

The guys that brought it all together: Magnolia System Designer, Monir Bahhage (left) with Magnolia Project Manager, Rick Cole.

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So what’s next?

After more than a decade of building, changing and upgrading their system, it’s no surprise that the Whalen’s already have ideas for the future. Fortunately, their system is built to expand, making adjustments and upgrades quick and easy, while the Control4 system’s intuitive interface allows for additional features to be added without difficulty. But even with all the upgrades, expansions and changes, one thing seems sure to remain constant: the relationship that the Whalen’s have built with their Magnolia System Designer, Monir Bahhage. Because, as Chad stated, “Enterprise is about people as much as it is anything… I can buy a lot of the stuff I buy from Magnolia over the Internet; I buy it from Magnolia for a reason.” And that reason has been rock solid for the past 14 years.

The guys that brought it all together: Magnolia System Designer, Monir Bahhage (left) with Magnolia Project Manager, Rick Cole.
While it’s always good to receive, there’s a certain sense of greater satisfaction watching the faces of those closest to you light up when they open that perfect gift. That’s where Magnolia fits in, offering the ultimate gifts for giving. Whether it’s for the holidays, a birthday, graduations, weddings, anniversaries or just a special Tuesday—rest assured we have the perfect gifts for nearly any occasion.

From big screen flat-panels to the smallest technological gadgets that fit right in your pocket, we’ve got the gear on everyone’s dream list. Check out the latest flat-panel HDTVs, high-performance speakers in all shapes and sizes, wireless streaming audio devices, innovation iPod docks and iPod/iPhone Docking Stations—plus the expertise and support to help you tie it all together. After all, it’s not the size of the gift that matters, it’s the size of the smile that gift brings to their face.

ROTH AUDIO TUBE AMPLIFIED IPOD DOCK [MC4]
It’s aptly called the Music Cocoon. One listen, and you’ll understand why. Designed for use with the Apple iPod, a laptop, CD player or any portable audio device, regardless of the source, the Roth Audio MC4 is more than just a simple MP3 player docking station. The vacuum tube output offers a certain warmth and dimension that envelops you in sound and immerses you in the performance of your favorite music. When listening to uncompressed digital files, this gorgeous tube-based system has the ability to allow you to hear nuances in the music unheard before, and lets you dive deep into the recording space; qualities that bring back the excitement of listening to your favorite artist or album with smooth, refined playback—again and again. (Speakers sold separately.)

SONOS MULTI-ZONED AUDIO CONTROLLER [CR200]
Sonos has done it again! With just the touch of a finger, this new controller gives you instant, wireless access to all of your Sonos ZonePlayers, wherever they may be throughout your home. A full-color VGA display with ultra-responsive touch screen and dedicated buttons lets you easily browse through albums, Internet radio stations and the most popular online music services, or search favorites by typing on the on-screen keyboard and simply touching the song to play. With the CR200 Controller in hand, you can play the same music on all of your ZonePlayers, or different tunes on each one—it’s entirely up to you and your Sonos. Sonos ZonePlayers sold separately.
SONUS FABER BOOKSHELF SPEAKERS (TOYBLA)

Sonus faber, the Italian manufacturer of some of the world’s most beautifully crafted and pleasant-sounding loudspeakers, now offers the smallest speaker in its distinguished line: The Toy Monitor. Completely clad in black leather, its small size makes it ideal for a bedroom, kitchen or library. However, there’s nothing small about the Toy Monitor’s sound. It’s a two-way design with plenty of “wow” factor that audio circles have come to expect from the venerable Italian craftsmen. Using a high-performance ring radiator tweeter, cellulose paper cone mid-bass driver and third-order crossover, the Toy Monitor can coherently produce musical dynamics, midrange magic and frequency extension from top to bottom—performance that simply belies its physical size.

MARTIN LOGAN POWERED SUBWOOFER (DYNAMO700)

A new dynamo has entered the home theater and audio scene. With seven years of research into driver, amplifier and cabinet technologies, the MartinLogan Dynamo Powered Subwoofer establishes a new level of performance and versatility for such compact dimensions at a moderate price. Capable of configuring either front- or down-firing operation, in conjunction with flexible crossover controls, the Dynamo ensures the delivery of outstanding bass performance and depth from virtually any location in your room. Designed with both music and film sources in mind, it can easily reproduce deep, tight, extended bass without boominess. No other subwoofer in its class can offer Dynamo’s combination of bass extension, power and detail. Not only will you feel the difference...you’ll hear it.
What more do you want in your HDTV? So slim, it looks more like a picture hanging on your wall than a TV (more on that later). So vivid and vibrant, its contrast ratio rockets up into the stratosphere, blowing away previous industry standards. Oh, and let us not forget this HDTV has media smarts—streaming content from the Internet—launching home viewing into the next generation of movies, music and, yes, even social networking.

