



**How to find the best loudspeakers?**





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## We can help you find the best loudspeakers

**Loudspeakers can do something that no other technology can do. Neither smartphones, flat screens or computers can do it. They can give you unique moments.**

You don't need to be an expert to get the best sound in your home. You don't need to understand loudspeakers or their technology.

Trust me. I have designed loudspeakers since 1984 and put my name on more than 100 different models.

How can you choose? Learn our simple method.

My simple message here is that a loudspeaker should bring you closer to the artists you love.

The music can make you happy or thoughtful but it is the loudspeaker (and its quality) that determines whether the music really grabs you or not.

It happens all too often that a music experience isn't really catching when you listen to a Hifi system. For the most part it is because the loudspeakers aren't good enough.

This booklet helps you to choose the best ones.



## You don't have to understand all the technical stuff

The good news is that buying loudspeakers is similar to buying shoes, clothes and other personal things.

You can read about it and talk to others, but you will learn much more when you try some yourself.

This is also true for loudspeakers.

You can study the technical stuff and maybe become fascinated by the advanced technologies, etc.

However, you can skip most of the tech talk. If you still can't keep your hands off technology, you should read our guide: "Technical specifications. What do they mean?"

The loudspeaker's world is filled with numbers. You can live without most of them.

## Compare SA with other brands

We recommend that you compare the sound from our loudspeakers with other brands. Good sound quality is so important and probably a bigger pleasure over time than a fancy design or a famous brand name.

## The loudspeaker is the most important device in your hifi-system

**Good sound requires good loudspeakers. There is no other way to good sound.**

The loudspeaker is responsible for 40% of the quality you get out of your hifi-system.

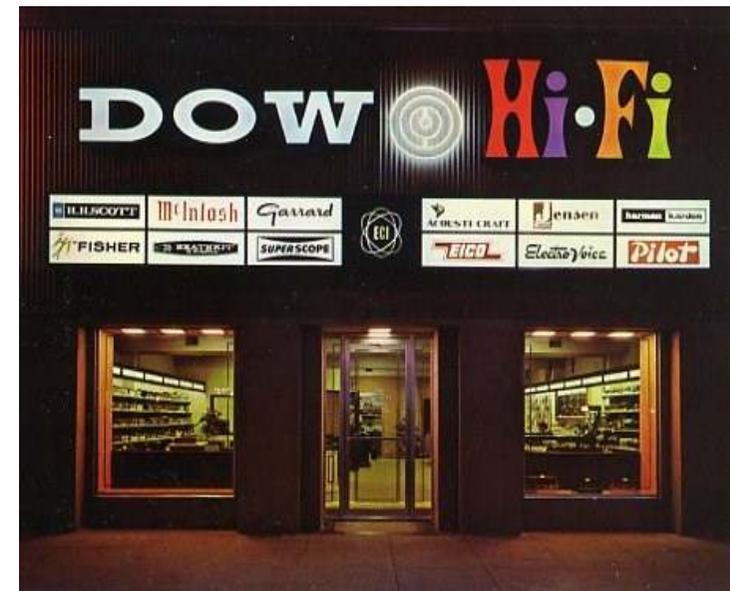
It means that no other device has got so much influence on the sound you hear. You can't save on the speakers and compensate for it by spending extra on one of the other devices. It will not work.

However, you can choose better loudspeakers and save a little on ex. cables and get better sound per dollar invested, because even the worst cables can't spoil as much sound quality as a pair of bad loudspeakers.

We are not saying that there is no audible difference between other devices in your system. There is. We say that the energy you spend on choosing a pair of good speakers, gives you the biggest and most audible return of investment.



The loudspeaker. An extremely important device.



## First of all. Find a good hifi-shop

To find the best loudspeakers, you need a shop to help you.

