

INTRODUCING THE LOUDSPEAKER OF THE FUTURE

THE FULL RANGE HEIL AIR-MOTION SOUND SYSTEM BY ESS



**Transar/atd, the world's
most accurate reproducer.**

Five years ago last March, ESS, a small California corporation, electrified the high fidelity world by introducing the AMT-1, the first loudspeaker to incorporate the Heil air-motion transformer as its midrange and tweeter. Two thousand AMT-1 's were sold in the first ten days; twenty thousand in the remaining nine months of 1973 — more loudspeakers than any similarly priced loudspeaker in history.

Like all great breakthroughs, the Heil was not just a mere improvement on conventional technology; it was the discovery of a better way that applied the *principle of leverage* to loudspeaker technology for the first time. All speakers are "transducers". They all *convert* electrical energy into acoustic energy. But only the Heil is also a "transformer" that *increases* the energy velocity 430 percent.

This increase in velocity is the crucial difference. Acceleration capacity is as vital to a loudspeaker as power is to an amplifier. That extraordinary increase in velocity gives the Heil its great clarity and definition, superb dynamic range, crisp transients and superior dispersion — in short, its audible superiority.

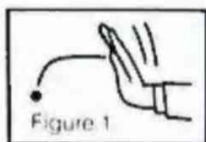


Figure 1

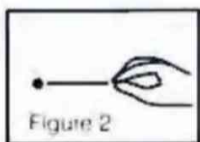


Figure 2

Dr. Oskar Heil's cherry pit illustration

tion. Imagine trying to "shot put" or *push* a light object like a cherry pit (air) with the palm of your hand (a speaker cone). It won't travel very far or fast (Fig. 1). Now put the pit between your thumb and forefinger and *squeeze* (Fig. 2). It squirts out at high velocity. The physics of the Heil are just this simple and brilliant.

Transar/atd, the first full range Heil air-motion sound system, uniting the Heil air-motion transformer with the new Heil low frequency driver, is an equally astounding breakthrough. Transar's technical brilliance can be explicated at great length, but not in a few paragraphs.

However, we invite requests for ESS's theoretical monograph "Transar: A Study in Genius, A Study in Physics". But Transar is not the kind of product that stands or falls on theory. Its profound superiority is something one experiences with a sudden "shock of recognition". Treat yourself to the loudspeaker of the future. Experience Transar.

transar/atd

The Heil achieves this virtually "instant acceleration"™ by **ESS inc.** 9613
squeezing air rather than *pushing* it. A simple experiment dramatically illustrates the superiority of the squeezing mo-

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MUSIC

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PLEASE WAIT HERE & A MEMBER
OF OUR TEAM WILL BE WITH
YOU SHORTLY.

Or press finger HERE