



www.harbeth.co.uk

30TH WENT WITH A BANG!



LOOKING back over 2007, Harbeth's 30th anniversary, "it's amazing how much our profile has increased around the world", says MD Alan Shaw. It proves that there is a growing respect for traditional hand-crafted hi-fi made in Britain. As our Japanese distributor Sasamoto san says, 'the silver days are coming'. His experience is that there is a rising generation of customers

for wonderful Harbeth speakers – those who now have the time, interest and means to invest in beautiful music at home. It is no surprise then Harbeth sales have again increased – just proving that, when it comes to natural sound, the Harbeth traditional formula is unbeatable ◀

THIRTY YEARS MARKED "IN STYLE" - SAYS PR MAN

"WHEN I joined Harbeth in January", says PR man Trevor Butler, "my brief was to increase the brand's awareness. Managing Director Alan Shaw made it quite clear that we must concentrate on core values and not glib marketing and PR stunts."

"I found people at Harbeth so busy keeping up with production that they had no time left to tell people about the good work they were doing", adds Trevor.

"With complete freedom to integrate with all the Harbeth staff, I found out how they worked together to maintain tradition and quality. I discovered the deep foundations which make up the Harbeth brand – a legacy of BBC engineering heritage coupled with the most modern business processes.

For example, how traditional BBC thin-wall cabinets are combined with the cutting-edge technology of RADIAL drive units – something unique to Harbeth.

"So much of what Harbeth does is newsworthy, yet the company didn't always tell the world about its achievements.

"I hope through these newsletters we have captured the spirit of the Harbeth team, and what they did in their 30th anniversary year. Certainly the feedback so far has been extremely positive, and this has encouraged us

to commit even more resources to communications. PR and marketing will be important and on-going, and we have ambitious plans for 2008, both in product development and raising brand awareness." ◀



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Hand-made in England

TO TRUST YOUR EARS, OR YOUR TEST EQUIPMENT?

DESIGNING new loudspeakers is something of a black art.

"I've created several generations of speakers", says Harbeth's Alan Shaw, "so I'm aware that speaker design is a complex mix of art and engineering – and a slow process.

It is when you are **not** listening that the subconscious mind

Alan measuring prototype M40.1



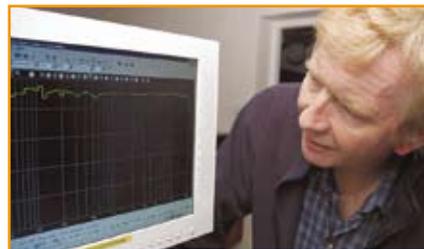
evaluates what you heard and measured: so you need to take many breaks, and this prolongs the process.

"At Harbeth I am fortunate in having total control over new models, and never have to rush just to meet someone else's deadline.

"Today's test equipment is computerised, and produces lots of data at the press of a button. But machines are still not capable of auditioning loudspeakers or saying how they will sound when playing music and speech.

"At the end of the day it is what I hear that decides how a new Harbeth model will sound.

"The culture at Harbeth means



test results help me, but never rule me – after all, the human ear is so much more sophisticated than even the most expensive electronic test equipment!

"Relying on computer results alone cannot produce the natural-sounding loudspeakers for which Harbeth is famous.

That's my job and, until computers have ears, that's the way it will stay at Harbeth!" ◀

NEW MONITOR 40.1 – PERFECTED FOR HOME USE

THE original Harbeth Monitor 40 was designed as a drop-in replacement for the BBC LS5/8 studio loudspeaker. It has worked well in the 'dry' acoustic favoured by

broadcasters.

The new Harbeth-design bass unit in the M40.1 has a low-frequency response perfect for more 'lively' environments, such as typical living rooms.

Listeners to the pre-production pair, at a show in the USA, commented on a drier, tighter and more extended bass; noticeably increased sensitivity; easier

amplifier load, and smoother overall balance.

Production starts in January 2008 - with many back-orders for this eagerly-awaited new model ◀

GET THE LATEST, ON-LINE

THE latest news about Harbeth is always available on-line at the ever-popular User Group. Just go to www.harbeth.co.uk/usergroup – 24-hours a day.

This is the first place to go, whatever you need to know. It is updated regularly (almost daily!) by Alan Shaw and the rest of the Harbeth team.

"I know that dealers and distributors spend ages trying to track me down to ask a question", says Alan. "When, all the time, the answer was at their fingertips on the User Group."

Everyone could save time, effort and hassle by looking on-line before contacting the factory.

More and more people are signing up to join the on-line community, and customers should be encouraged to become part of the group. ◀

■ HARBETH'S 30th anniversary has seen a whole raft of news items and product reviews. Among the highlights of 2008's media coverage were: *Compact 7ES-3* reviewed in *Stereophile* April 2007; *Hi-Fi World* May 2007; *The Absolute Sound* May 2007; *What Hi-Fi?* June 2007; *Stereophile* June 2007; *Classic Record Collector* Summer 2007; *Hi-Fi News* September 2007.

Company history feature - *Hi-Fi News* November 2007; Alan Shaw profile - *Hi-Fi Choice* December 2007.

Harbeth used by British Library - several audio magazines, *Gramophone*, and *BBC Music*.

New M40.1 (UK exclusive review) planned for *Hi-Fi Choice*. Plus regular Japanese reviews, throughout the year. We always welcome file copies of reviews, especially from publications not widely available in the UK ◀

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