



# HARMAN Luxury Update – March 2022

## Design as Core Competency

By Dave Tovissi, Vice President and General Manager

Today's award-winning product designs are not only innovative, but they are also aesthetically appealing, and highly usable. Thoughtful product designs are vital to the success of a brand and a product. That's why HARMAN Luxury Audio continues to invest in people and cutting-edge design tools.

There are several facets that have come together to promote Industrial Design as a fundamental Core Competency of HARMAN Luxury Audio. The functional complexity of many of our products, for example, increases the need for intuitive user-interfaces.

Conversely, commoditization is occurring everyday within the Consumer Electronics industry. Product Design is one of the few remaining points of differentiation in our industry. This month, I wanted to share our team's design approach that has led to winning Red Dot and iF Design awards and has contributed to the successful launch and continued sales of our products.



### **We Hire and Develop Top Talent**

Every great company needs a comprehensive talent strategy that clearly defines how it builds a successful design team. We are fortunate to have hired a diverse team of researchers, designers and problem solvers. Diversity in our team helps us bring new ideas from various cultural perspectives. We also partner with Huemen Design, based in New York City to help bring our product ideas to life in a meaningful and holistic approach. This month's Meet the Team will introduce you to Jason Gokavi, our Principle Industrial Design partner from Huemen.

### **We Stick to our Plan**

Well-designed products follow a coherent set of design principles that govern their style and function. Our product designs are based on consistent principles that create a unique visual language which ensures differentiation and product recognition, thereby moving our products beyond purely functional appeal. They trigger emotional connections with your customers.

### **We Manage Complexity**

Because every decision that can determine the final form, look and feel of a product is crucial, it's important that our design team understands and manages their role to reduce product complexity and cost. Even seemingly innocuous choices, such as a mechanical part design, can lead to the complexity of manufacturing and assembling a product. That's why we share our designs and allow our supplier partners to provide feedback throughout the creative process. This allows multiple stakeholders from other functions to review the entire product.



**red**dot winner 2021  
best of the best

### **We Use the Right Tools**

I know that many of our newsletter readers are installers, and they know the importance of having the right tool for the job. In product design, there is a complete ecosystem of software tools available for our mechanical engineers and industrial designers to use. These tools help them develop early conceptual designs and provide visualization through to digital or physical modeling. We also employ physical-prototyping equipment and 3-D printers to allow us to quickly build models of small and mid-size parts. Rapid prototyping plays an important role in the product development process for our products and packaging. These advanced tools can involve a significant up-front investment. But the cost is often offset quickly because designers can evaluate their work earlier in the process, reducing lead times and allowing more design options to be tested.



Once mainly the concern of the fashion and automotive industries, investments in compelling industrial designs are clearly playing a big success in the launch and the strong sales growth of our iconic brands.

## What's New

### A Tribute to Chris Robinson

As many of you know, Chris Robinson is retiring at the end of March after a career that spans more than 28 years with HARMAN. How do you begin to frame up such an amazing body of work from a man who was a mentor, a teacher, a collaborator and, most importantly, a trusted friend and colleague? Well, you start at the beginning.

Chris began his career with HARMAN in December of 1993. In the early part of his tenure, he managed the Audioaccess brand of distributed home audio systems before moving on to roles with the HARMAN Specialty Group and as a leader for technical support with Madrigal Audio Laboratories, which at the time was the parent organization of our Mark Levinson brand, among others. Chris was there at the beginning of JBL Synthesis and would go on to be involved with that brand for his entire HARMAN career. As a specialist, Chris helped to drive our technical expertise around system calibrations in the field. He would later expand his role to become the training lead for all of our premium brands (JBL Synthesis, Mark Levinson, Revel and Lexicon) when they were moved under the Harman High-Performance Audio Video (HPAV) umbrella in 2009.

