

## Profile of Key Person

The notable brand faithful to music and sound having absolute confidence in design and accurate manufacture of product.

Audience is an American maker that manufactures speaker system, audio cable, and power conditioner. The company origin goes back in 1972. The founders are two persons; one is John McDonald, a businessman and music lover, who is the present president and visited us for this interview. And the other is Richard Smith who was an advanced engineer and hi-fi lover (he passed away in 2009).

John becomes 69 years old by the end of this year and he has a touch of somewhat carefree bright grandpa with nice personality. However, it turned out in the interview that he has firm taste to music and sound and speaks with considerable conviction. Although I wrote before that the two founders met in 1972, there were many complications and the present Audience was founded in 1997. But, it was not until 2009 that the full-range speaker was released. At the beginning development was done using the driver unit of other company, but it did not work. The satisfactory speaker, he said, was completed finally using the unit developed at his own company.

John McDonald said, "We pursued the merit of inserting no crossover network. Transient response is then wonderful. " He said that he liked electronics and speaker from his childhood, and he listened to rock 'n' roll using Bose 901. And exceeding 60 years old, he at last released the loudspeaker of his wish that should be called his lifework. As I reported to the page 96 of this issue, the speaker is surely good sounding with extraordinary characteristics. Incidentally it was Roger Shaker (genius, but passed away two years ago) that designed the driver unit. Another product Roger developed is the power conditioner (clean power supply) that is also worthy of remark.

There was an interesting experiment during the interview. As a feature when developing Audience inter-connect cables, cables should not be unnecessarily thick in order to control mass and to dump eddy current. The experiment showed this design concept.

When the suitcase containing the experiment set was opened, there were two copper pipes of the same diameter. However, the wall of one pipe is thin and the other is thick. When a larger iron ball like pachinko ball passes through in these pipes, it rolls at the same speed if the ball is not magnetized. However, when a magnetized iron ball is used, the ball rolls slowly along the surface of the wall in the thick pipe, while in the thin pipe the ball rolls taking only a quarter of time. This demonstrates that the electric signal flowing through cable conductor produces a magnetic field and resistance becomes stronger as the conductor becomes thicker. The experiment was really interesting.

The interview convinced us that Audience has absolute confidence in the design of product as well as manufacturing accuracy and John McDonald's faith to music and sound plays the leading role at Audience.

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