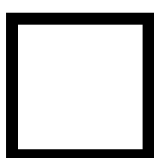


# ESS Wins On Campus



## In comparative tests, students attending U.G.L.A. judge ESS superior to JBL, Bose, Pioneer, AR, and Cerwin Vega.

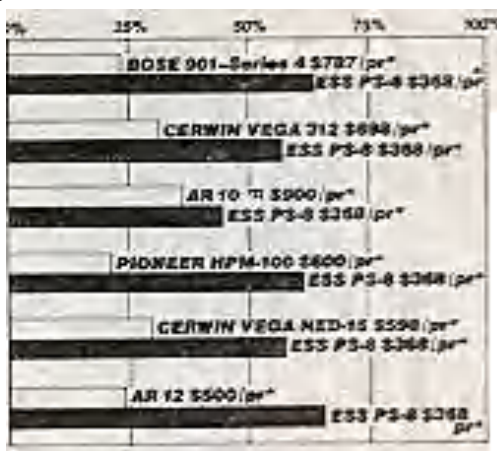
In a recent blind listening test involving hundreds of students attending U.C.L.A., ESS speakers were judged superior in overall performance to other top speaker



brands, sometimes by margins of nearly 3 to 1. The controlled test was conducted under the supervision of an independent national testing laboratory.

The participants compared ESS against comparable priced models from Bose, JBL, Pioneer, AR and Cerwin Vega, in an environment designed to simulate home listening conditions. Loudness differences were electronically equalized.

For three continuous days, groups of up to 30 students listened, without knowledge of the speaker model or brand, to the same musical material played on all the speakers. They were then asked to choose which speaker, in their opinion, sounded best. Tests were conducted for clarity, accuracy and freedom from distortion.

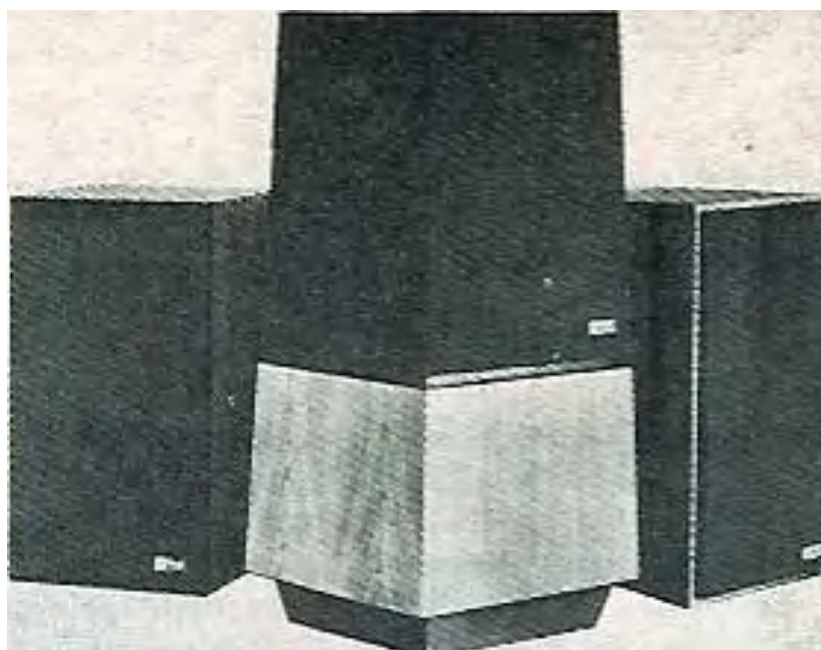


Students repeatedly selected ESS speakers in 13 out of 14 head-on comparison tests—even, as the graph above reveals, when compared to far more expensive competitive brand models.

ESS project technicians acknowledged that they were not surprised. "We would not have conducted such controlled, precisely monitored tests, had we not been confident of the superiority of the ESS Heil

Air Motion Transformer." The Heil Air Motion Transformer midrange tweeter, invented by Dr. Oskar Heil, creator of the FET, is a unique principle of sound reproduction licensed exclusively to ESS. By squeezing the air instead of pushing it, the Heil achieves degrees of clarity, linearity and airiness unattainable with conventional drivers."

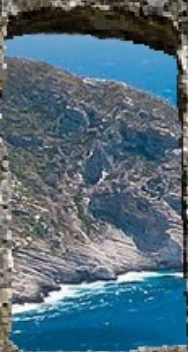
ESS will be conducting the same comparison test on college campuses across the U.S. Watch for the dramatic results from the University of Wisconsin at Madison to be unveiled in coming weeks. Or better yet, visit your local ESS dealer and ask to take the ESS Listening Test personally. See if you, too, can't hear the difference.





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