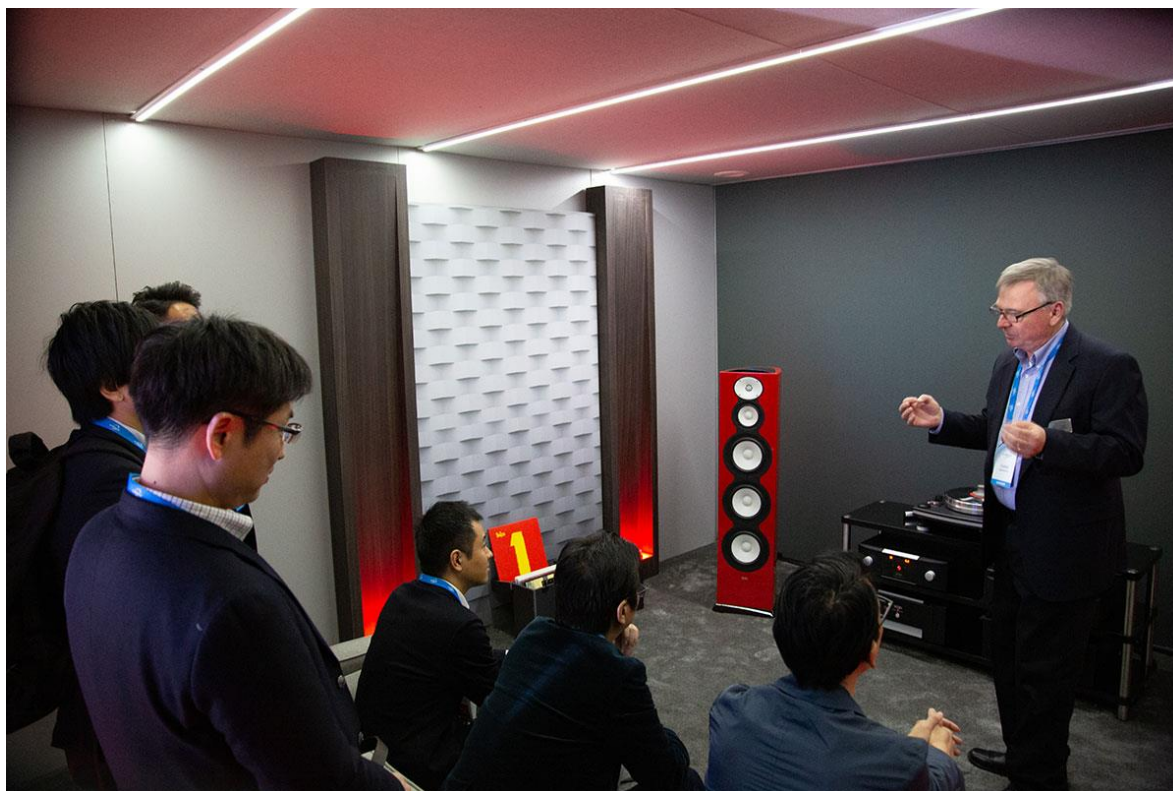


HPAV was the precursor to our current Luxury Audio business unit which today includes the JBL Synthesis, Mark Levinson, Revel, Lexicon and Arcam brands as well as all specialty audio loudspeakers and electronics under the JBL brand. For many years, Chris led our in-person Luxury Audio Academy sessions where dealers and distributors could be immersed in two-day training sessions educating them on the science and art behind our products. After leading these sessions in locations around the world, Chris took on the role of creating our online e-learning tool which allows us to train thousands of people around the world and in multiple languages. Today, our Luxury Audio e-learning program is one of the best in the industry, with a robust curriculum library and an ever-growing list of students taking our courses to learn more about our products and audio topics in general.

Throughout his entire career, Chris has maintained a strong global network of people within the industry – something that grew with each and every training session he led or demonstration event he hosted. His outgoing personality, friendly demeanor, extensive technical expertise, passion for the brands, and willingness to share his knowledge made him a well-known figure all throughout the audio industry. While his time with HARMAN has come to end, he leaves us in a better place and positioned to carry on his work for future generations.

To help celebrate his retirement, we wanted to share a few words from some of the people who know him the best.





## David Tovissi, VP & GM – HARMAN Luxury Audio

I first met Chris over 20 years ago when I was working at Sound Advice and subsequently Tweeter Home Entertainment. They were one of the first hybrid retailers that had committed to install JBL Synthesis theaters in their showrooms. Chris would come to the market and train our salespeople and our installers on the benefits of the JBL Synthesis solutions.

Fast forward to 2019, when I first joined HARMAN, I was excited to see that Chris was still with the company. His role had expanded beyond Technical Sales Training since I last met him. Chris was now managing the HARMAN Luxury Audio Academies, held multiple times a year at our Northridge California, Center of Acoustic Excellence facility. I remember vividly the first time I sat in the back of the class auditing one of the Luxury Audio Academies during my first couple of months on the job. I could see that Chris was still as passionate about his craft as ever. I also looked around the classroom and counted about 12 people in attendance. I thought to myself, how can we allow more internal and external customers experience our training. After the academy was completed, I spoke with Chris about creating a platform that would allow us to train people all over the world leveraging the Internet. Tasked with that challenge, Chris and I met with Training Allies, known now as Cogent360 to determine how we could create a platform that would allow us to create and host content on a dedicated learning management system (LMS). Later that year, we launched HARMAN Luxury Audio University and posted our first e-learning module.

Today, thanks to Chris's leadership, our HARMAN Luxury Audio University LMS and partners' sites boasts over 40 e-learning courses and additional resources available to 5,000 enrolled learners. We will definitively miss Chris and we wish him continued success in his new role as an active grandpa.



## **Jim Garrett, Senior Director, Product Strategy and Planning – HARMAN Luxury Audio**

Chris has been a part of my entire career at HARMAN and it is weird to think about him not being here going forward. During the twelve years we've been coworkers, we have traveled around the world together spreading the gospel of our brands and products. Our shared passion for what we do has made us good friends beyond just at work. Chris has never met a stranger and it has always made for lasting memories of our travels.

I have wonderful recollections of the shows and events we have done over the years and the wonderful places and people we have met along the way. There are countless stories I could tell about our time together. So many of them come to mind and each one makes me smile and laugh as I think back about them. I like the fact that I always learned something from every interaction we've had, whether it was about our brands and products, or just about life in general. Chris is leaving a big vacancy behind, but I wish him well in the next stage of his journey. I know he has plenty of things he'll be doing to help make the world around him a better place.

## **Patrick Gaffney, Sr. Sales Manager – HARMAN Luxury Audio**

One of my most memorable and unique times with Chris was spent on "the truck" which was the rolling showroom in a tractor trailer where we had an Ultima2/Mark Levinson display on one side and a Synthesis system on the other. We spent so much time on that truck that it was like a traveling rock band. Many cities, many miles, many memories. The years were 2009-2011 when we were managed by Harman Pro.