At just 1.6” slim, it can hang like a picture frame
It’s the LED backlighting incorporated into the Samsung 8600 Series that allows these HDTVs to achieve their razor-thin 1.6" silhouette. Whereas most LCD TVs stand out 5 to 6 inches from the wall (when you consider the TV and mount), the 8500 series hugs your wall like a picture frame—literally—thanks to Samsung’s ingenious mounting system (sold separately). An actual wire attached between two discs on the back of the TV drapes over a pair of anchors attached to your wall. Flat, flush, easy and secure.

Take a seat within the picture
Being so slim, one might expect that picture quality may suffer. Not so. This brings us back to the use of white LEDs as the backlight source. This relatively new technology enables HDTVs to achieve remarkable contrast ratios in the millions, and when combined with 8500 Series’ local dimming technology, these flat panels can achieve a contrast ratio of 7,000,000 to 1. That’s a measure of the whitest white a TV can achieve in correlation to the blackest black. The result is an explosion of depth, detail and dimension across the entire color spectrum, which means you’ll feel immersed in the picture—closer than ever to living and breathing the action and intensity on the screen.

Samsung quality through and through
Other impressive features include Auto Motion Plus 240Hz™ technology, which analyzes and adjusts every frame so nothing goes by in a blur. There is also Wide Color Enhancer Pro, which analyzes each pixel—stretching them to their 3-dimensional limit in color expression. And, perhaps most impressive of all, is the next step in HDTV viewing—web content streamed directly to your living room (see sidebar for full story). The world-wide web just got wider. To learn more about LED technology, or to experience the 8500 Series (in 46’ or 55’ Class models) first hand, visit your local Magnolia Audio Video. After all, seeing is truly believing.

Introducing the Samsung 8500 Series LED TV

Will wonders ever cease? In the case of flat-panel technology, you would have to come to one conclusion: no. Just a few short years ago, the first plasma panels delivered astounding advancements in resolution and clarity, bringing HD into our vocabulary only to then allow 1080p to improve that view 5 times over. Eventually, LCD panels grew in screen size and became the nation’s most preferred HDTV. Today, LED backlighting technology is poised to redefine a level of realism that your HDTV can achieve by yet another quantum leap.

One of the most enticing innovations in HDTV is the ability to stream select media content directly from the web to your flat-panel TV. The 8500 Series from Samsung is no exception:

Internet@TV allows you to browse and retrieve content from Yahoo!, Flickr®, Twitter®, Blockbuster® and more using easy-to-navigate on-screen widgets. All you need is Internet access and either an Ethernet connection or wireless LAN access.

USB2.0 Movie/Multi-Media Center enables you to connect a thumb drive or digital camera quickly and easily to view content on your TV.

DLNA® Networking lets you stream audio and video files from your PC directly to your HDTV by way of the remote. All you need is an optional wireless adaptor.

Content Library™ (Flash) provides a built-in library of photo art galleries, games, workout routines, recipes and other interesting digital content. Additional items and updates are available at www.samsung.com.
all them what you will: earbuds, earphones, headphones or cans. It’s becoming more apparent that with the advent of personal devices such as MP3 players and music-enabled mobile phones, along with a recent resurgence of self-proclaimed audiophiles and home theater buffs, the need for different headphone types has never been more indispensable. However, there is an ever-so-slight conundrum. With all of the separate hi-tech applications out there with which to integrate headphones into, it can be difficult to figure out which one is optimal for what device, system or occasion. In-ear, on-ear, over-ear, noise-canceling, wireless... for some people, making heads or tails of the latest headphone styles and functionality can seem harder to decipher between than becoming well-versed in the wave nature of sound itself. But as Magnolia System Designer Seth Essmeier explains, “with assured guidance and a trusted perspective, getting the right pair of headphones can be easy on the brain—and the ears. “

“Headphones have certainly evolved to become a gateway to music aspiration where we no longer simply hear the instruments, but also the flesh, wood or metal used to make them sing,” says Seth. “But just like owning shoes dedicated for a particular purpose, such as athletics or a night out on the town, there are several variations of headphones that, while complement going on a run, wouldn’t necessarily be used in a music studio or hi-fi system where utmost audio fidelity is paramount.”

While Magnolia System Designers like Seth often fit customers with a set of open, reference-class audiophile headphones, such as world-renowned and highly reviewed models by Sennheiser, USA, Seth is also an expert at understanding that not all music enjoyment is created equal. “Earbuds are just one type of headphone that can provide the personal experience of hearing your favorite music collection without bothering people around you. Activities such as walking and running can be much more enjoyable, leaving the added weight and cumbersomeness of full-sized headphones behind. Certain earbuds that come with your Zune®, iPod® or other portable player simply rest in the ear canal; others sold at Magnolia, such as all Shure models, are comfortably inserted into your ear canal, blocking out unwanted interference from the surrounding environment, thus allowing the listener to have better imaging while enjoying more dynamic range and an improved soundstage.”

