



# What's New

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# Embracing Newstalgia

**By Dave Tovissi**

**Vice President and General Manager**

**HARMAN Luxury Audio**



As we continue our aggressive growth, we are paying attention to the latest trends in interior design and fashion as well. For today's luxury consumer, we cannot simply engineer our products to accurately reproduce the voices, instruments and acoustics of the venue the songs were recorded in, we must also design our products to appeal to our customer's lifestyle and living spaces.

Predicting the trends of tomorrow takes a commitment to meet and speak with design professionals and luxury consumers. We are fortunate to have the opportunity to partner with Huemen, a wholly owned design and research organization of HARMAN, to guide us in our Industrial Designs and User Interfaces. Their research has focused our product development to be more appealing to an ever-growing demographic of luxury consumers.

*Luxumers*, as we like to call them, are made up of consumers of all ages, genders and ethnicities. They are willing to spend more money on products and services that enhance their lifestyle in meaningful ways. They desire convenience in their lives. They take time to research products. They want to know more about where the product is being manufactured and whether the components and packaging are produced and consumed in a sustainable manner.

Luxumers are also influenced by fashion. One fashion trend that we are paying close attention to is Newstalgia.

### **What Is Newstalgia?**

“Newstalgia is the trend of balancing new home decor staples with vintage items that have a bit of patina to them - worn edges or burnished spots that imbue the piece with a little bit of soul,” says Deanna Jacoby, senior designer at L.A.-based design firm Jenn Feldman Designs. Jacoby specializes in bespoke interiors and works to tell a story within each space she designs. And when it comes to vintage items, a story seems to come along with just about every piece. She believes Newstalgia is such a force in the design industry due to what these character-rich pieces can bring to a space. “It’s hard to pull off a well-rounded space without a vintage element (or two!),” she says.



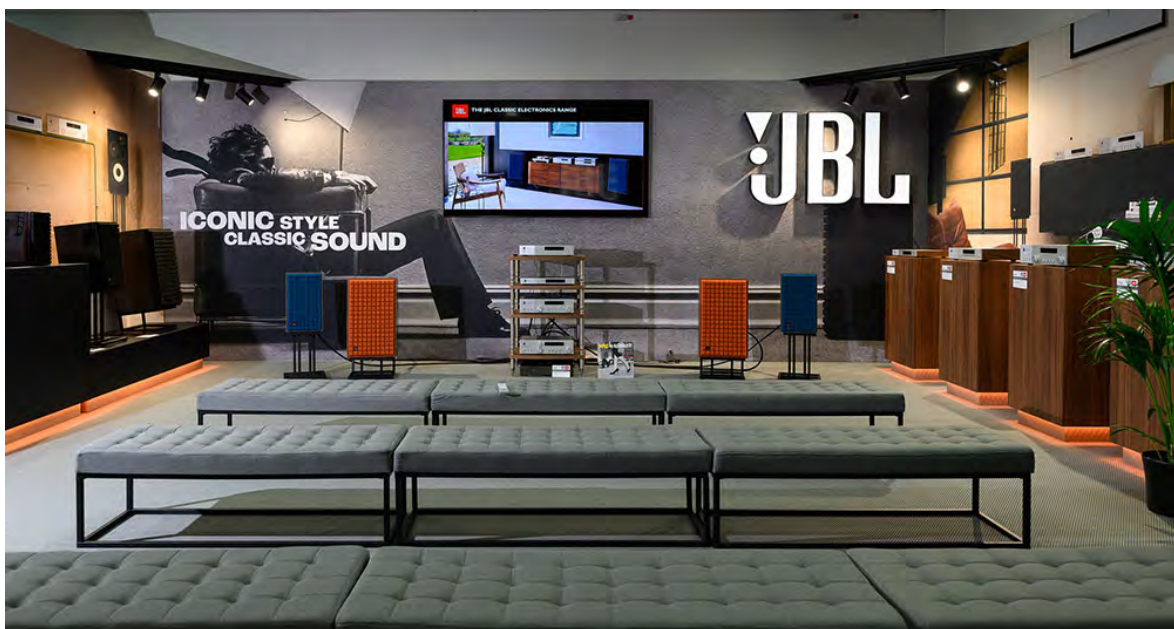
“Vintage items render feelings of home, of warmth, of stability and tradition,” says Jacoby. Coming home to a space full of sentimental pieces with storytelling appeal isn’t just a bonus of a well-designed space, it’s a focus. Newstalgia items have a soul to them and in a world where trends shift overnight and creativity is delivered in surface-level, bite-sized doses at



every turn, vintage items feel grounded and timeless,” says Jacoby. The key to Newstalgia is not only spotlighting amazing vintage and antique pieces but marrying them with new pieces as well. “Aesthetically, vintage items that have patina and imperfections really pop against a fresh white wall or clean oak shelves,” Finding items that speak to you and that you love are central to pulling off Newstalgia’s focus of blending old and new.