In 2010, somewhere in the U.S., Chris and I closed the truck for the day, cracked a beer from the bar, and sat down in the Synthesis theater where we played the scene from the new Star Trek movie (released in 2009) where they parachute jump from the ship in outer space to earth. It was a great scene we used at the time. Chris and I ended up watching the entire movie until 11 p.m. or maybe midnight (?) in a dealer's parking lot, in the truck, and after the movie Chris sits forward in his chair and says "this system is f\*\*\*\*n awesome! Why would anyone buy anything other than Synthesis?!"

## **Bes Nievera Jr., Music Direct**

In our working time together, Chris brought to the table what I've sought in a mentor to bridge the relationship between Brand Partner and retailer, and with the same passion I currently share with our customers. The knowledge he amassed in his brilliant career coupled with his warm and engaging style has yet to be duplicated by anyone I've known over my four-decade tenure. Perhaps that's why I posted this after attending Harman's Training Academy to show my appreciation for Chris: Friendships can take many forms and build over time. This one took minutes. My very best to you, good sir.



## **Soraya Kukucka, Manager, Product Marketing – HARMAN International**

I have had the pleasure of working with Chris Robinson for the past nine years, but more so than that, I have the honor of calling him a true friend. Chris effortlessly wove all his product knowledge and audio industry experience into his role and was always more than happy to share all that information with others. He is kind, generous, gracious, smart and by far one of the funniest people I have come across. His contributions to the Luxury Audio team will be reaped for years to

come. He will be missed by all as he enters his retirement, but we are all better people to have known and worked with him. He is a true gem.

## **Eric Leicht, President – AV Partners**

Chris is such an amazing person. I started working with him when we both joined Harman in '93. We worked many a trade show, rep and dealer trainings and always had a blast working with the various Harman CI brands, from: Fosgate, Harman Video and Audioaccess (now all defunct) to the Luxury brands of today. When I left HARMAN to start AV Partners in 2004, Chris was instrumental in helping us to get our business off the ground and took a personal interest in helping us at every opportunity.

The funny thing is that in almost 30 years of working with Chris, I don't think we've ever had an argument. Chris always seems to find the win-win in any scenario without any need for conflict. And there is no one I would rather have a beer with after a long day of meetings and doing demos in: Vegas, Dallas, Denver, wherever. I will definitely miss working with Chris. He is one of those kind people who always has something good to say. In a modern corporate



environment that can be very territorial and politicized, Chris manages to step across department boundaries and establish friendship and collaboration everywhere he goes. We need more people like him in the world today.

## **Floyd Toole, President – Acoustical Consulting**

Chris was always a gracious host at the Northridge “academy” sessions, and I thank him for inviting me to join them. Although retired, I liked the opportunity to spread the knowledge of our research – it is something uniquely HARMAN. He was a believer in the science and showed it, which helped to put our audiences into a receptive frame of mind. Some of our visitors were initially skeptical, thinking that they were going to get just another version of marketing showbiz. They got lots of product information and demonstrations as well, but it was helpful for them to understand from the get-go that there were reasons why things were done the way they were. The good sounds they experienced were not accidental.

I will miss these sessions but am left with many happy memories.

So, Chris, the best of luck in your future endeavors. Stay well.





## Kevin Kent, Global Product Line Manager – HARMAN Luxury Audio

Chris is a wonderful teacher, manager, leader and friend. Working with Chris has been integral to my career at Harman. Traveling together and the day-to-day interactions always made for interesting, amusing and memorable experiences. I will be forever grateful for his mentorship and professional guidance. I only hope I can return the favor sometime in the future.

## Sam Scialdone, Sales Manager – HARMAN Luxury Audio

Chris had a way of making everyone comfortable, no matter where they were from or how much knowledge they brought.

I believe people thought better of HARMAN because Chris was the face of Harman for so many people. The academies felt relaxed, friendly and classy. People left them feeling that this was HARMAN.

He never talked down to anyone and his casual style was easy to embrace. In a world of technology, he made it easy to understand and he was believable. I don't think anyone thought he was making things up, even if he was. What a treasure!

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A treasure is exactly what Chris Robinson is and we are so lucky to have worked with him through the years. He has truly made an indelible imprint that will live on in the halls of HARMAN. We wish him the happiest days ahead with his beautiful family.

## Meet the Team

Name: **Jason Govaki**

Position/Job Title: **Principal Industrial Designer**  
With HARMAN Since 2014

*With Meet The HARMAN Luxury Team, our goal is for you to get to know us better. In each edition we feature a different member of the team, and this month it's Jason Gokavi, Principal Industrial Designer – Luxury Audio.*

**How would you describe what you do in your current role?**

Well, I'd say I'm being trusted with the design identity and vision for HARMAN's crown jewel brands...again! We had started to make some headway in the past, and now owing to the BU's



remarkable performance over the past couple of years, we have the drive and resources to take things to the next level.