But the choices don’t end there. “Also popular today are noise-canceling headphones, where the primary purpose is to perform like the name suggests—canceling out unwanted peripheral noise. This allows the user to enjoy their music in any environment, whether at work, or on a bus, train or airplane. Denon, one of many manufacturers we carry, has the ability to provide outstanding sound quality with the noise-cancelation circuitry turned on or off, giving the user added flexibility.”

Then there’s a quickly evolving technology flexing its Hertzes in the audio world known as wireless headphones. Seth enthusiastically explains, “They give the user even more flexibility over their media. Being completely detached from your equipment or not having to worry about tripping over a cable plugged into your audio rack is something we’re all desired at some point. We’ve got wireless Sennheiser models that offer a true surround sound option, which I’m told is a saving grace when trying to enjoy a favorite flick or TV show at one in the morning.”

Seth adds, “I think regardless of the need, it’s important to express to our customers that enjoying music through headphones is a very personal aural experience; there is no right or wrong way, and we carry quite a number on display to satisfy any need—from entry-level to ultra high-end. So when you stop in to any Magnolia, what you’re really doing is starting along a path to a whole new world of audio fidelity and music appreciation. That’s something you have to hear for yourself to believe.”
In a Home Theater, By a Home Theater

Remember the first time you played Pong, Pac-Man, or whatever the latest video game was when you were a kid? Ken Birdwell does. He not only remembers it, he relishes the feeling that first encounter with the wonderful world of video games gave him. And from that point forward, Ken set out to experience that same awe-inspiring emotion he felt the first time he watched that little ball bounce back and forth from paddle to paddle.
“The room that I had originally conceived of was just a simple theater room, but what I’ve ended up with now is an entire system that’s not just about movies and games, but about people. It’s way better than I’d originally hoped.”

Ken Birdwell

That’s why Ken Birdwell, with the help of Magnolia System Designer, Rocky Snider, and contractor, Kyle Kartic, created the ultimate home theater/gaming room—a room with (count ‘em) four giant LED flat-panel TVs, each hooked up to an XBOX 360. Add to that a Marantz projector with a motorized 115” Stewart film screen, Vienna Acoustics surround speakers, an Acoustic Innovations Starry Night ceiling, John Berkey art and a popcorn kitchen, all delicately designed inside a completely soundproof room, and you’ve got a space that won’t just knock your socks off, it will blow them away, shredding them into little pieces. For Ken Birdwell, a guy who not only loves video games but also creates them for a living, it’s not just about playing a video game or watching a movie, it’s about engrossing yourself in the experience and sharing that experience with others. Playing a video game is one thing, but when you add four people playing together in the same room, the intensity, the jeering, the “smack” talk and the fun explodes 10 fold—creating a party atmosphere the second you push the “start” button.

From Home Theater to so much more

What started off as a simple home theater room quickly became so much more once Ken Birdwell collaborated with Rocky Snider of Magnolia Audio Video and Kyle Kartic of GKO Construction. Quickly, the dream became much bigger. Rocky showed Ken some of the previous home theater and gaming rooms he had created and
soon a game designer began to see what was possible for the ultimate gaming and movie theater in his own space. But how do you make dreams a reality? For Magnolia System Designer, Rocky Snider, the answer was experience, know-how and collaboration. Long conversations and some deep thinking turned what might have seemed impossible into a totally possible home theater/gaming solution once Ken, Rocky and Kyle put their heads together. Three brilliant minds with a keen eye on quality, detail and a singular vision to create an unmatched home theater/gaming experience that would soon turn Mr. Birdwell into a very popular man among friends and neighbors.

Small size, big sound
Mr. Birdwell had just downsized his home to a condo, desiring not only less space, but a home that allowed him to walk to work—plus the view of Lake Washington was a nice little extra he simply couldn’t pass up. But with a smaller space came bigger challenges, the biggest being putting a home theater/gaming room that produced incredible power in both sight and sound into a space that wouldn’t send the neighbors calling the cops every time he cranked up the system to play his favorite action game or watch the latest slasher movie. To achieve this Ken, Rocky and Kyle worked together very closely to create a space that not only gave Ken everything he was looking for in a home theater/gaming room, but also allowed Ken’s neighbors to never know the room even existed. “They built this incredible room within a room,” Ken explains. “One level of the room itself is impressive, but they built another one inside it just to add all the padded sound protection and sound quality so I could play the system at a volume that made a theater or a gaming experience exciting, at the same time not having to worry about the people I’m sharing a wall with.” Nearly 14 inches of insulation makes up some of the walls, while the magnetically sealed door finishes off the space, making it nearly impossible to hear even the loudest explosion from anywhere outside the space.

