

BOWERS & WILKINS' SOCIETY OF SOUND

By Michael Roney

Have you ever wanted to sit between Lennon and McCartney at Abbey Road as they charge into “Revolution 1,” park yourself up close to John Coltrane recording one of his rambunctious solos, or feel the full force of the Vienna Philharmonic as it storms through Wagner’s *Ring* cycle? Indisputably, there are moments in music when you just want to be there—the closest you can get.

Fortunately, none of us need to settle for less, thanks to the ambition and single-minded dedication of John Bowers, who in 1966 set out to create the world’s best loudspeakers. His vision has become Bowers & Wilkins, today’s top-choice equipment for the audiophile culture that can be found everywhere from the sacred spaces of world-class recording studios to the premium personal audio now available.

SOUND AMBITION

When Bowers founded B&W Electronics 45 years ago in Worthing, on the south coast of England, his ambition from the outset was to live modestly and plow any profits back into the business to further research into the quest for the perfect loudspeaker. The investment paid off: B&W’s famous 801 speaker, launched in 1979, quickly became the reference speaker in many of the world’s classical recording studios, including Phillips, Decca and Deutsche Grammophon.

Always dedicated to pushing the envelope of performance, in the 1980s Bowers created a dedicated research facility in the picturesque village of Steyning in West Sussex. The lab has flourished over the years, and is often compared to a university physics department. It has produced some amazing breakthroughs in fidelity, the most recent example being the diamond dome tweeter now used in B&W’s flagship 800 Series models. Coupled with refinements throughout the speaker system, this latest innovation has pushed performance to new heights, with the 800 Series acclaimed by industry reviewers as the finest range of loudspeakers ever produced. “Using diamond as dome tweeter material has moved us a giant step closer to the theoretical ideal of zero distortion and, more importantly, takes the listener a giant step closer to the emotional center of a musical performance,” notes Doug Henderson, B&W’s vice president of sales and marketing.



B&W equipment can be found at the world-famous Abbey Road Studios

THE SOURCE FOR TRUE SOUND

Forty-five years from its founding, the company and culture formed by John Bowers remains dedicated to the pursuit of “true sound”—nothing added, nothing taken away from the music signal. Offering a wide range of premium speaker systems to suit nearly every application and budget, B&W also has become a worldwide expert community of aficionados, a “Society of Sound” that counts the world’s foremost recording artists, producers and performers among its fellows.

Ultimately, Bowers & Wilkins’ success has flowed from a simple premise: The very best sound systems will reconstruct the acoustic environment and put you where you want to be—the closest you can get.

Bowers & Wilkins



In pursuit of perfection

When John Bowers founded his company on the south coast of England in 1966, his dream was simple. He wanted to create speakers that neither added to, nor took away from the music. Speakers that could transport you to the time and place of the original performance— to the emotion of the moment. Forty-five years on, Bowers & Wilkins is the world's largest premium speaker brand. We produce models for nearly every home audio application and performance level, from the incomparable 800 Series Diamond used in Abbey Road Studios and by the most discriminating audiophiles to the award-winning Zeppelin iPod® speakers. Each one is an example of acoustic excellence and superb industrial design.

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