**What did you study in school? Did you always imagine yourself doing something like what you're doing now, or did the fates just take you in that direction?**

I can start before college on this one! I studied in a British system boarding school, where I spent my final years majoring in the sciences and an actual subject called Design Technology. That exposure allowed me to skip the first year of my subsequent design college education, wherein I graduated with a Masters in Industrial Design Management, a sort of hybrid between design and, well, management! I never knew design was actually a thing, as far as a career was concerned, but I no doubt had the inkling for it right from childhood, with a passionate zeal for creating crazy stuff out of Legos.

**How did your career path lead you to HARMAN?**

I've always been an avid music fan, both listening and creating, like tons of us at HARMAN. My grand mom had bought a Sony Viao desktop computer in 2007. That system came with a pair of clip-on style on-the-ear headphones. I immediately proceeded to steal them as they sounded miles better than the non-descript foam padded VOIP style headphones I was using up to that point, and they became my listening medium for a few years. Then one fine day, during my second year of college, the left earphone died. When it came time to replace them, I decided to confer the internet...and yes, the rabbit hole took me right in, and I never recovered! I developed a love of high-quality listening (well, high by my limited experience anyway!), so I knew I would want to marry design with audio. Couple that with HARMAN just having opened a dedicated design studio in Shenzhen, and the rest is history!

**What is the most important thing you have learned over your career?**

I'd look at this point by way of skills and say the most important skill I have developed is to be able to approach design from a balanced, informed perspective. In the real world, there is no need for a defined design process per-say, but rather a steadfast yet agile way to handle projects. This methodology serves both short and long-term projects in equal measure.

**Any other advice you would offer people just starting out in this industry?**

I'd really just emphasize that a deep-rooted zeal for audio and its reproduction is most beneficial in this post! This allows you to learn and adapt much faster, leading to better, more relevant results!

**What are you most proud of in your life?**

I'm going to be boring and/or stereotypical here: my family; there simply is no parallel! I am honored by the fact that I've had the opportunity to have lived around the world; India, Australia, China and now the U.S.; whilst enjoying travelling to many more places. My family and I are huge fans of trying out cuisines, cultures and learning about history.

**When did you first realize you had a passion for music or audio?**

Hmm...I can add another story in addition to the one referenced earlier in this questionnaire about my path to HARMAN. In my childhood, I was not exposed to a huge variety of music. My parents were missionary doctors, and they were stationed around remote areas of India for a majority of those impressionable years. Music exposure was hugely difficult to come by outside the limited collection of '90s Christian music my family had. One day, I received a parcel from a late uncle who lived in Chicago. In it was an old Lenoxx Sound Discman (which would skip

tracks or stop all together at the slightest bump), coupled with a tattered set of extremely basic headphones. However, there was a pearl inside the player; an Aerosmith CD: the album “Pump” (yea, a slight deviation from what I was used to!). That, at the age of eight, was my first real taste of rock. It was an epiphany. I wore that disc out.

**What current technology impresses you the most?**

In audio, it has to be high-fidelity streaming. It’s liberating.

**What’s your favorite music genre?**

Don’t have one. Honestly. I’m a communist in this regard; all genres are equal... although some are more equal than others!

**The desert island question, of course. If you were marooned for eternity and could listen to only three albums, what would they be?**

Steven Wilson, *The Raven That Refused to Sing*. (A visceral, transporting work of art. The track “Drive Home” is one of my all-time favorite pieces of composition and in part improvisation.)

Daft Punk, *Random Access Memories*. (Pristine production, great beats, timeless for “electronic” music.)

Kutless, *Kutless*. (Christian rock; not the best in production, but for me it’s nostalgia.)

**You have the floor. In closing, tell us anything else you want us to know about yourself.**

Cars. I like cars. If not for a conversation I had with a car designer back in college, I would have ended up in that field. Basically, his experience placed him as one designer amongst many in a prominent company, designing pages and pages of not a whole car, but parts of it, like a few days dedicated to sketching rear view mirrors. Let alone the fact that I consider sketching my designer Achilles’ heel, I wanted a platform upon which I could have fair control over an entire project, even though I know full well that experiences differ. All that to say, I am thoroughly enjoying my product design trajectory!

## Dealer Profile: Whitman Automation

**North Canton, Ohio**

**Owner: Joe Whitman**

**Opened: 2014**

**Harman Brands Supported:**

**JBL Synthesis, Revel**





*The HARMAN Luxury Audio Group is proud to have some of the best high-end consumer electronics partners across the globe. Each month, we have the pleasure of learning a little bit more about one of our dealers or distributors. This time we spoke with the folks at Whitman Automation in North Canton, Ohio.*

**How long have you been in business?**

Eight years as a company, however, our owner, Joe Whitman has been in the audio business for over 25 years.

**How many locations do you have?**

One location in North Canton, Ohio.



**How did Whitman Automation get its start?**

After working in the A/V field for many years and with several other A/V companies, owner Joe Whitman was inspired to start his own business as a Sole Proprietor in 2014. Joe's success is attributed to his unwavering ethical business practices, extreme passion for high quality and service, and a never-ending curiosity in the field of A/V technology.

**How many people are on the Whitman Automation team?**

There are two full time employees, as well as an independent contractor who specializes in lighting and shades and a Master Carpenter for our most customized projects. Combined, we bring over 75 years of experience in our areas of specialty.