But sound insulation was only the beginning. All the pieces were intricately selected to systematically fit together into the room. Space being an issue—all the pieces that were chosen were done so not only for ultimate enjoyment, but also to fit seamlessly into
"I can’t imagine anything in the next five years that that room can’t do, or can’t be made to do."

The Acoustic Innovations leather theater style seating in the room features automatic recline and integrated transducers that produce audio vibrations in the chairs. Each chair console includes custom plates from Liberty that consist of VGA, Mini-jack, USB and Ethernet connection ports, as well as a headphone jack with volume control. On the center console is the AMX control panel and a Bloody Mary with celery.

The flat-panel TVs were selected for their amazing picture quality and their thin stance on the wall, allowing the projection screen to come down smoothly and without interruption. On-wall speakers and the subwoofer were strategically placed to allow the Murphy bed located in the side of the room to open up without needing to move a single element in the room. The seats were all outfitted with transducers so the viewer could “feel” the action, while the electrical recline offers ultimate comfort. Plus extras like the Acoustic Innovations Starry Night ceiling, the popcorn kitchen and the classic sci-fi artwork all gave the room a high-end theater feel with a unique style true to Mr. Birdwell’s personality.

So what’s next? This system was built to expand and, while nobody knows what technologies tomorrow will bring, this system is certain to bring Ken a tremendous amount of joy for many years to come, with the ability to upgrade as the “next big thing” comes into fashion.

So if you’re a gamer, a movie lover or, better yet, both—and you think you’ve got the ultimate theater or gaming room, Ken Birdwell could put up a pretty big argument, and anyone who’s stepped into this space would surely agree.

For a guy who creates video games for a living, he sure makes keeping work life and home life separate nearly impossible. When he comes home, there’s no place he’d rather be than in his new home theater/gaming room, watching a movie or playing a game, and he’s got a line of co-workers and friends dying to join him.
Saul B. Marantz founded this now-famous company well over half a century ago in 1953. Today, the Marantz design tradition still adheres to two original principles: All products must pass the most stringent technical standards; and every product must evidence an extraordinary level of aesthetic design. Saul, a personal friend of guitar maestro Andres Segovia and a gifted designer in his own right, would tolerate no less. Perhaps the best description of Marantz engineering is that it combines both discipline and intuition. As a result, their products benefit from objective knowledge in design and performance. This is important because today’s home theater systems work best when each component emerges from a common engineering tradition.

Excessive as it may be, the expertise embodied in the Marantz name is not limited to sound reproduction. Their video products have long been considered superior examples in design and performance. This is important because today’s home theater systems work best when each component emerges from a common engineering tradition.

Many critics consider the AV8003 A/V preamplifier/processor one of the best in its class. Within a heavy copper-plated chassis lie advanced processors that deliver the best of today’s high-definition audio and video sources. This processor is both technologically advanced and unintrimitating.

If the AV8003 is the brains of an advanced A/V system, the MM8003 is the muscle. This 8-channel power amplifier produces 140 continuous watts per channel for dynamicaly exciting, yet precisely delineated, control of even the most demanding speakers. Marantz hasn’t forgotten flexibility, either. You can configure this powerhouse for home theater or multi-zone use.

As a source, don’t miss Marantz’s recently-introduced UD9004 universal disc player. Methodically engineered, it plays all the discs in your collection, including commercially produced Blu-ray, SACD, DVD-Audio and CDs, as well as their recordable cousins—with realism that is emotionally enveloping in its fidelity. The UD9004, housed in a multi-compartment copper-plated chassis, benefits from a new and proprietary disc transport mechanism that virtually eliminates detail-smearing vibration. Other advanced features include audio circuitry that has earned the description “reference class,” and advanced video processing from Silicon Optix. Of course, one close look will reveal other sophisticated approaches that indicate the high standards set for the UD9004 early in the design process.

As a final link from technology to your eyes, consider the VP-11S2 video projector. Using Texas Instruments’ latest DarkChip® 4, this DLP-based unit boasts Gemmm VX® processing for startlingly real images. It also offers leading-edge contrast and brightness specifications, custom optics by Konica-Minolta, an adjustable iris and a virtually inaudible, variable-speed seven-segment color wheel—earning this advanced projector critical praise for its performance as well as a RAVE Award for “Best Projector.”

That’s the beauty of Marantz. From the very beginning, they recognized the synergy of audio and video and have invested many years in order to bring you the best of both worlds. To experience a system live, visit your nearest Magnolia Audio Video store for a demo. You’ll find the experience is, in every sense of the phrase, a treat for all of your senses.

“...a treat for all of your senses.”
Derrick De Kerckhove (author and professor)
“People just light up when you get them on the big screen,” Corporate Chef, Bob Mauer.