Is Newstalgia a passing fad or can companies like HARMAN invest in this design trend for continual growth? Jacoby assures this isn’t just a passing trend. “The vintage elements we are drawn to always have an element of timelessness to them,” she says. “Think about what catches your eye on a trip to Italy, or Mexico, or any number of destinations with art and architecture hundreds of years old: materials that are built to last, artisanal techniques, and excellent craftsmanship.”

With Luxumers and Newstalgia in mind, HARMAN Luxury Audio recently debuted the expansion of our JBL Classic line of loudspeakers and electronics. These products appeal to consumers by their timeless design, un-matched convenience, and of course superior audio quality.



Last week we introduced seven new JBL Classics to our distributors, dealers, press and to consumers. These products are not simply iterations of what already exists in the market; they are truly new and unique. Take, for instance, the MP 350 Classic streaming media player that embodies the latest technology while maintaining a retro aesthetic reminiscent of the 1970s. It’s an excellent example of how we adapt to changing consumption habits that

includes design trends towards Newstalgia while honoring our heritage. Other additions to the Classic line include the SA550 integrated amplifier, the CD350 compact disc player, and the stunningly beautiful TT350 direct drive turntable.



We also launched the next generation of the L100 and L82 Classic that boast performance upgrades in driver technology, crossover designs and better binding posts to allow for bi-wiring. Besides these next-gen loudspeakers, we also introduced the L10cs Classic Subwoofer which is a great companion piece for the L82 and L52 Classics, and of course, the L75ms all-in-one music system.

We understand the importance of staying ahead of the curve and constantly adapting to ever-changing market trends. Continuing the movement of pairing old with the new, incorporating the latest and greatest tech with an eye towards décor that will bring our distributors new customers while retaining those who have already built allegiance and loyalty to our brands.

The pandemic has undoubtedly played a role in the skyrocketing sales of luxury audio, but we believe our focus on Luxumers will maintain our growth. Looking ahead, we are committed to continuing to provide our customers with the highest quality audio products, award-winning industrial designs, and an exceptional customer user-experience.



# What's New

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# HARMAN Luxury Audio – High-End Munich 2023 Show Recap

**By Jim Garrett**

**Senior Director, Product Strategy and Planning**

**HARMAN Luxury Audio**



High-End Munich has become the largest hi-fi show in the world, and our Luxury Audio team used this venue to showcase our exciting portfolio of products with a spotlight on our newly expanded range of JBL Classic loudspeakers and electronics. The 2023 High-End show saw attendance of 20,000+ people with more than 500 journalists on hand to see and hear the products spread out over the 30,000sqm of the M.O.C. convention space in Munich, Germany. More than 550 exhibitors were on hand representing over 800 brands. If you are interested in anything related to hi-fi, this is the place to be!

Our Luxury Audio team assembled an amazing presentation for the show this year. Our presence was felt throughout the venue with extensive JBL branding on banners, wall posters, and even the stairway leading up to the Hall 4 Atrium where our demonstration room was located. As one of the largest rooms at the show, we were able to create an impressive display space that showcased products from our JBL, ARCAM, and Mark Levinson brands. Of course, at this show people are there to listen to the products and in that respect, we presented a special JBL Lounge space where the complete range of JBL Classic electronics and loudspeakers were on demonstration in addition to our award-winning Studio Monitor powered loudspeakers.