**Thoughts on the importance of training?**

We fully support training for any of our technicians and believe it is critical for us to stay up-to-date on the constantly changing

environment of technology. However, we're selective in the training we spend our time in. Because we are a small, custom outfit, our time is at a premium. We choose to do training with the products and services that offer the best customer support and response time. We invest our time in the companies who invest their time in us.

**What do you like most about HARMAN Luxury Audio products and which lines do you feature?**

We mostly work with JBL Synthesis, JBL Outdoor sound and Revel. It's great to have a high-performance speaker system outside the home as well as inside.

**How do you think the luxury audio industry is currently doing?**

In the area of product development, consideration should be given to the younger generation. Whatever products are available at a non-luxury big box should be available in a much higher quality luxury line. For example, there should be more choices of high-quality sound bars that match rear speakers. As well, expanding color palettes and design of speaker housing. It's always a challenge to stay on trends but maintain the highest quality product our clients have come to expect.



**What is Whitman Automation's mission?**

Our mission is to be the best, not the biggest.

**You have the floor. Anything else you want to share with us about Whitman Automation that you would like the world to know?**

For us, no two jobs are alike. We spend as much time as necessary getting to know our customers, what they're looking for, their past experiences with their home or office systems, and from that, what they liked and didn't like. We only sell customers what they need, we never over-sell with products they'll never use or aren't appropriate for the space they have.

This consistent business practice proves our ethical and moral business practices and thus develops a trust between our clients and our work. We cater to custom built homes and new construction, retrofits in existing homes and commercial businesses, churches, halls, vacation homes and yachts. We've travelled from coast to coast for existing customers who move or buy second homes, as they know they can count on us for the highest quality, honest work.

[WhitmanAutomation.com](http://WhitmanAutomation.com)

## Tech Talk

### Artwork Creation for Mark Levinson Audio Products

**By Joe Jagenow**

**Principal Mechanical Engineer,  
HARMAN Luxury Audio Group**



The Many custom components that are assembled into Mark Levinson audio equipment require artwork to be created. In some cases, the artwork is added to a component for cosmetic reasons, for example a logo or model name, while in other cases we need to apply regulatory markings to a product for compliance purposes.

The process for creating and releasing this artwork to our system of vendors involves many different steps and programs to create precise and attractive graphics that are worthy of the Mark Levinson brand legacy.

First, the component is designed using Solidworks Desktop 3D CAD software. This software ensures that any outlines, holes, or cuts in a part or panel line up exactly with the associated parts that make up a mechanical assembly. For a rear panel design, CAD models will be created or downloaded for each electronic component, and outlines will be made on the part using these CAD models as reference, as shown in Figure 1.





*Figure 1: Rear panel layout with label placed into assembly.*

These outlines will need to be dimensioned, so that they cannot be inadvertently changed or altered after they have been created. Figure 2 shows an example rear panel, and the various sketch features that define the cutouts and holes in the part.

