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MAY 2012

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Invisible speaker technology enables sustainable luxury living

Innovative British loudspeaker producer Amina Technologies has launched its new Evolution series of invisible loudspeakers. The Evolution range builds upon its 12-year history of creating discrete and invisible loudspeaker solutions for image-conscious clients wanting audio to complement, not ruin, their interior design. The Evolution range is the most significant upgrade to the well-established AIW family since the first plaster-over speakers were launched in the mid “naughties”.

Amina’s products are based upon the concept of reproducing sound from a vibrating surface, just like that of a natural musical instrument. The company uses terms such as “electronic tuning fork” and “soundboard” (made from high-tech composite materials) to describe its revolutionary flat-panelled products which are designed to be installed into walls or ceiling ahead of the final skim of plaster being applied – perfect for historic and modern minimalist designs. The product is designed to replace a cut-away section of plasterboard and, once cables are in place, is extremely quick and simple to install either in a new build or in a retrofit renovation. The new Evolution range features innovative technologies Amina has developed over the last three years to extend the bass response of the vibrational sound board loudspeaker and to lift the overall mid and high frequency balance to improve the clarity and presence of these devices, bringing



them directly into the territory of expensive tweeter-based conventional speakers. The first Evolution products are already being supplied into two high-end multi-appointment developments. In both cases “dinner plate” ceiling speakers had been selected for surround sound in the main living areas but such unsightly devices proved unpopular with prospective buyers. Once key project decision makers had heard the AIW350E, they had no hesitation in specifying these to provide the high-clarity, room-filling sound for their clients with zero visual intrusion upon the modern minimalist interior design.

In its efforts to educate the designer and consumer about its technology, Amina



equipped the entire “Dream Home” at the Toronto Home Show with its invisible speaker technology. Using seven pairs of Evolution invisible speakers, Amina created a whole-house entertainment system, including in the wet room. Visit www.amima.co.uk and click the play button to see a video installation overview.

invisible loudspeakers

amina[®]
TECHNOLOGIES LTD

'Richmond Hill'



A stunning new build, modern contemporary home on the edge of Richmond Park in London is the perfect fit for Amina Technologies Invisible Loudspeakers. This cutting edge, yet classic, five bedroom London Town House is of uncompromising build quality, incredible architectural integrity and enviable specification.

Thanks to the unique design and technology of Amina Loudspeakers, they can be rendered totally invisible once installed into walls or ceilings. The speakers are plastered over and decorated with normal wall finishing techniques and materials.

With Amina Loudspeakers throughout, this house makes for a perfect place to relax with gentle room filling music or, alternatively, when entertaining guests, use the ceiling mounted speakers to provide crisp, clear sound unobstructed by a room full of people.

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