



# arena

...more Press  
coverage...

# T3



**EXCLUSIVE**  
**SONY GETS**  
**IT RIGHT...**  
...with the MP3  
Walkman

**FIRST LOOK**  
**NINTENDO DS**  
**GAME BOY GETS A**  
**TOUCHSCREEN**



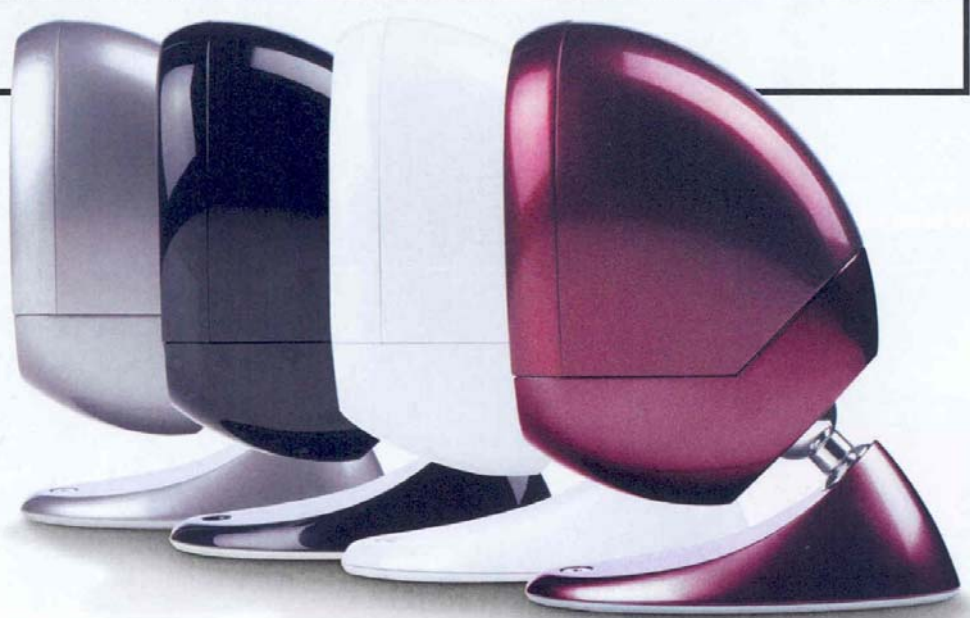
**3G THRILLERS**  
**THE ULTIMATE VIDEOPHONES**

# 2005 exposed

Next year's  
hottest gadgets

JANUARY 2005 £3.70  
0.1  
futura  
Media with passion

**t3 FILE**  
NEWS



**TANNOY ARENA 5.1 £1,200 DUE JANUARY**

Following the success of KEF's egg-shaped home cinema speakers, everyone and his dog has tried and mostly failed to create a 5.1 package that's as funky and sounds as good. But now that wily old British gentleman of hi-fi speakers, Tannoy, has stepped up to the plate with the tasty cast-aluminium Arena line-up. Featuring four satellites and a larger centre – all with the company's trademark dual-concentric drivers – plus a suitably flashy subwoofer, it's available in bronze, silver, white or black.

New & updated Tests, advice & news from the world of super-thin TV

# WhatPlasma & LCD TV

| Best Buys | Portables | High Definition | Home Cinema |

## SYSTEM BUILDING



### Bring the Noise

#### Tannoy Arena Speakers, £1,200

Tannoy has been kicking up a fuss over its latest slinky speaker set, which comes in a number of finishes to cater to the tastes of the modern consumer. Perhaps most importantly though, the system is tailored to deliver the modern movie soundtrack with both clarity and power.

The speakers feature a 5in drive unit which incorporates the company's WideBand technology to provide a more integrated sound field when used with the active subwoofer. The sub looks the part and utilises a 300W driver to create an amazing bass, incredibly powerful when considering the fairly low cost of the system. You can buy the whole system or build your own as required, with Tannoy asking £199 per Satellite, £249 per Centre and £449 for a Sub.

■ 01236 420199

■ [www.tannoy.com](http://www.tannoy.com)

Design Technology Entertainment

# HiLife™



WINTER

## ProductNews

### Tannoy your neighbours

Looking as good as they sound, Tannoy's Arena series speaker set has been designed specifically for home cinema enthusiasts that are as concerned about aesthetics as with booming acoustics. The set, which is available as either a 5.1 or 2.1 system, includes an active 300W subwoofer and is available in silver, black, white or bronze (as pictured). Each satellite features a breakthrough in technology for Tannoy. The company has used its Wideband expertise in a 5in version of its point source Dual Concentric drive unit. The 5.1 set costs approximately £1,200.