The first two days of the show are dedicated exclusively to trade and press, which allowed us to focus on the messaging of our newest products. To kick off the event, we hosted a special party on the first night of the show just for our dealer and distributor partners along with members of the audio press. More than one hundred people filled our JBL Lounge to listen to presentations from our team which included a panel discussion on consumer trends including the new “luxsumer” and what they desire from brands and products, as well as the “newstalgia” retro modern movement happening in the market. The panel was hosted by Oisin Lunny from the Audio Talks podcast and included our own Dave Tovissi (VP & GM), Jim Garrett (Sr. Dir., Product Strategy & Planning), and Paul Neville (Dir. Global Engineering). Jim and Paul also pre-recorded a podcast with Oisin that went live on the first day of the show. Be sure to give it a listen wherever you find your favorite podcasts.

On the product front, this year’s show included the global announcement of the JBL L100 Classic MkII and L82 Classic MkII loudspeakers along with the European debut of the JBL Classic electronics that are now entering production. This includes the SA550 integrated amplifier, the MP350 streaming music player, and the CD350 compact disc player. The TT350 turntable was also on display and will be starting production at the beginning of the fourth quarter this year. Attendees were treated to rotating demonstrations of the L100 Classic MkII with the SA750 integrated amplifier, and the L82 Classic MkII with the SA550 integrated amplifier and MP350 streaming music player. Also on static display were the



newly available L10cs Classic powered subwoofer, along with the JBL Classic Black Edition versions of the L100, L82, L52, and L75ms music system. The entire Classic range with its unique retro design ties in perfectly with the “newstalgia” trend, while the simplicity of these new products appeals to the “luxsumer” customer as well as the audiophile and music lover.



Also featured in the JBL Lounge listening room were the award-winning 4305P and 4329P Studio Monitor powered loudspeaker systems. The 4329P made a serious impression on attendees with its incredible dynamics, crystalline sound quality, and powerful deep bass – all from a system that doesn’t require any outboard electronics. While both models are available in a choice of natural walnut or black walnut, we used the Munich venue to globally announce the introduction of a third option featuring a matte white finish on the HDI™ horn and front grille paired with an elegant, white-washed wood veneer and matte white cloth grille. This new look radically changes the appearance of both models creating a softer, more modern appearance that fits into a range of décor and appeals to the “luxsumer” buyer. If you haven’t yet experienced either of these incredible Studio Monitor loudspeaker systems, I encourage you to do so as soon as possible.

As an event, High-End 2023 was incredibly successful for our Luxury Audio business unit. I would personally like to thank our own Dannica Brown and the EMEA team for assembling and hosting a fantastic show for us.





# Training Tips

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# Training Module Updates May 2023

**By Matt Dever, Global Product Line Manager**



At the High End International Audio Show held in Munich, Germany – May 9<sup>th</sup> through the 12<sup>th</sup> - HARMAN Luxury Audio officially introduced the world to the updated Mark II editions of the iconic L100 and L82 Classic loudspeakers. The new JBL L100 Classic MkII and JBL L82 Classic MkII have been enhanced with JBL's Performance Package as first introduced on the Black Edition versions of both models in 2022.

As Jim Garrett, Senior Director, Product Strategy and Planning was recently quoted as saying “The acoustic performance of our popular Classic Series loudspeakers is the stuff of legend, but legends aren’t born by resting on their success – they continue to evolve.”

And evolving is certainly what these deliver on. The Performance Package included in the L82 Classic MkII and L100 Classic MkII includes upgraded driver designs, new crossover board layouts and components, and a new terminal cup that incorporates dual set of gold-plated inputs for use in bi-wiring / bi-amping applications.

These improvements take the already award-winning sound of these models to the next level for the ultimate listening experience. This training module will take you on a deeper dive through the evolutionary updates of both models in greater detail.

If you are already enrolled in HARMAN University, look for an email announcement in June when the course is released. If you have not enrolled, take a moment and enroll by clicking [here](#). You will find a wealth of great product information on the products offered by HARMAN Luxury Audio.

Thank you for your continued support!