Bargreen’s Corporate Chef, Bob Mauer, is in his element. Of course the kitchen is his comfort zone. After all, he’s been cooking professionally for over 20 years. But where he really comes into his own is in one of three Bargreen test kitchens, working an audience of customers using a slate of video cameras, flat panel HDTV displays and a surround sound system all controlled through an AMX touch panel. In the test kitchens, customers observe and participate in equipment demonstrations, menu development, staff training and more. Chef Mauer uses the technology—installed and programmed by Magnolia—to keep the audience engaged and involved while keeping it fun.
Recipe for a partnership

Magnolia’s relationship with Bargreen Ellingson started back in 2003, when they opened their flagship test kitchen in Tacoma. Bargreen’s Director of Marketing, Craig Welborn, had an idea of what he wanted from a connected technology standpoint when he walked into a local Magnolia Audio Video store. That store then referred him to the Magnolia Design Center in Seattle to deliver the design, engineering and programming expertise to bring his vision to life. That trip into Magnolia led to two additional test kitchens. The Seattle location opened in 2005, and a new location in Portland just opened in the spring of 2009.

Each location is unique in design—yet the technology plays a similar role. The flat-panel HDTV monitors broadcast cooking sessions through video camera feeds from around the room and can display PC- or web-based content such as recipes or tutorials—helping viewers follow along. The well-concealed 5.1-channel audio system delivers each session’s dialog and instructions with crisp, bold clarity so nothing gets missed. Chef Mauer uses the system to make sessions more inclusive. His goal is to get as many people on the screens as he can—and he generally starts each session with an entertaining music video booming across the sound system to get the audience energized and engaged right off the bat. Then, at the end of the session, each participant walks away with a copy of the experience recorded on DVD.

Sophisticated simplicity

Holding it all together is an AMX automated control system. One of the primary requirements for Magnolia client Craig Welborn was that the system be easy to use. With an AMX touch screen display panel, the room is at their fingertips. This portable touch screen controls camera angle, the content on the TV screens, the PC/web interface, the audio system and so much more. The entire system can even be set up for web conferencing, allowing a cooking session or training seminar to be broadcast across the Internet.

“It’s all about relationships”

Craig Welborn’s Director of Marketing, Craig Welborn, and Corporate Chef, Bob Mauer.
All 3 of the test kitchens are built inside Bargreen Ellingson stores

The common thread throughout each project has been Magnolia Programmer, Jason Poff. He's been involved with all 3 test kitchen installs. Poff describes them as unique challenges that you really need to get your head around. “You’re working with their space planners...on their turf.” Understanding a client’s needs and delivering innovative solutions, while building a strong relationship and trust, was key.

“In the end it all really went smooth. Craig had very clear goals, which makes it much easier.” When asked if there was anything unique that he enjoyed about the projects, he replied with a chuckle, “occasionally you get fed by some really good chefs.” But in all seriousness, you can see Poff loves the job he’s been performing for Magnolia for the past 13 years—and loves delivering innovative solutions for his Magnolia clients.

An AMX control system with PC interface provides touch screen control over the video feeds, audio system and web content.

Bargreen Ellingson was established in 1960 and is a food service supply and design company with commercial and retail sales. Each of the 3 test kitchens is located inside Bargreen Ellingson storefronts.

Technology couldn’t get in the way of the demonstration. It needed to aid it. So flat panels were suspended on custom-designed stations from the ceiling, speakers were hung from rafters and angled to fill the room with sound, while the racks of A/V gear are tucked out of site behind cabinets designed by Bargreen Ellingson.

A Programmable Logic Controller (PLC) provides touch screen control over the video feeds, audio system and web content.
The birth of a revolution
In 2001, Apple Inc. turned the idea of managing a music collection on its head with the announcement of the iTunes program. Simply put, it was the most groundbreaking music management and cataloging system that had ever been released to that point in time. With the touch of a button, your entire music collection could be sorted and resorted into any number of fun compilations and playlists. Now this is what digital music was supposed to be—well, almost.

Like any new and incredible technology, early years lay the framework of an idea, and the later years are spent perfecting those budding concepts. In order to store and transmit digital music through dial-up Internet connections and the relatively limited resources of hard drives of the time, some compromises had to be made with sound quality to conserve space and shorten load times. Such compromises made digitally stored music perfect for portable players, where uncompromised sound quality wasn’t the primary objective.

The term MP3 came about, which is a form of a recorded music file that replays your digital music anywhere from FM quality to near CD-like sound, depending on the settings and capabilities of your music downloading program. Progress in technology and hardware lead to other forms of digital audio like Lossless AAC and FLAC, which act like a much more accurate digital Cliff’s Notes between CDs and your computer’s hard drive. A music file recorded in FLAC is virtually identical to the CD from which it was copied, but takes less space on your computer’s hard drive than copying the disc bit for bit. This is a must have for anyone with the desire to experience their music exactly the way that it was recorded.