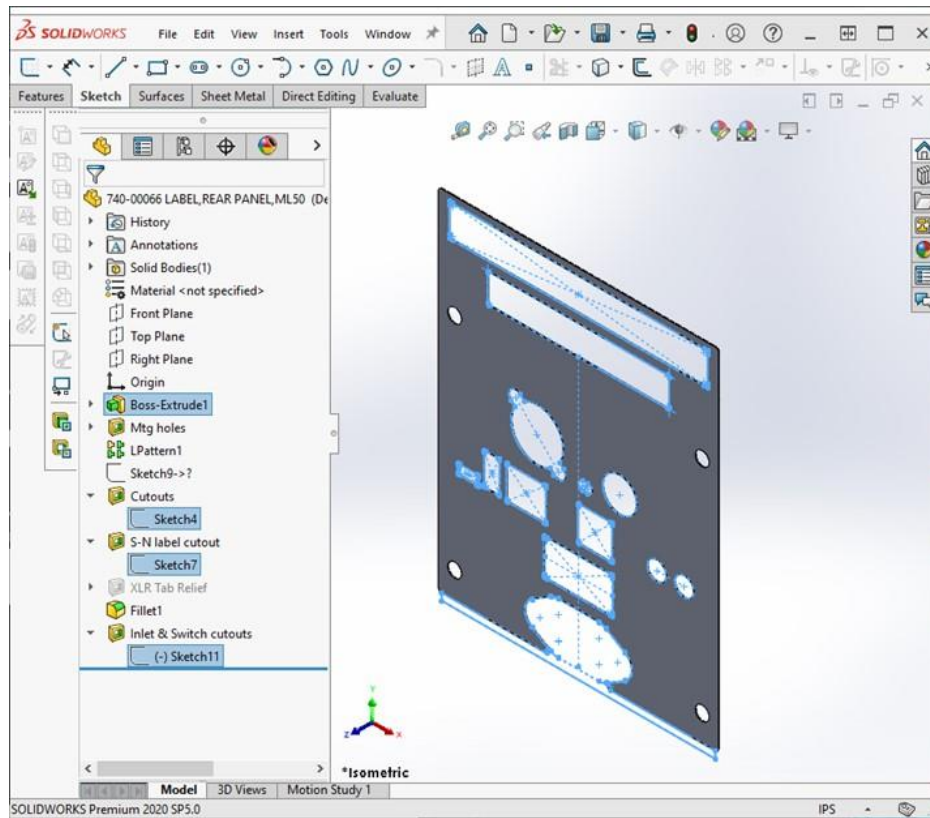
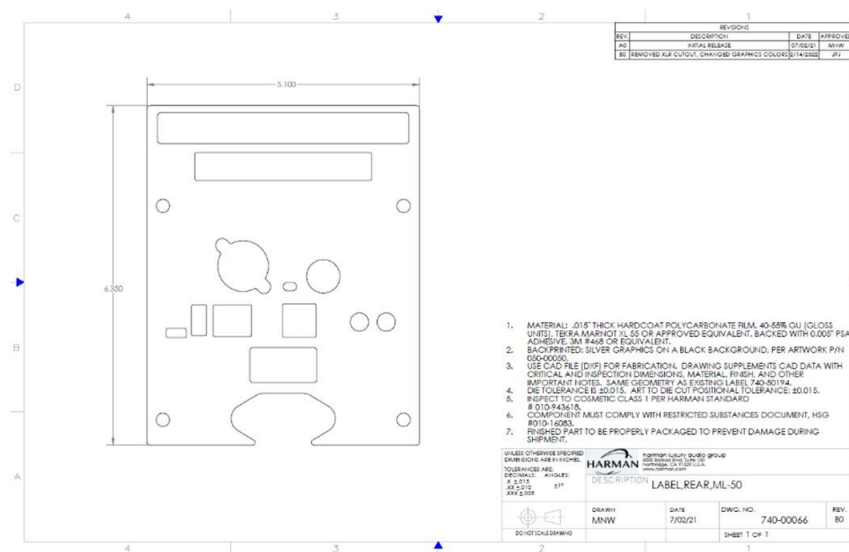
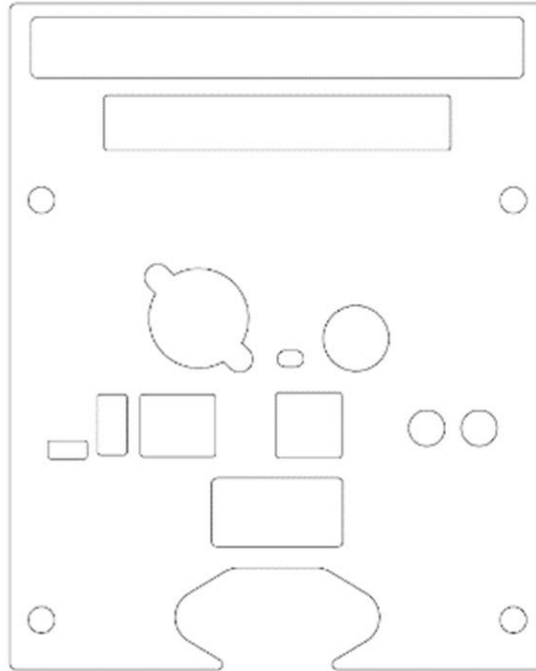


Figure 2: Sketch features define the part cutouts.

Once the part cutouts have been defined the 3D CAD files can be exported to a vendor for manufacturing, but a 2D drawing must also be created to provide detailed specifications for the materials and tolerances for the part. Figure 3 shows an example 2D drawing of a rear panel label component.



In addition to the 2D drawing for the vendor, a separate PDF version of the drawing is created. This drawing is scaled to actual size and contains just the part outlines, as shown in Figure 4. This one-to-one scaled PDF can then be imported into Adobe Illustrator.