# Tech Talk

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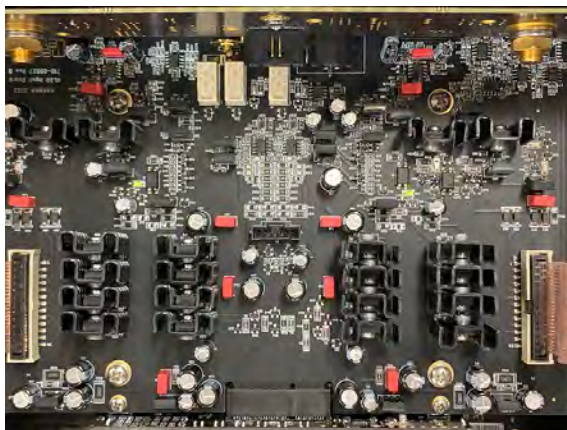
# Technical Highlights of the Mark Levinson ML-50 Amplifier

**By Danial Shimiaei | Director of Engineering, Mark Levinson**

The ML-50 amplifier was built to celebrate 50 years of industry-leading audio designs from the Mark Levinson brand. As part of its development, our engineering team was challenged to improve upon the performance of the award-winning N° 536 amplifier in every aspect possible. To achieve this lofty goal, we focused on five key areas of the design.

## **Input Circuitry**

One of the most impressive features of the ML-50 is its sound quality. That begins with the input circuitry. A new input board was designed with a patent pending fully differential (balanced) circuit that includes an enhanced method of increasing output voltage symmetry, reducing distortion, and improving overall stability. Within this board, an abundance of individual heatsinks are utilized on smaller transistors to ensure stable and reliable operations for years of consistent operations. With this improved and incredibly clean input circuit, we turned our focus to the output stage.



*ML-50 Input Board*

## **Output Circuit and Reserve Power**

While the core output circuitry of the N° 536 amplifier was retained, we sought to increase both overall rated power and dynamic capabilities for improved transient response. To achieve this, we increased the Class A bias to 20W RMS at 8Ω, and pushed the Class AB output to 425W RMS, with the ability to double that into 4Ω, and to be stable at 2Ω.

The power supply capacitance bank of the amplifier modules was increased significantly now holding 263,400 $\mu$ F in reserved storage to deliver power for the most demanding dynamic range requirements and not leave the output stage power starved. In addition, the massive custom toroidal transformer is capable of delivering immense amounts of power and allows the high-current output stage to drive even the most challenging loudspeaker loads.



*ML-50 Transformer & Output Channel Capacitors*

### **Thermal Profile**

One challenge of the increased Class A bias and output power is the additional heat that is generated within the amplifier. In terms of power consumption, class-A amplifiers use a significant amount of power even when there is no audio signal present, and this directly translated to an increased thermal profile.

During the design phase, the ML-50 was estimated to require dissipation of about 500 watts of idle power. It is challenging from thermal management and mechanical design aspects to dissipate that heat without forced air cooling. A forced air cooling system can result in unwanted mechanical vibrations and acoustic noise in the listening environment, something that was unacceptable in the ML-50.

To achieve proper convection thermal management, the ML-50 chassis is fitted with strategically located venting slots on the bottom, top, and inside the chassis to complement the externally mounted heatsink fins in allowing for proper convection cooling of the electronics from the inside of the chassis.