The greatest innovation of digital music today is that digital music is not just limited to use on your portable music player anymore. Whether you have a small home theater, or a massive whole-house audio system, digitally stored music will change the way that you listen to music forever. Instead of flipping through a worn out CD wallet, or laminated piece of paper with CD titles and artist names that you’ve meticulously typed onto it, a Music Server makes not only your entire CD collection available anywhere and anytime you want it, but cover art and playlists of your favorite songs are also available instantly with the touch of a button.

Not to be outdone, the music that you do not own has undergone a similar evolution. Terrestrial Radio stations are now broadcasting over the Internet, and Internet-only radio programs, like the incredibly intelligent Pandora, which builds a versatile playlist based upon your input of only an artist’s name or genre, are taking hold. For those who love to explore and listen to an enormous catalog of music, but don’t want to purchase every album or song, there are even subscription services, like Napster and Rhapsody, which offer a library of over 10 million songs that can be accessed with ease.
Getting onboard with the new technology

While all of these amazing innovations of music sound great, the practical side of one’s brain must step in at times to yank us back to reality... ‘I own several hundred or thousands of CDs—how can I possibly transfer them all into these great new formats to enjoy them? And when I do, how will I get them to play through my system?’

This is just the start of where Magnolia Audio Video comes in. Not only do we offer a full suite of products, services and experienced know-how to help you play your digitally stored music, but we also offer the service of transferring your entire music collection from CD to digitally stored music. All you need to do is bring in your CD collection, no matter how big or small, and we’ll transfer the entire collection into digital form for you.

So now the painstaking, time consuming process of getting your music stored digitally is taken care of. But now what? Just having all your music stored digitally is one thing, but how to get the most out of it is another. This is where Magnolia Audio Video really shines. We’ll help you find the right system for playing your digital collection on, no matter how big or small, and we’ll transfer the entire collection into digital form for you.

The evolution of a revolution

Digital music for your home is not just a concept theory for some point in the future; it’s ready for your enjoyment today. There are many companies who have embraced this technology and evolved it into amazing products that help you enjoy every aspect of the music that you already love, but with much more convenience, clarity, and variety than ever before. Many of the higher-end receivers, for example, allow you to hook up your front speakers to the ZonePlayer and your music plays anywhere in your house, if you wish. And the best part—the Sonos system is easily controlled with an intuitive Sonos remote, or you can even control it all on your iPod touch or iPhone with a free app download.

The future, now

Digital music is here to stay, and the options for playing digital music seem to grow every day, in every way. Our goal at Magnolia Audio Video is to provide you with the options that work best for you and your needs. And with our knowledgeable System Designers and huge assortment of the latest digital products, we’re sure to find the gear and the solutions that work best for you. We can even hook it all up for you so everything is sure to work seamlessly together. Speak with a System Designer today to help determine which of these devices and services will best serve you and your musical needs. You’ll be glad that you did.
As the original artist intended

This is the elusive dream we pursue, the original artist’s intent. The artist’s voice. The musician’s live performance. Captured. Bottled. And flawlessly reproduced. Here, in your home, in a way that preserves the original and blurs the line between reproduction and reality. Put another way, it is the difference between seeing the Mona Lisa in person or as a photograph of the original. Experiencing every detail-filled brush stroke with your own senses versus the flat 2-dimensions of a print. Having a choice...which would you prefer?

Introducing the BDP-09FD by Pioneer Elite

Occasionally, we run across a component that takes an enormous step in that pursuit. In this case, it is the Pioneer Elite BDP-09FD Blu-ray Disc™ player. It combines unrivaled picture quality with audiophile-quality sound to bring out the finest details in every movie and performance. It is through the experience of these details that pictures, music, movies and entertainment reproduction begins to rival reality.

A vision of near perfection

At the core of the BDP-09FD’s video circuitry are three integrated circuits. Two large-scale integrated (LSI) video processing chips and an advanced video processing chip from Marvell®. The extraordinary power of the LSIs makes Pioneer’s picture control suite possible—a comprehensive menu of fine tuning adjustments that put you or your Magnolia Installer in control of the end experience. And instead of only a single noise-reduction adjustment, there are four, bringing precision clarity to every scene. In addition, the BDP-09FD facilitates 16-bit video processing and the upconversion of 8-bit video to 16-bits. This increases the number of capable hues per color from a mere 256 to an astounding 65,536 hues. The result is video performance that paints every scene and every frame with all the vibrant emotion of the original.