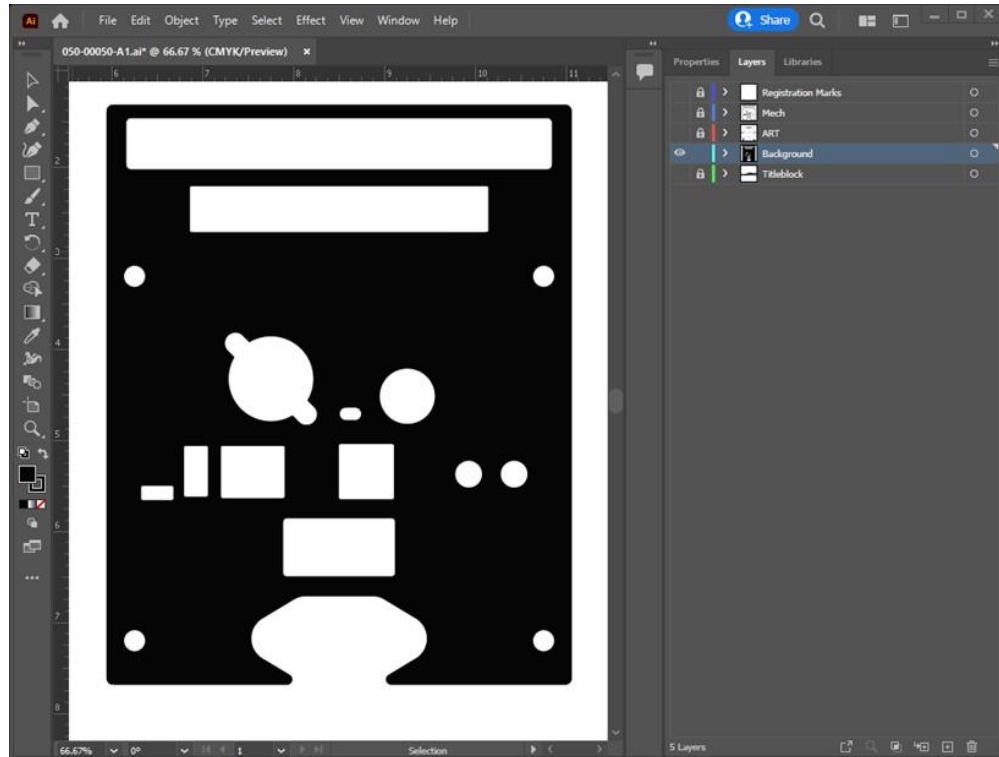


*Figure 4: Line drawing used for artwork creation.*

Once the artwork file has been opened in Adobe Illustrator, the part outlines can be saved to a layer and used as reference for applying artwork to the component. Illustrator allows for graphic files such as logos or compliance markings to be imported, lines to be drawn, colors to be documented, and different layers of graphics to be separated for printing.

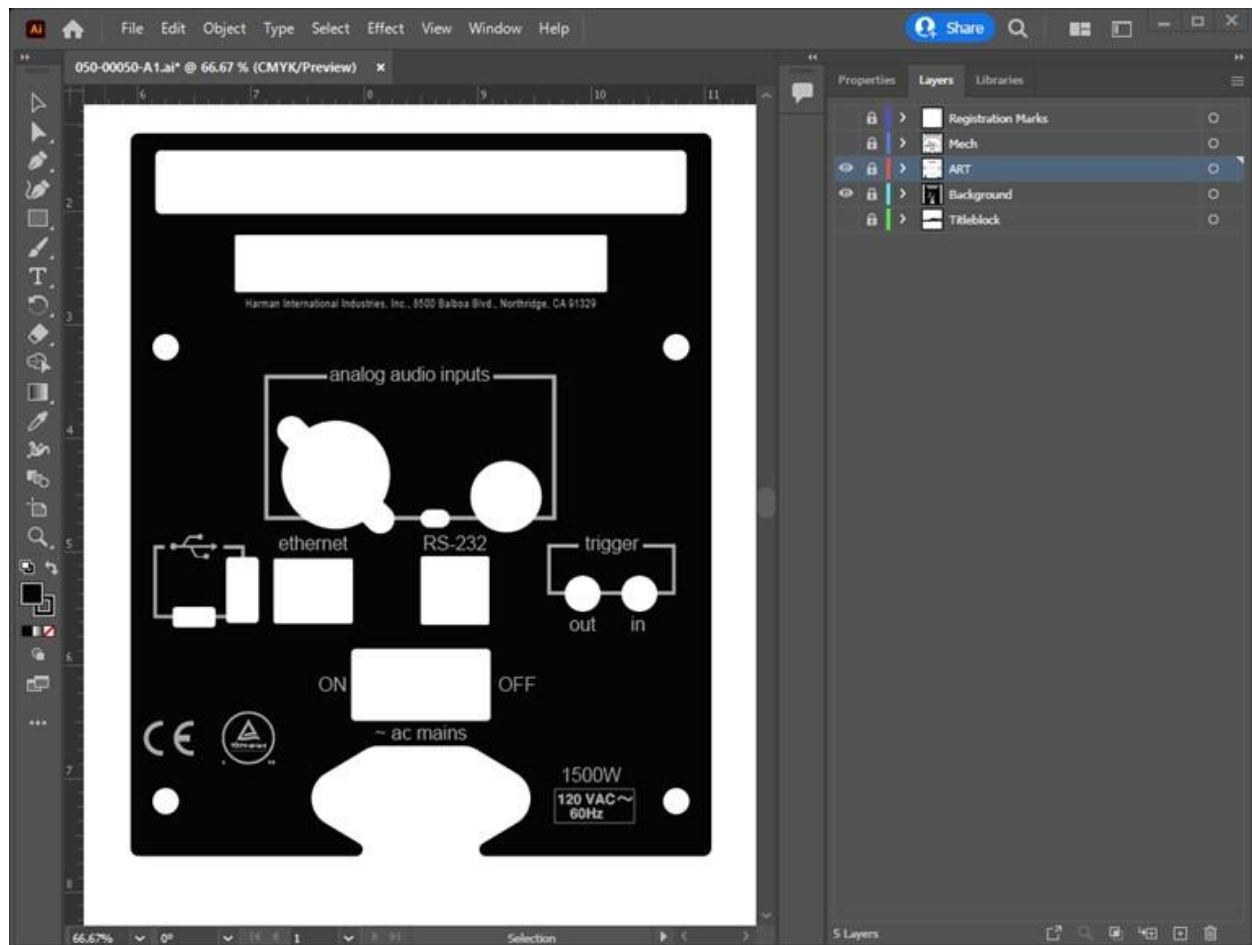
For this example label, we have created a black background, which has been added to its own layer in Illustrator as shown in Figure 5.





*Figure 5: Background layer in Illustrator.*

Next, we may need to add the “CE” marking for compliance in the EU, or add text that indicates which cutouts correspond to the inputs or outputs. We can also add markings around the ON/OFF switch, USB and ethernet connectors, and the trigger in/out connectors. Illustrator allows for changes to the font style and text size, as well as alignment of the text to the existing mechanical cutouts. The graphics items can be placed on their own layer in Illustrator, and graphics of different colors separated to unique layers as well, as shown in Figure 6.