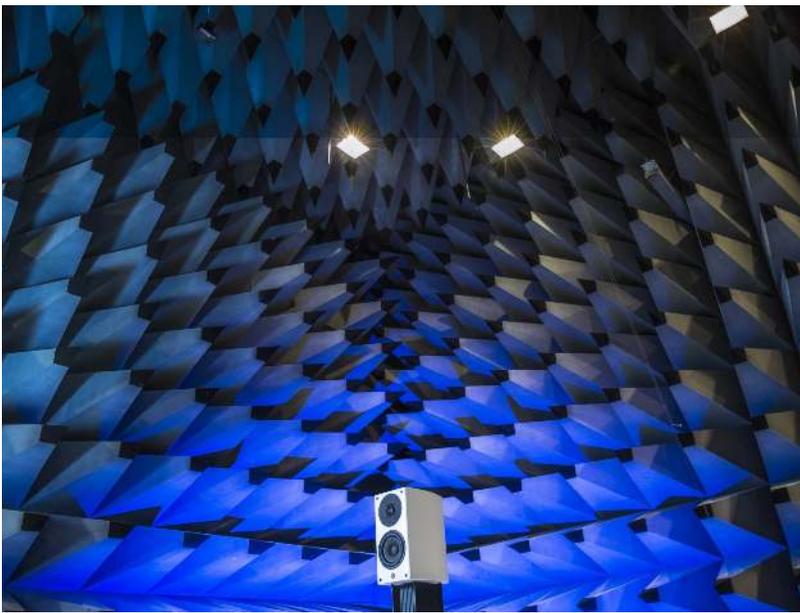
The best hifi-shops will give you the opportunity to compare the sound from different loudspeakers.

The employees know what they are talking about and they will answer your questions and share their personal experiences.

They know that good loudspeakers are vital to good music experiences and that's why you need to find a good hifi-shop.

SA speakers are not sold everywhere. Locate your nearest dealer on our website.

## Check out our safe and simple method →



# How to find the best loudspeakers

Ask yourself these three simple questions while you compare the sound from different loudspeakers.

## 1. Which loudspeaker creates the most natural sound from instruments and voices?

**Listen to acoustic music.** One of the loudspeakers on your shortlist will make the sound of an acoustic guitar more real, more present. This loudspeaker will also create the most natural sound of a singer, almost as if the artist performing in your living room.

The loudspeaker that is able to re-create the sound of instruments you know are the most reliable.

Identify the loudspeaker that makes it easier to understand the words that are being said or sung. This ability is really important for your future benefit from listening to music.

## 2. Which loudspeaker makes it easier to follow the rhythm of the music?

**Listen to modern music.** The music has a fundamental rhythm that allows you to follow the flow of the music.

One of the loudspeakers in your test will make it easier for you to follow the rhythm. Listen to drums and bass. Identify which loudspeaker that reproduces them accurately while giving a clear flow of the music. One loudspeaker might even make you tap your foot?

The loudspeaker's abilities in making it easy for you to follow the rhythm is very important for your future benefit of music.

## 3. Which loudspeaker is better at separating the sound of individual instruments?

**Listen to music with more than 3-4 instruments.** It is fundamental for a loudspeaker to be able to distinguish the sounds of different instruments. The loudspeaker should not present the music as a confused mix of sounds.

Try this. Compare the loudspeakers on your shortlist. One of them will make it easier for you to focus on each individual instrument or singer. The other loudspeakers will blur the image and force you to concentrate hard. This is not what you are looking for.

Choose the loudspeaker that makes it easy for you to enjoy your music.

## Why we can help

Since 1984, System Audio has been specialised in designing loudspeakers. With our experience we can share advise on loudspeakers like almost no one else.

At SA, we test loudspeakers in many ways. We develop acoustics on computers in a virtual 3D universe. We make electro-acoustic simulations. We test loudspeakers in anechoic chambers. Our loudspeakers are developed through a series of listening sessions and we are among the very few who have experience with scientific blind tests and user-driven innovation.

In other words: We know how to test loudspeakers in every possible way.

Here we give you a simple test method that covers all the complicated issues in a simple way.

A speaker simply can not pass this test, without being the best choice for you.

In the right column, you can see how to proceed.

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