An ear of an audiophile

Even an incredible picture cannot fully convey the emotion of movies and music unless the audio performance is equally outstanding. This is why the BDP-09FD employs the same basic circuit topology found in some of the most expensive CD players. Each of the 7.1 channels is equipped with its own Wolfson® Microelectronics digital-to-analog converter, and channel levels may be calibrated on screen to 0.5-dB precision. The dedicated analog audio power supply prevents noise contamination, while a toroidal transformer minimizes stray magnetic energy. In addition, an exceptionally rigid chassis and center-mounted drive mechanism minimize jitter that can degrade digital audio signals in lesser player builds. Plus, the BDP-09FD decodes all major surround formats (including dts™-HD Master Audio, Dolby® TrueHD and dts™-HD High Resolution Audio), bringing you closer (bit for bit) to studio reference recordings.

To get the most out of the BDP-09FD, consider pairing it with the SC09TX 10.2-channel flagship A/V receiver, also from Pioneer, and be sure to take advantage of the Blu-Ray player’s BD-Live™-ready Internet connectivity capabilities for expanded entertainment content. To experience the difference the BDP-09FD can make in your home entertainment setup, visit a Magnolia Audio Video near you and ask for a demo.
At Arcam, an enthusiasm for musical reproduction is at the heart of everything they do. Connecting you straight to the emotional power of music.

First, a little story behind how Arcam made audio history: Arcam was founded by a couple of Cambridge University graduates in 1976—current President, John Dawson, and his friend, Chris Evans. It all began when both young, aspiring audio enthusiasts embarked on designing and building a stereo amplifier for a student project as part of their degree coursework. The original plan was to make a total of 50 amplifiers to sell to friends and family; but when a London retailer heard the amplifier, he was both enamored and impressed with the sound quality, and introduced the young students to a HiFi magazine reviewer who raved in print about their creation. Ensuing inquiries and orders flowed in, and the rest—as they say—is history. More than 32,000 original amplifiers were manufactured, with records indicating that most of them are in current daily use—a testament to the engineering and quality of components used, which, to this day, touch every product in the Arcam line.

With the freedom to interact with customers’ lives and affect important purchase decisions, it has become quite clear that Arcam is fulfilling different needs based on variable customer situations. Customers know that Magnolia offers premium service and products; and with Arcam, we’re able to offer something even more unique—high-performance, high-end audio that doesn’t have to equate to paying a high price. What one can expect are real-world lifestyle prices from an immensely respectable pedigree. Carrying select components from Arcam’s SOLO line and FMJ line of AV receivers, integrated amplifiers and dedicated reference CD players, we’re now able to help people understand that Arcam is all about engineering products that cross the intersection where value meets performance; so true high fidelity can be accessible to more people on the road to audio perfection. Arcam

isn’t the most expensive gear anymore, but it’s far from light on features, offering some of the best price-to-performance ratio around, something customers definitely look for these days.

Arcam’s motto has been, and continues to be “Dedicated to bringing movies and music to life”, and, as System Designers, it’s up to us to take that philosophy and integrate it into a lifestyle. One such way to accomplish this is through the SOLO Series. It’s been ideal for those customers who are looking for smaller 2-channel setups that elicit high-quality sound, such as people living in cities like San Francisco, where room space typically comes into play. So the need for smaller systems becomes imperative.

Nearly five years ago, Arcam introduced the SOLO Music Line, incorporating dedicated high-performance separates into one component, and it’s been a stunning success since being launched. A short time after, it was joined by the SOLO Movie 5.1 System. Both products use the same research and audiophile-quality components that go into the company’s more advanced stereo and AV separates.

It’s really quite representative of Arcam’s pursuit of streamlined technology and performance integration. The systems are completely housed in one simple chassis that is extremely easy to use, with a fit-and-finish (all metal with an aluminum topside) that is exceptional. Basically sold as a very sleek-looking all-in-one system, the SOLO Music is an audiophile-grade CD player based on the wildly successful Arcam DVA CD73 with low-jitter Colpitts Crystal clock and 24-bit Wolfson DAC. Add a 50-watt per channel power amplifier and a quality FM tuner, and you’ve got a system that fulfills the need for convenience, space-saving design and, most importantly, power and finesse.

**The Relentless Pursuit of Superior Audio**

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Arcam players are high on Magnolia’s bestseller list, since they offer outstanding sound—as good as any sub-$1,000 player on the market.

The early success of the SOLO Music led Arcam to develop additional models in the SOLO series. Many customers desire a home theater system that is compact yet delivers high performance sound with an easy-to-use interface. The SOLO Movie 5.1 is the answer, and the result has been so successful that the SOLO Movie 2.1 was added to the mix. As the name implies, it appeals to those who do not want, or can’t accommodate surround speakers.

To expand on that thought, looking into the future, we’ll most likely start seeing a boost in premium performing discrete systems like the SOLO Mini. The SOLO Mini is the ultimate expression of a compact, yet high-performance solution. It offers the same feature set as the SOLO Music, in a smaller form factor, adding the benefit of an iPod interface and front-panel USB music input. When coupled with Arcam’s Muso speakers and Subwoofer, you have a stereo music system that can readily pack a punch. These speakers are also perfectly matched for use with the entire SOLO line, making it easy to put together outstanding audio or home theater systems that can fit any room, any budget and any lifestyle.

