



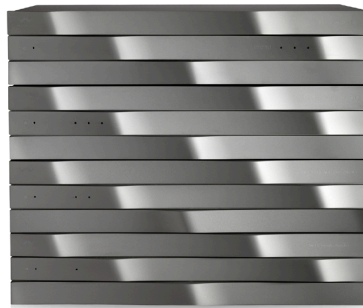
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**FOR IMMEDIATE RELEASE**

## Wisdom Audio Features New High End *Sage Series* Architectural and In-Room Audio Systems at 2008 CES

*Proprietary Wisdom Audio-Designed Transducer Technologies, Multiple Sizes, In-Wall, On-Wall, and Freestanding Configurations, Integrated Audyssey™ In-Room Correction Software, and Dedicated Electronics Bring New High Performance Solution to Dealers and Discerning Consumers*



Wisdom Audio Sage  
Series L75 and electronics

**CARSON CITY, Nev., Dec. 17, 2007** — Wisdom Audio ([www.wisdomaudio.com](http://www.wisdomaudio.com)), the leader in planar magnetic technologies with more than 85 years on-staff experience, is proud to announce that it will feature its new Sage Series high end architectural and in-room audio systems at the 2008 Consumer Electronics Show (CES), held in Las Vegas, Nev. from Jan 7-10 at The Venetian, booth 30-235.

Initially, Wisdom Audio will bring to market four speaker configurations, ranging from 20 inches to 75 inches tall, each available as an in-wall, on-wall, or freestanding solution. Multiple center channels, a multi-woofer in-wall sub enclosure, integrated Audyssey Laboratories™ room correction software, and dedicated electronics round out the new product offerings. Sage Series speakers incorporate new generation proprietary thin film planar magnetic drivers which allow for its narrow and shallow physical characteristics.

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“The Sage Series represents not only the continued growth of Wisdom Audio, but the evolution of high end audio systems for the entire home theater and installation market,” said Tom Bohlender, founder of Wisdom Audio. “Our team incorporates some of the best minds in the business, and is the reason why we are able to create, implement, and deliver such a revolutionary series of products, unlike anything the industry has ever experienced.”

The Sage Series, which are available as in-wall, on-wall, and standalone models in order to offer even greater flexibility to the customer and custom installer, incorporates purpose designed Wisdom Audio technologies that redefine form factor, high end performance, user experience benefits, realizable and consistent in-room acoustic results and installer/dealer installation/set-up benefits.

“We are offering a unique addition to the state-of-the-art through the incorporation of new, proprietary Wisdom Audio designed transducer technology, an innovative in-wall mounting system yielding improved sonic and structural characteristics, bi-amplified systems employing dedicated amplifiers, and a crossover/equalizer that utilizes Audyssey™ automated room correction software,” explained Mark Glazier, Wisdom Audio president. “The inclusion of all of these elements in each of our systems and the resulting performance achieved differentiates our offerings from all other known in-wall solutions.”

Glazier added that the in-room product allows Wisdom to deliver a high performance planar magnetic/hybrid series of products, designed in a narrow and shallow cabinet which has a small physical and visual foot print.

“Appealing through its performance to the most discerning music and film lovers and via its industrial design to the lifestyle segment, these offerings will have broad appeal depending on application,” Glazier continued. “The breadth of this complete series, ranging from in-wall to on-wall to in-room, while sharing a very similar complement of electronics and set-up/in-stall guidelines, will be quite desirable to the dealer and installer. Offering an install solution that allows the dealer to address such a wide variety of installation requirements is rare and, we believe, will be wholeheartedly welcomed by the dealer, installer, and, ultimately, the customer.”

The Sage Series incorporates Wisdom Audio’s new planar magnetic drivers that use costly “rare earth” or neodymium magnets, which provide a vastly stronger magnetic field than conventional magnets, while having to use fewer and smaller magnets to achieve this goal. This vital difference yields a number of critical improvements over what was possible only a few years ago, including higher sensitivity, higher achievable SPLs at lower frequencies, tighter control, reduced coloration, and improved directivity. Advances in construction, such as utilizing latest generation thin films and adhesive-less bonding processes, virtually eliminate heat induced failures. Wisdom Audio’s thin film diaphragms are also pleated using a proprietary, high pressure process that enhances thermodynamic stability while increasing its overall excursion capability, yielding unprecedented dynamic capabilities.