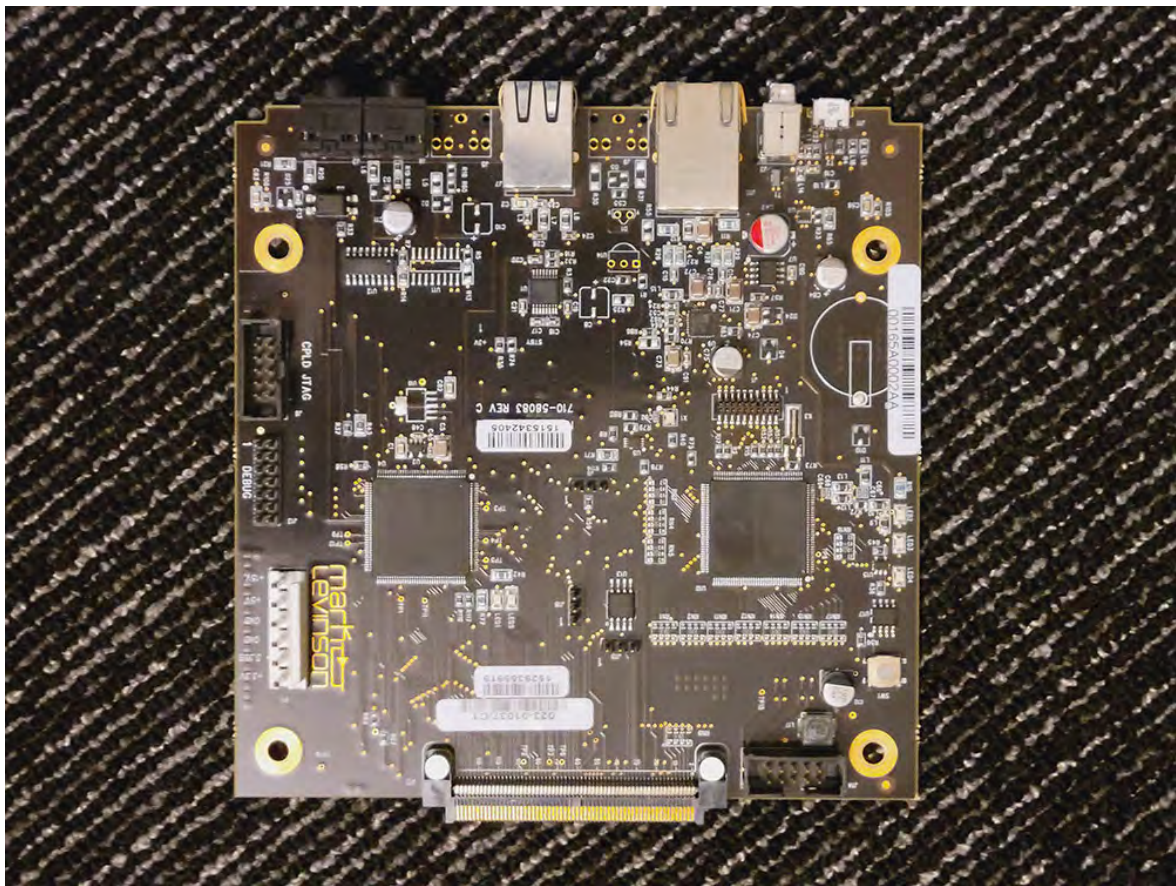


### **Processor & Fault Detection**

In design of high-power output amplification, it is paramount to ensure long term stability and protection during all modes of operation, as well as to ensure safety. In the ML-50, an extensive array of data is constantly monitored and evaluated by a sophisticated micro-controller to confirm accurate operations and provide a safeguard for the fault detection and protection mechanism.

Various voltage readings, current measurements, temperature parameters from individual circuits, PCBAs, and assemblies are continuously supervised and if any external or internal out of safe operating parameters are detected, the micro-controller will gracefully shut down the amplifier and enter a protection state. In addition to this supervisory and housekeeping role, the micro-controller enables external operation of the amplifier and provides a mechanism for operational/debug status monitoring. A webserver allows network monitoring of the amplifier as well.





*ML-50 Main Control Board*

### **Vibration Mitigation**

To further improve the performance of the ML-50 circuits, exterior vibrations are addressed by precisely designed and balanced feet assemblies. These dampen external mechanical vibrations preventing them from entering and impacting the chassis and associated electronics. The foot design even helps with thermal management by raising the bottom of the amplifier to allow increased airflow for the convection cooled venting configuration.



*Feet detail with integrated isolation*



# From the Audio Files

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# Residential Systems Magazine Reviews the Mark Levinson No.5909 Headphones



John Sciacca had a lot of fantastic things to say about his experience with the Mark Levinson No.5909 Headphones. His in-depth review covers everything from the HARMAN Curve to our packaging, the look and feel of the product and a full analysis of his listening notes. This is one of the most elegant reviews of the product and we highly recommend that your entire sales team read this extensive review.

Here are a few of his comments:

*'Mark Levinson has delivered a product that lets you enjoy an audiophile experience on the go – either with or without a cord.'*

*'Premium products exude a certain fit-and-finish, as well as an overall attention to detail, that elevates them above the pack, and the No.5909s live up to this standard. Every time you go to lift them onto your head, you'll appreciate the craftsmanship and components that went into manufacturing them.'*

*'I'm a big fan of loudspeakers that employ Beryllium drivers, so I loved the highly detailed sound of the No.5909s. What I noticed over and over were the tiny details I was clearly hearing that I'd never noticed before.'*

[Check out the entire article here.](#)



## MEET THE TEAM

Meet the HARMAN Luxury  
Audio Team



**Name: Dorian Waltham**  
**Position/Job Title: Field Support Engineer**  
**With HARMAN Since 2022**

*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 Dorian Waltham, Field Support Engineer.*



**ARCAM**

**JBL SYNTHESIS™**

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**mark  
levinson**

**REVEL®**

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

My primary responsibility is to provide technical assistance and support to clients and customers. In this role, I work closely with clients to understand their specific needs and provide remote troubleshooting and support. I stay up to date with the latest product features, technical specifications, and troubleshooting techniques to provide accurate and efficient support.

