

# THE SOUND ENVIRONMENT

Omaha, NE | 402.391.3842



## WILSON FOCUS WEEK 2016

Featuring Peter McGrath

**JUNE 28 - JULY 2**

Showing Alexia and Sabrina

### PETER McGRATH VISITS FOR WILSON FOCUS WEEK!



Our founder, Charlie Santmire has known Peter McGrath for 40 years. They met back when Peter was running his own audio shop in Florida. He was just beginning his affiliated career as a recording engineer. He has been with Wilson Audio since 1999 and grown a reputation as a very respected recording engineer.

Peter will be in our shop all day Wednesday **June 29** and Thursday **June 30**. Peter will be available to meet with our customers at any time during our regular hours for one on one discussion and product presentation. There will also be a public presentation from **5-7 PM Thursday evening (June 30)**. Peter will bring his stunning master digital recordings!

This is a great opportunity to hear master recordings made by one of the best recording engineers in the world. Peter has been making professional recordings since 1977 and now records for Harmonia Mundi, Naxos and NPR. You will have the unique opportunity to listen to some of Peter's unreleased master recordings. They are truly a memorable audio experience for any music lover.

### GALE'S TRIP TO WILSON AUDIO

Wilson has been in business for 42 years pursuing a dream of making the best speaker they knew how to make, consistently. Now, we believe they are making the best speakers they ever have. Many of their sixty some odd employees have been there for decades and are dedicated to what they do. It is very much like a family operation. Gale recently went to the factory in Provo Utah to get a deeper understanding of Wilson's current operation and how they get the great results that they do. What he found is that they are truly a manufacturer, in every way.

During our visit, they talked about the importance of materials used in their enclosures and the continuing development of those proprietary materials. They demonstrated various material resonances by hitting them with a steel ball. They also use a laser vibrometer to analyze the performance of prospective cabinet materials. These endeavors show how seriously they take cabinet construction. They have their own CNC (computer numeric control) machine to make the cabinet parts. Most manufacturers farm out this work. CNC machines are very expensive but in this case necessary for Wilson to do what they do consistently. Examine any Wilson speaker and you can appreciate the perfection and attention to detail.



A tour of the factory showed in addition to the CNC machine that they have their own "down draft" paint booths. Three of them in fact to insure the quality of their gloss paint finish and to allow them to create custom colors for cabinets. They can do virtually any color of which you can supply a sample.

The crossovers are built by one person that assembles and tests them. The raw drivers are broken in and measured in anechoic chambers before they are installed in the cabinets. The individual speakers are then matched for consistency. Each driver is unique and recorded in the Wilson data base. If a replacement driver is required an exact duplicate can be found in their extensive on site warehouse of drivers.



They have parts for speaker models going back to the beginning. They purchased the remaining stock of some drivers from a manufacturer so they can service some of their earliest products.

Gale's trip solidified that Wilson is a company that has been at it for a long time, is doing their best work now, and will continue to stay true to their business values and quality of product going into the future.

### CHARLIE'S NEWPORT REVIEW AND OTHER MUSINGS

Charlie, Gale, and Doug's recent trip to Newport inspired much more than just a report from Charlie. Below are some of the highlights. Click the link to get the full scoop and much, much more!

**The highlight of the show wasn't at the show. Disney Hall**

**The secret of judging music reproduction. A reference system should be judged by its affinity to live music.**

**If a reference system isn't in your budget even with our trade up program, what do you do?**

**The secrets of "Value" Performance for price is the starting point but there is much more beyond just performance. A bad product at a big discount is still a bad product.**

**Greatest value speakers at the show One at \$500 a pair the other at \$109,000 a pair.**

**CLICK FOR FULL REPORT!**