

Russound Engineering Advantage™

Nov. 2002

Meet Ian Popken: musician, luthier, and speaker engineer.



A successful product is dependent on it's most basic parts



Experiment, build, check and double check



Result: a product that you would use yourself



Voicing the right materials for the best in-wall sound



Combined experience from the speaker industry

Clear objectives ~ A Trained Ear ~ An Eye for Design

m Advantage
ISO-MOUNT



TL Advantage
TWIST & TILT



Clear Objectives

"The best of efforts can't help you unless you're pointed in the right direction"

Against a veritable sea of custom loudspeakers on the market, Russound was not about to jump into the game with a "me too" offering. Only a fresh, innovative, value-added range of products — products that offered a real advantage over the competition- would do.

So Russound did their homework. A formidable design team was assembled, each specialists within their field, who then set out to establish clear objectives, based on the needs of the designer/installer as well as the end user:

More flexible ~ Easier to install ~ Better sound by design

A Trained Ear

"Many designers can claim to have a great ear, but few have much to back that up"

Ian Popken, Russound's principal loudspeaker engineer, is also an accomplished luthier (a maker of string instruments) and classical guitarist. Besides working for top loudspeaker companies such as KEF and Boston Acoustics, Ian brings with him the skills used in instrument voicing and solo classical musicianship.

Andy Lewis, Russound's Director of Product Development, adds even more to the loudspeaker table, having been with a number of world-class loudspeaker companies, such as Acoustic Research and B&W. Lewis leads the Russound Design and Engineering department to deliver leading edge solutions products.

An Eye for Design

"World class design capability doesn't happen by accident"

Allen Boothroyd and his UK based firm Cambridge Product Design are world-renowned. Responsible for many of the CE industry's most significant designs, Boothroyd and company provided critical industrial & mechanical design for the Russound ADVANTAGE product line. Cambridge Product Design was an integral ingredient in the pursuit of our design objectives.

More flexible ~ Easier to install ~ Better sound by design

Each of these objectives will be featured in subsequent editions of Spotlight on Advantage

Russound 5 Forbes Road, Newmarket, NH 03857, USA
the right connection ☎ 603-659-5170 📠 603-659-5388
☎ 800-638-8055 📠 800-915-5519

Russound is a leading designer, manufacturer and supplier of state of the art audio/video and connectivity products. Founded in 1967, the company is based in Newmarket, New Hampshire and proudly markets their products throughout the world. Russound is known for excellence — in its products, service and people.