

USHER

Amazing Sound, Surprising Value.

“How’s Usher Doing With Those Hot New Beryllium-Domed Be-718s?”

Winner! 2008 CES Design and Engineering Innovations Award

Winner! 2007 Absolute Sound Product of the Year Awards

Winner! SoundStage.com Reviewers’ Choice Award

Winner! 6moons.com Blue Moon Award

“The Usher Be-718 is simply a great loudspeaker that delivers a level of performance far above what its size and price would suggest.”

--Robert Harley, the Absolute Sound, November issue review

VISIT USHER AUDIO AT CES’08 AT THE VENETIAN TOWER 29-323 AND BASSANO 2701 AND 2710!

Dallas, TX, November 19th, 2007 • Usher Audio Technology, manufacturers of high-value, high-performance speaker systems and electronics, wins accolades and awards for the Be-718 Monitor speakers, hailed as the bar-raising price/performance king of the class.

“We specify our products based on actual market needs, scouring the globe for the best designs and parts based on a strict price/performance ratio. We build and assemble speakers that are extremely attractive, mesmerizing to hear, and easily integrate into your system and your lifestyle,” enthuses CEO and president of distributor MusikMatters, Atul Kanagat.

The Be-718s (dubbed the Tiny Dancer--the smallest member of Usher’s highly acclaimed Dancer Series) offer lustrously finished cabinets perfectly at home in the most refined settings, and function just as well as the centerpiece of a first or second audio or multichannel home theater system. *Home Theater* magazine as a set of them now!

The Be-718 features Usher's superbly extended Beryllium Oxide tweeter, matched with newly-designed woofers that keep up with the tweeter's speed, clarity and extension. Many claim good bass, but here's what [Doug Schneider at SoundStage](#) has to say about it: "I've never heard a speaker this small go so deep. I'd swear the Be-718s were moderately sized floorstanders." The Be-718s uncover low-level detail usually lost in the noise floor of less resolving speakers.

The Be-718s are the first product developed with our Global Design philosophy. The high technology drivers, crossovers, and perfectly timed-aligned cabinets are designed and built by Mr. Tsai Lien Shui at Usher Taiwan, with finishing cosmetics supplied by a firm in the United Kingdom. Dr. Joseph D'Appolito, Usher's long-serving technical consultant, provides crossover tuning here in the 'States. Next, Texas-based Danny Richie, chief designer at consulting firm GR Research, hotrods the standard Be-718 for the U.S. market. Danny reengineers the entire crossover, selects premium U.S. crossover parts, adjusts the speaker's baffle step compensation and improves vertical off-axis dispersion. Finally, all internal wiring is replaced with premium wire from JPS Labs.

Audition the beryllium-domed Be-718s and find out why everyone's talking about our Global Design Project and their Amazing Sound and Surprising Value!

MSRP: \$2,795 without stands • Available in Piano Black with Pioneer Birch side panels

Available Soon: More colors and matching stands

Be-718 Features:

- Be Beryllium Tweeter
- JPS Labs Alumiloy internal wiring
- Front ports for easy placement
- Dancer-style best quality speaker terminals
- Cosmetics redesigned by Kam Young in the UK
- Retuned crossovers featuring all new/upgraded parts:
 - Erse high-purity oxygen-free copper air-core inductors
 - Mills resistors
 - Sonicaps
 - Erse Poly Caps
 - Gen 2 Sonicaps

Specs

| | |
|-----------------------|-------------------------------------|
| System Type | 2-Way |
| Tweeter | 1.25-inch Be Beryllium (9980-20BEA) |
| Midbass | 7-inch Paper Cone (8948A) |
| Sensitivity | 87 dB @ 1 watt / 1m |
| Nominal impedance | 8 ohms |
| Frequency response | (-3 dB) 42 Hz ~ 35 kHz |
| Power handling | 200 watts |
| Crossover frequencies | 2.06 kHz |
| Weight | 37.9 lbs each |
| Dimensions | (w x d x h) 10.2" x 16.9" x 15.2" |
| Shipping box | (w x d x h) 24" x 19.1" x 18.9" |
| Shipping weight | 82 lbs |

Music Matters!

MusikMatters distributes and markets high end audio brands dedicated to superior products at reasonable prices. Founder/CEO Atul Kanagat explains "We at MusikMatters believe that the considerable achievements of the High End should be captured in new, affordable designs and marketed to a broader, music loving audience. We are dedicated to the goal of understanding the factors driving consumer behavior in today's crowded marketplace and to craft offerings that help bring new customers to the industry." Headquartered in Dallas, Texas, MusikMatters works through and wholly supports traditional dealer distribution channels, adding value with optimal distribution of specific audio product lines, unsurpassed support, easy and reliable ordering, and joint marketing efforts. MusikMatters is the exclusive US distributor for Usher and now represents JPS Labs line of cables.

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