*Figure 6: Artwork layers in Adobe Illustrator.*

The finalized graphic file receives its own part number, separate from the mechanical part that it reports to in the product bill of materials. This enables a standardized label design to be printed with different artwork files, depending on the top-level part number designation. This reduces development time for new products, by allowing us to reuse label outlines for multiple products. For example the ML-50 rear panel label file shown in Figure 5 has similar dimensions to the No536 rear panel label, but has totally unique graphics applied to the label for this new product.

We will need to provide a version of the artwork file to the vendor, but first we convert any text to outlines. This eliminates the need for a vendor to download specific fonts while preventing any text from being manipulated unnecessarily. We save the outlines file separately from the original artwork file, so internal changes can be made later if necessary. We also export a PDF version of the artwork for the Products team to review, to ensure the text is accurate and meets the product requirements.

We can also export an image version of the artwork as a JPG or PNG, which can then be imported back into the 3D CAD software. Solidworks has a label feature, which allows for an image file to be mapped onto a part as shown in Figure 7. The image files can also be imported into KeyShot 2D rendering software, for the creation of high-quality renderings that are used in web or print documents

# Training Tips

## JBL Synthesis Certified Systems

By Chris Robinson – Global Training Manager



*Please note: “JBL Synthesis Certified Systems” is a new class. To find it, click **Course catalog/Find new courses** in the upper right portion of the page once you log in, then select JBL Synthesis under **CATEGORIES**.*

JBL Synthesis Certified Systems are engineered solutions providing performance and dealer benefits to authorized JBL Synthesis dealers world-wide. JBL Synthesis has always been the gold standard for the industry elite and with our recent product additions in 2021, the brand has never been stronger. The widest array of applications is now possible from a premier media room to the most esoteric large home cinema. The JBL Synthesis Certified Systems provide a guaranteed performance and dealer recognition to those searching for the very best.

A screenshot of a training module slide. The background is dark blue with a faint image of a home theater. The text is white and yellow. The title is 'JBL Synthesis Pre-Engineered CERTIFIED SYSTEMS'. Below it is 'Today's Agenda...'. To the left is a bulleted list of topics. To the right is the JBL Synthesis logo and the text 'CERTIFIED SYSTEMS' in large, bold, yellow letters.

JBL Synthesis Pre-Engineered **CERTIFIED SYSTEMS**

Today's Agenda...

- Introduction
- Design Goals
- JBL Synthesis Pre-Engineered Solutions
- Certification Process
- Quiz

**JBL** S Y N T H E S I S<sup>®</sup>

**CERTIFIED SYSTEMS**

While we posted a short non-narrated module last year on the Solo Uno, the new narrated version of this training provides better insight on its features and how you can present this system and the category to your customers. Check it out soon on the Luxury Audio training site.



This class will give you a good overview of why Certified System Packages offer your clients the comfort of knowing, prior to installation, that performance expectations of their home theater will be met or exceeded. You will see all parts that make up a system and how these components are matched in full systems packages. Each of our pre-packaged systems are detailed and of course, you may customize these packages to match room and budget requirements.

### **The Certification Process**

In this class, you will be the first to preview the new JBL Certification process that is offered in conjunction with our newly opened JBL Synthesis website. Take the class and then go to: [JBLSynthesis.com](http://JBLSynthesis.com) for the complete process and detailed forms. Stay in touch with your local sales representatives for more details as this program emerges.

**As always you may access all the training courses by clicking [here](#).**

*Once you sign in, if these courses are not populated on your home page, click "Go to Courses" to sign up. Stay tuned next month as more training becomes available.*

## **From the Audio Files**



## **Mark Levinson № 5909 Headphones**

We have done a lot of boasting over the last couple of months about the new Mark Levinson № 5909 Headphones. Now it's time to hear what our community has to say about them! Check out the collection of stellar reviews that the headphones have already received (click on each red headline to read the publication's full article)

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### **Sound Stage! Solo**

"I love the № 5909's features, the comfort, and the app. And the noise canceling is fantastic — something that's almost never true of noise-canceling headphones from the storied brands of the audio biz. So I guess what I'm saying here is that they're probably my favorite noise-canceling headphones to date."

### **Music Photo Life**

"What is impressive on the Mark Levinson № 5909 is the ability for the headphones to deliver sonic distinction among the instruments and give them the space that they deserve. It is not often that I come across such musical qualities on a pair of wireless headphones, so at this moment, the № 5909 is a class of its own."

### **Steve Huff Photography and Hi-Fi**

"These beauties are full on audiophile in sound quality and have top notch noise canceling, comfort and features such as four mics for phone calls, replaceable ear cups, and app control with customizations. Add in a 65 foot range and 34 hours of battery and you have one cool set of wireless headphones. It is the audio quality though that stands out, and these are pure Levinson. Airy highs, clean tight bass and an actual soundstage within your head. Something I never experienced in any wireless Bluetooth headphones

### **Trusted Reviews**

"The № 5909 are a remarkably detailed listen, able to extract the most minor, most transient information from the edges or the depths of a recording – and without being in any way analytical or uptight about it. If the minor harmonic variations in an instrument intrigue you, or the most fleeting mouth-sounds as a singer prepares to deliver the next line, the Mark Levinson will keep you listening – and entertained – for hours on end."

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