High-end audio separates like CD players and integrated amplifiers are also seeing quite a resurgence in sales as of late and Arcam players are also high on Magnolia’s bestseller list of components, since they offer outstanding sound—as good as any sub-$1,000 player on the market—while incorporating smart, yet practical designs. Such expertise in audio playback has been developed to a point where Arcam shines against competitors at the same price point and beyond. Utilizing the latest Wolfson digital-to-analog conversion chipset, proprietary ‘Mask of Silence’ and ‘Stealth Mat’ technologies, and powerful toroidal transformer, these technologies combine to produce consistently low-noise, low-jitter, high-performance CD players and amplifiers.

For customers looking to build, or who already have dedicated home theaters, room size and component interaction can often require a big sound. This is where Arcam audio video receivers have been an outstanding seller, particularly the AVR-600. Because it’s not just about loudness, it’s also about the quality of sound, and this beauty certainly fits the bill. Compared to any of its competitors, the AVR-600 is the best-sounding receiver many people (myself included) have ever heard, regardless of price. The reviews in home theater magazines and online are absolutely spot-on.

We’re quite proud of the fact that Magnolia was one of the first to sell the receiver in California. To put it all into perspective, the unit was in Magnolia’s stock at the time, but not advertised. After one of our customers learned about it, he decided to demo the new receiver. Minutes later, he walked away with it. Rather than going with a competitor, he chose Magnolia because of the level of trust and satisfaction with our service, along with the quality of System Designer-to-customer interaction. Soon after, another customer had heard of the purchase and was sold on it as well. From there, it really has been spreading like wildfire—all by word of mouth. You simply can’t put a price on that.

**AVR600**

The new AVR600 AV receiver represents a tour-de-force of Arcam’s phenomenal design skill and world-class technical prowess. Fully equipped for the high-definition world, the discrete styling hides a huge 7-channel, 120-wpc power amplifier and some of the most advanced audio and video processing ever seen in a high-performance AV receiver.

The AVR600 is part of Arcam’s award winning, audiophile FMJ series which has gained critical acclaim for their ability to reproduce an utterly convincing three-dimensional sound stage and effortlessly draw you into the heart of the drama. All Arcam FMJ products are available in either silver or black finish to seamlessly blend with any style of décor. Audition the world’s best surround receiver today!
Vinyl’s becoming popular again:
What some people don’t realize is that LPs never really went away.

Many people know—as great and convenient as CDs are—they are missing something sonically. They are missing presence, missing the feeling that the performance you are hearing is right there in front of you. So the great thing about the resurgence of vinyl is that we are now getting better pressings of records than ever before—and with that comes a presence and musical impact that has been lost to generations. There are several pieces of music that I use when showing off the difference between vinyl and CDs. One of my favorite demos comes from an audiophile record label, Chesky Records. This direct-to-disc recording is created using record plates directly from the soundboard, without passing through any other medium, to generate the highest-fidelity sound. I’ll play the CD made from the backup tapes (which is considered an audiophile recording as well), then play the record. The CD almost sounds broken when compared to the audiophile recording as well), then play the record. The band has a realism that is hard to match.

After that, it’s time to just listen to some great cuts. One that sounds amazing is the first song, side one of Ron Carter’s album, Piccolo. It really highlights what LPs do best. There is a fullness to the band that adds to the intimacy of this live recording. Ron’s bass has an almost tactile feel and there is a sense of rhythm that CDs have a hard time replicating.

Ron Carter’s Piccolo highlights what LPs do best... his bass has an almost tactile feel and there is a sense of rhythm that CDs have a hard time replicating.

The idea here is to compare a premium CD with a current premium LP—the best each has to offer. The first thing customers notice is that the record has more richness of tone, more overall presence, and the cool effects created in Jimi’s recordings are more prominent on the record.

Muddy Waters’ “Father’s And Sons” LP is another fantastic demo. This is a pairing of Muddy, King of the Chicago blues, and his 60’s disciples from the rock music scene. I use the original record from 1969 and the re-mastered CD. When you hear the CD, everything sounds great, better than most people expect from an old recording. But when the record plays, everyone

is amazed at how you can feel transported—with a dramatic sense of being front and center at the concert. Just close your eyes and Muddy’s voice feels like it is coming from a PA right in front of you. The band has a realism that is hard to match.

Learn more about the most fuel-efficient of all luxury vehicles at lexus.com/hybrid
Getting Blown Away

Left 4 Dead in Ken Birdwell’s man cave

A Home Entertainment Relationship
14 years in the making

Whole-Home Streaming
How to get your digital feet wet

Magolia | Bringing inspiration to your space™

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