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FOR IMMEDIATE RELEASE

Wisdom Audio Introduces Next Generation Planar Magnetic, Thin Film Drivers at 2007 CEDIA Expo

Wisdom's New PMD's Include a Number of Critical Improvements Over what was Possible Only a Few Years Ago, Including Higher Sensitivity, Higher Broadband Achievable SPLs, Reduced Coloration, and Controlled Directivity

DENVER, Sept. 6, 2007 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic loudspeaker technologies with more than 85 years on-staff experience, is proud to announce the introduction of its next generation planar magnetic, thin film drivers. The new drivers will be initially featured in Wisdom's new Sage Series speaker systems, which will be launched at the at the 2007 CEDIA Expo, held in Denver from Sept. 6-9 at the Colorado Convention Center, booth SR-12.

“Our new planar magnetic drivers use costly ‘rare earth’ or neodymium magnets, which provide a vastly stronger magnetic field than conventional magnets, while having to use fewer and smaller magnets to achieve this goal,” said David Graebener, Wisdom Audio executive vice president. “This vital difference yields a number of critical improvements over what was possible only a few years ago, including higher sensitivity, higher achievable SPLs at lower frequencies, reduced coloration, and controlled directivity. Advances in construction, such as utilizing latest generation thin film substrates and adhesive-less bonding processes, virtually eliminate heat induced failures allowing us to achieve lifelike dynamics and high broadband SPLs from compact drivers.”

Planar magnetic driver technology offers significant benefits over traditional dynamic driver technologies, especially at all frequencies above the bass (where dynamic drivers still tend to make the most sense). PMDs provide superior detail, outstanding dynamic range, and controlled directivity as compared to alternative technologies, all of which add up to create a more consistent and realistic level of performance in the home.

Wisdom Audio's thin film diaphragms are also pleated using a proprietary, high pressure process that enhances thermodynamic stability while increasing its

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overall excursion capability, yielding unprecedented dynamic capabilities. These thin film diaphragms improve sensitivity while standing waves on the surface of the diaphragm are all but eliminated. As a result, these planar magnetic drivers manage to surpass other planar magnetic designs in both detail and dynamics. The difference between this new generation, high performance design and dynamic, ESL, ribbon, or other planar magnetic designs is not subtle and must be experienced to truly be believed.

“Wisdom Audio has developed a number of planar magnetic technologies that fully capitalize on the strengths of PMDs while mitigating or even eliminating the few weaknesses,” explained Mark Glazier, Wisdom Audio president. “Designed for a high level of performance as an in-wall, on-wall, or in-room option, our proprietary next generation planar magnetic thin film drivers allows Wisdom to deliver a high performance planar magnetic/hybrid series of products that are designed in a narrow and shallow cabinet which has a small physical and visual footprint. These drivers yield effortless dynamic capability, clarity, low distortion, high achievable SPL range and extended high frequency response setting a new standard in architectural speaker solutions. These state of the art PMDs are ideal for any high performance speaker system—freestanding or in-wall. While it is impossible to claim that any speaker is perfect, some do get significantly closer than others... and Wisdom Audio’s innovative transducer technology now leads the way.”

Initially, Wisdom Audio will bring to market five Sage Series speaker configurations, ranging from 15 inches to 95 inches tall, each available as an in-wall, on-wall, or freestanding solution. Multiple center channels, a dual woofer in-wall sub enclosure, integrated Audyssey Laboratories™ room correction software, and dedicated electronics round out the new product offerings.

“Wisdom Audio is the leader in the development of PMD loudspeaker technology, pushing it to new heights of performance while addressing some of the inherent limitations of planar magnetic designs,” added Glazier. “The many innovations seen in Wisdom Audio products are a testimony to both the experience and the creativity of those involved, some of whom have been designing planar magnetic drivers for more than 30 years.”

For more information, please visit www.wisdomaudio.com or call (775) 887-8850.

About Wisdom Audio

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic drivers and hybrid loudspeaker systems, with more than 85 man years experience on staff. Wisdom Audio founder Tom Bohlender, previously a founder of loudspeaker company Bohlender Graebener Corporation and a pioneer in planar transducer design, launched Wisdom Audio in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar and dynamic transducers optimized for high-performance, high-end audio reproduction applications. Its hybrid-technology systems have earned praise from the specialized media, earning them the coveted “Golden Ear” award from *The Absolute Sound* while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio’s line of planar-hybrid loudspeaker solutions range from the Sage Series architectural products that include the world’s most advanced in-wall speaker systems and culminate with the flagship Infinite Wisdom Grande, among the world’s most expensive home loudspeaker systems. Wisdom Audio products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.