I also collaborate with the internal technical teams at HARMAN Luxury Audio to communicate customer feedback, report any recurring issues, thereby contributing to the improvement of product design and development.

**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?**

In school, I studied marine biology and obtained a degree in the subject. However, life often takes unexpected turns, and my career path shifted when I joined John Lewis & Partners, specifically in the Camera Department. It was during my time there that I had the opportunity to connect with Tom and Ed (HARMAN field support representatives). Through conversations and interactions with them, I developed an interest in the audio industry and the technical aspects of sound systems.

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

I believe that our career paths are influenced by a combination of personal interests, opportunities presented to us, and the choices we make along the way. Embracing new experiences and remaining open to unexpected possibilities has led me to where I am today.

Upon further exploration, I discovered that HARMAN Luxury Audio aligned with my growing passion for audio technology and customer support. The company's reputation for innovative products, commitment to quality, and emphasis on customer satisfaction resonated with my values and aspirations. The opportunity to contribute my technical expertise and problem-solving skills in a field I had developed an interest in was incredibly appealing.

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

Over the course of my career, the most important thing I have learned is the value of adaptability and continuous learning. The world is constantly evolving, and industries are rapidly advancing with new technologies, methodologies, and approaches. In order to thrive in such an environment, it is crucial to remain adaptable and open to change.

Moreover, throughout my career, I have come to understand the importance of building and nurturing professional relationships. Collaborating effectively with colleagues, clients and industry professionals not only fosters a positive work environment but also opens doors to

new opportunities, knowledge sharing, and career growth. Strong relationships built on trust and respect are instrumental in achieving success and overcoming obstacles.

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

Invest time in building a strong foundation of technical knowledge and skills. Familiarize yourself with audio principles, signal flow, acoustics, and audio equipment. This will provide you with a solid understanding of the fundamentals and serve as a strong base for further specialization.

Alongside technical expertise, develop strong communication, problem-solving, and teamwork skills. Effective communication is vital when working with clients, colleagues, and vendors. Problem-solving skills will help you tackle challenges efficiently, and teamwork skills will facilitate collaboration and foster a positive work environment.

Welcome feedback from supervisors, clients, and colleagues. Embrace constructive criticism as an opportunity for growth and improvement. Learn from mistakes and view them as valuable lessons that contribute to your professional development.

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

I am most proud of my ability to adapt and overcome challenges. Throughout my journey, both personally and professionally, I have encountered various obstacles and setbacks. However, I have always strived to face them head-on with determination and resilience.

**When did you realize you had a passion for music or audio? Was there any one band, song, or movie that did it for you?**

My passion for music and audio gradually blossomed over time, and it was influenced by various factors, including classic bands and action movies. While there wasn't a singular band, song or movie that solely ignited my passion, these elements certainly played a significant role in shaping my interest in the field.

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

Spatial audio technology has made remarkable progress, allowing for a more immersive and realistic audio experience. Techniques such as binaural audio, ambisonics and object-based audio enable the creation of soundscapes that can accurately replicate three-dimensional

sound environments. This technology has the potential to revolutionize various industries, including entertainment, gaming and virtual reality, by enhancing the overall immersion and creating a more realistic and captivating audio experience for users.

In conjunction with spatial audio, the development of virtual reality (VR) audio is equally fascinating. VR audio techniques aim to create an authentic and convincing sense of presence by spatially replicating sound sources in virtual environments. With the integration of head-tracking and personalized audio rendering, VR audio can provide users with a truly immersive and interactive experience, where sound seamlessly corresponds to their movements and interactions within the virtual space.

### **Favorite music genre?**

My favorite music genre is progressive rock. I am drawn to the intricate compositions, complex song structures, and the fusion of various musical elements that characterize this genre. The progressive rock genre allows for artistic expression, innovation, and musical exploration, often incorporating elements from classical, jazz, and other genres. The combination of technical proficiency, thought-provoking lyrics, and expansive musical arrangements found in progressive rock resonates with my musical sensibilities and offers a captivating listening experience.

