

OUT OF THE BOX

IAS Loudspeakers Ltd

When did you start the company? Post lockdown, though research began just before this time.

Is making a loudspeaker an 'art' or a 'science'?

Science is key, but variables inevitably influence and define what is reproduced across a room from a given loudspeaker design. Therefore, a designer has to assume certain skill sets as *artisan in sound* as adjunct to scientific measurement parameters where accomplishing the shaping of such influences toward a perceptibly realistic reference level can assume as near lifelike representations of a given recorded performance.

What makes your loudspeakers different to other brands?

From original horn loading concepts derived from efficient cinema-theatre loudspeaker systems of the 1930's and the subsequent experiments in home high-fidelity from the 1950's onward, the Beaulieu 40R has deployed, with some subtleties of re-design, the acoustical benefits of these earlier concepts, but from a more size-efficient enclosure. This, in combination with the use of critically matched speaker units and a clever minimalist *series* crossover, tailors the presentation to a more neutral and transparent purpose than coloured sounding horn designs found elsewhere. Additionally, with bare minimum critical enclosure damping, this not only affords the loudspeaker system the widest possible dynamic-range envelope, it also achieves the lowest bass extension of any stand-



mount loudspeaker made, and with speed, thanks to a low resonant frequency bass/mid-range unit that increases the sound-stage to levels normally associated with floor standing designs of much larger proportions. The crossover design also affords a far more open and expressive treble response, giving realism that influences the system as a whole to more dynamically realistic levels that assimilate real-life sounds. Further considerations such as the attention to wiring and the connections deployed, standards of crossover components used and system isolation, all contributing to heighten the performance still further through judicious tailoring.

What challenges do you face in making and selling loudspeakers?

Reaching musically attuned people who seek heightened musical experiences in the home in an age of compressed media, convenience and time-constrained lifestyles.



Where do you hope the company to be in five or ten years?

To merely continue with a base of clients, equally sharing a love of music, with an engaging product that acquits itself more than admirably.

Where can consumers hear about your products and find out more?

Full details on the Beaulieu 40R loudspeaker system can be found at www.iasloudspeakers.co.uk or by contacting Carl Beckwith on +44-(0)7947-122806 (weekday business hours only). The Beaulieu 40R is on permanent demonstration (by appointment) in the historic North Dorset Saxon town of Shaftesbury, just south of the A303. +

🌐 www.iasloudspeakers.co.uk