Wisdom Audio will also offer several electronic components for the Sage Series, including the SC-1 System Controller boasting a 7.3 in/14.3 out electronic crossover and acoustic room correction incorporating Audyssey MultEQ® XT. It also includes selectable RS-232 operable memory settings for optimized acoustic performance in

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varied music and film environments. A PC-based installation application configures the SC-1 for a particular complement of speakers in a given installation.

When installed by a professional installer using Audyssey MultEQ® Pro software, the Sage Series has the capability to deliver audiophile quality sound in an unprecedented variety of acoustical environments. Audyssey MultEQ® XT is the first technology to properly measure sound information throughout a listening area, and then analyzes this data to accurately represent the acoustical problems in the particular room. Based on these measurements, MultEQ® XT calculates an equalization solution that corrects for both time and frequency response problems in every listening position. MultEQ® Pro takes up to 32 measurements around the listening area and uses high resolution equalization filters for both satellites and subwoofers.

To ensure optimal in-room low frequency response, the bi-amplified Sage Series includes dedicated low frequency amplifiers in both the full range speakers and subwoofer. Respectively, these amplifiers are the SA-3 (3 x 500W), SA-2 (2 x 500W) for full range speakers and SA-1 (1000W) for the subwoofer.

Sage Series in-wall configured enclosures also represent a leap forward in installed speaker cabinet design. Each unit includes a full backbox so the speaker's acoustical output is confined to its own "cabinet" where each transducer is allowed to perform at its optimum, not left to chance by the varying acoustic environment of the home's wall structure. Each system is installed not with the usual dog toggle mounting configuration of most in-wall speakers, since these dogs eventually can compromise the structural integrity of the wall due to speaker vibration and humidity. It is instead installed with "Uni-Grip™" technology that provides a sonically superior, rigid aluminum frame that can actually reinforce the strength of the wall. The speaker extends only 1/8 inch from the wall so it is virtually unrecognizable, an aesthetic feature most people want when choosing a high performance in-wall speaker solution.

"Dealers and the CI market will finally have a versatile, high end audio solution for their customers to complement the wide range of high end video display devices," said Jon Herron, Wisdom Audio vice president, sales. "The Sage Series targets the gap between the improved performance of high end video displays and lack of appropriate and complementary high end in-wall/on-wall audio solutions."

For more information, please visit [www.wisdomaudio.com](http://www.wisdomaudio.com) or call (775) 887-8850.

#### **About Audyssey Laboratories™**

Audyssey Laboratories was conceived at the prestigious Immersive Audio Laboratory at the University of Southern California in Los Angeles, Calif. Dr. Sunil Bharitkar, Philip Hilmes, Prof. Tomlinson Holman, and Prof. Chris Kyriakakis were all involved in conceiving and creating the technology that was the basis for "spinning out" the company in July, 2002.

For more than 10 years, Tom and Chris have conducted research in audio signal processing, acoustics, and psychoacoustics. The results of their interdisciplinary research have been published in more than 100 technical journals and several books. One of the most challenging problems that they addressed was the comprehensive understanding of the negative effects of room acoustics on sound reproduction. It took five years of intense research and experimentation and more than \$5M in research funds to fully understand and solve this intricate problem. No other facility in the world had the scientific expertise and the resources to fundamentally examine and solve this problem.

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**About Wisdom Audio**

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic drivers and hybrid loudspeaker systems, with more than 85 man years experience on staff. Wisdom Audio founder Tom Bohlender, previously a founder of loudspeaker company Bohlender Graebener Corporation and a pioneer in planar transducer design, launched Wisdom Audio in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar and dynamic transducers optimized for high-performance, high-end audio reproduction applications. Its hybrid-technology systems have earned praise from the specialized media, earning them the coveted "Golden Ear" award from *The Absolute Sound* while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio's line of planar-hybrid loudspeaker solutions range from the Sage Series architectural products that include the world's most advanced in-wall speaker systems and culminate with the flagship Infinite Wisdom Grande, among the world's most expensive home loudspeaker systems. Wisdom Audio products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.