



PRESS RELEASE — ZU AUDIO®

SUBJECT: DEFINITION EVOLUTION

Our customers have been waiting two years for a new Definition loudspeaker and now, shock and awe, two come along at the same time!

How so? Well, we have been developing Definition for the last two years, looking at every aspect of its design from cabinet material and construction to drive units and the rest. At the same time we have launched other new models like Omen series and Soul Superfly, all of which carry evolutions of our full-range driver first seen on the original Druid ten years ago. All of this development and learning has led to Definition Mk.IV, a completely new design, and Definition Mk.III which is a 'transformation' of all previous Definitions in the market (Mk.I, Mk.I.5, Definition Pro, Mk.I.9 and Mk.II).

We could have just launched the new from ground up Definition Mk.IV into the market, but what we've learned with its development is that a number of its features can be retro-fitted, at the factory, into original Definition cabinets, specifically new full-range nanotech drivers, Event cable harness and new subwoofer amplifier and tuning, together with substantial internal cabinet modifications to increase structural rigidity and reduce cabinet noise. These modifications sum up to a transformation of all previous Definition models—the performance improvements on a Definition Mk.II, for example, are so advanced as to be worthy of a new model, hence Definition Mk.III it is!

So we're making the Mk.III a retro-fit for all existing Definition models, and pricing it as a highly cost-effective transformation so that existing customers get extended value out of their original purchase.

Also, we are using the Mk.III transformation as a trade-up vehicle into the new Definition Mk.IV for those who want to go the whole hog. So, in a nutshell, existing Definition owners have three choices:

- stay as they are, rocking out to classic Definition sounds
- send us their old Definition for transformation into Mk.III
- send us their old Definition for trade-up to new Definition Mk.IV

What's the score with Definition Mk.IV in terms of specification and performance, and how does it differ from Mk.III?

The most visible change for Definition Mk.IV is that we've replaced the rear four sub array of previous versions with a new 12" sub firing down into the floor. And while the cabinet size and shape look very similar, the Mk.IV cabinet design solves resonance and baffle issues in a completely new way, focusing on structural engineering and only using weight and mass where useful. The substructure is a 30 degree raked dual wall superstructure and elegantly solves both material resonance problems as well as dimensional. The baffle is the most unsound section of any loudspeaker cabinet, yet it's the portion of the cabinet with the greatest impact on fidelity. Here Definition Mk.IV uses its massive tweeter assembly as a stressed member of the framework, compressing 20 pounds of 1-3/4" [38mm] thick steel and 1-3/4" [38mm] thick billet 6061 aluminium—constraining the composite wood core right between our two full-range drivers, exactly where all this mass and strength will do the most good. The cabinet



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is constructed of a mixed materials pallet, the core being a composite high density fiberboard. Wood core to wood core joints are first mitred and strong-backed. Metal plates and braces are bolted into machined inserts, bolt on the 1-1/2" [38mm] billet 6061 aluminium base and 22 pounds [10kg] of subwoofer and you have a very sound framework that delivers a really well damped cabinet without the end result weighing a ton of bricks.

The on-board amplifier is now our own custom unit designed around the Hypex UcD400 module; we also fit this same subwoofer amplifier system into Mk.III.

Also, the driver complement of Definition Mk.IV features a Radian 850 tweeter that performs in a whole new ball-park to the tweeter fitted to earlier Definitions. The physical size of these things is just too big for retro-fit to earlier models.

Beyond that, the remaining Definition Mk.IV improvements are available through the Mk.III transformation:

- new nanotech full-range drivers
- Event cable harness assembly
- ZuB3 interface via speakON 8-pole (ZuB3 Convention)
- Hypex 400UcD G5 based subwoofer amplifier
- user controls and parametric tuning of deep bass incorporated in the the sub-amp system.
- machined 6061 aluminium enclosure for electronics

PRICING

Due to the nature of the upgrade and the fact that supply is governed by the return of earlier models Definition Mk.III Transform is strictly a Zu factory-direct model and will not be marketed through dealers. All Definition models taken in for trade-up to Definition Mk.IV will undergo the Mk.III transformation and will be sold direct from the factory.

Definition Mk.IV will be demonstrated and sold direct in the US and through our worldwide dealer network.

Mk.III upgrade for all existing Definitions; \$3,500.
New Definition Mk.IV (download price list)
New Definition Mk.IV with trade-in; \$8,500 (U.S. only)
Transformed 'new' Mk.III; \$7,000 (U.S. only)

Please inquire for further details including production schedule, terms, and options.