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

"The Dark Side of the Moon" by Pink Floyd: This iconic album is a masterpiece of progressive rock, with its immersive soundscapes, introspective lyrics, and captivating musical journey.

"Abbey Road" by The Beatles: This album represents the culmination of The Beatles' musical genius. It showcases their diverse songwriting styles, harmonies, and experimental production techniques.

"Rumours" by Fleetwood Mac: This album is a classic in the realm of pop rock. Its emotionally charged lyrics, powerful vocal performances, and infectious melodies make it a perennial favorite.

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





# Dealer Profile

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# HiFi Home Theatre and Home Automation

**Rohan Furtado**

HiFi Home Theatre and Home Automation has a dedicated team of professionals who work together to provide premium home theatre solutions in the Bangalore, India market. The team comprises more than 25 individuals, including three partners who are actively involved in the company's operations and decision-making processes.

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

Ten years.

**How many locations do you have?**

Two locations in Bangalore, India.



**How did HiFi Home Theatre and Home Automation get its start?**

HiFi Home Theatre and Home Automation is a brainchild of like-minded techies with an industry experience of over ten years.

**How many people are on your team?**

In summary, the HiFi team consists of 25+ professionals, including partners, sales representatives, automation engineers, site engineers, and InterDesign carpenters and designers. Together, they work harmoniously to meet the needs of their clients and maintain their position as a premium home theatre brand in the Bangalore market.

### **Thoughts on the importance of training?**

Regular training enhances the technical skills of the staff in terms of product features & specifications, installation, and associated activities such as wiring and troubleshooting. It helps to underscore safety protocols and proper equipment handling. It provides necessary skills training for effective planning and coordination. Training also helps in developing interpersonal and communication skills for customer interaction.

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

HARMAN Luxury Audio provides the largest range of audio solutions to suit all room sizes, applications, and budgets. Moreover, ARCAM, Revel and JBL Synthesis products provide an unmatched, superlative experience to our customers. At our store, we feature a wide range of HARMAN Luxury Audio products including JBL Stage, Revel and HDI series. In our main theatre room, we feature the Synthesis SCL, SDP and SDA line of products for an outstanding performance and customer experience.



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

The luxury audio industry caters to audiophiles and consumers seeking high-end audio experiences.

The industry has faced challenges influenced by economic conditions, consumer spending patterns, and technological advancements. However, it has shown resilience and continued growth over the years. Strong brand appeal, reputation for craftsmanship and exceptional

sound quality contribute to the industry's sustained performance.

Furthermore, technological advancements such as hi-res audio and wireless connectivity provide new opportunities for Luxury Audio brands.

The demand for premium home entertainment and immersive audio experiences has been continuously supporting the industry's growth. Customization and personalization options attract customers seeking exclusivity and tailored solutions.

Moreover, collaborations with other related luxury sectors help in enhancing customer experience and opportunity for more business.

### **What is HiFi Home Theatre and Automation's mission?**

To provide exceptional and immersive home theatre experiences to our customers in Bangalore. We strive to be the premier destination for premium audio solutions, offering a curated selection of high-quality brands and personalized services. Our mission is to deliver superior customer satisfaction through expert knowledge, innovative technologies, and meticulous attention to detail in every project we undertake. We aim to create luxurious and customized home theatre environments that exceed our customers' expectations, leaving a lasting impact and establishing long-term relationships built on trust, expertise, and unmatched craftsmanship.

### **You have the floor. Anything else you want to share with us about HiFi Home Theatre and Automation that you would like the world to know?**

Home theatre system integration is a combination of electronic components designed to recreate the experience of watching a movie in a private theatre. A great custom home theatre system is much more than just a big screen and a few speakers. We believe it's all about an authentic movie experience within the comforts of your home environment, which is perfectly blended with imaginative architecture, designer lighting, calibrated acoustics, and impeccable viewing comfort i.e. just the setting you need to be transported into 'movieland' at the touch of a button. Our involvement goes beyond system selection and installation and can include everything from color, finish and materials of the ceiling and walls, to the selection of draperies and carpet and extends right up to custom seating. Whether the client is watching the news, the day's sporting action or the latest blockbuster, we ensure that his viewing experience will never be the same again.