■ [www.tannoy.com](http://www.tannoy.com)

■ 01236 420199



INTERNATIONAL SMARHOUSE | SURROUND SPEAKERS

## Speak in Turn

Sound to the left, sound to the right, sound all around – if this is your idea of sonorous heaven, then welcome, says PAUL RIGBY, to the wonderful world of surround sound speakers...



### Tannoy Arena

Combining designer looks with exceptional acoustic performance, the radical looking Arena system from Tannoy is a work of art. The satellites benefit from Tannoy's renowned WideBand expertise, featuring a brand new miniature (5-inch) version of their world famous point source Dual Concentric drive unit. The dedicated centre channel is equipped with a supplementary bass driver to augment power handling and, like the satellites, is magnetically shielded to eliminate colour fringing effects when placed in close proximity to a television.

A powerful 300W subwoofer is also part of the range, integrating seamlessly with the other speakers and delivering controlled low frequency acoustics. At the design's core is BASH amplifier technology, a patented high-efficiency power amplifier circuit topology, which makes use of the best of Class D and Class AB, whilst a patented switch mode power supply facilitates exceptional performance. Finished in high-gloss bronze, white, black or silver, the Arena is as beautiful as it is powerful.  
Stockists: +44 (0)123 642 0199  
[www.tannoy.com](http://www.tannoy.com)

# newdesign

issuetwentsix2004

## Cabinet meeting

**Magnetic attractions**  
Constructive thinking

**Field of dreams**  
See the light

**Easy riders**  
Bike to the  
future



Sport | Courses | Shoe design | Supernatural | Design management

brand



# Thinking outside the box

**Tanya Weaver looks at how Factory Design has helped transform the Tannoy brand from one synonymous with a wooden box to one that is defined through style, detail and innovation**

<b>Tannoy</b>	<b>Audio products</b>	The history of Tannoy goes back to 1926, commencing shortly after the start of broadcasting in London. Guy Fountain an engineer was looking into ways of simplifying the battery charging process, with the aim of designing a charger more suitable for use in the home. To do this a rectifier was necessary. He produced a rectifier using two different metals: tantalum and a lead alloy. Thus the name Tannoy was coined. Fountain set up a tiny factory in London to manufacture these rectifiers and Tannoy the company was born. Since then the company's expertise in sound reproduction has become world-renowned. Their vast loudspeaker and amplifier portfolio are suitable for all aspects of the install business.
<b>Name</b>	<b>Product</b>	<b>Company history</b>

As consumers we do not purchase a product merely for it to perform a function. If we are to spend a rather substantial amount of money we want to make sure that not only are we buying a 1st class product but that the design and look of it is 1st class too. There is no denying it, with the growth in design-consciousness in lifestyle products we show loyalty to a brand often because of the way it looks, how it makes us feel and, of course, how it will make other people feel about us. When it comes to home theatre systems there are a lot of products to choose from. However, we are not only buying the product that provides the best rhythmic clarity and acuity but also one that is matched by the sharpness of its looks. Visual styling v.s. visual blandness - no contest really!

In 1998, when Gavin Thomson of London-based consultancy, Factory Design, first started working with Tannoy the company's speakers, as great as they sounded, looked like everyone else's at the time - black and boxy. During the past five years Factory have tried to shed Tannoy's heritage of the wooden box which the brand was synonymous with.

The first range it worked on with the speaker manufacturer in order to modernise and upgrade the image of its products was Dimension launched in 2000. "Initially the challenge was not just about bringing design to Tannoy but understanding their culture. Helping to take them forward in a stronger way," explains Thomson.

Tannoy's heritage is in wooden box cabinets of all shapes and sizes, some big enough to dwarf the average person, and so, together with Factory, they have been careful when taking on this expanding market. For example, compactness is essential, but what is it that people want from a Tannoy product?

At that time its cabinets were rather under designed - dictated by volume and construction rather than design. The trapezoid form of the new range however was still dictated by issues of sound rather than style but the presentation - a cherrywood case trimmed with polished aluminium and black velvet - marked a modern and lush departure from the previous old-fashioned blandness.

Over the past five years the two companies have worked together to develop a design language and due to the company rethinking its attitude to styling, adopting new methods and understanding its positioning, it has experienced good successes and challenged existing marketplaces. According to Thomson, Factory have not shaken its heritage but rather built on it. As an external consultant, it tried to challenge when necessary but also ensure that the communication of ideas was fully understood. He makes it clear that they were never dogmatic in their approach to Tannoy: "We tried very strongly to make sure they have made the correct decisions." Tannoy has the engineering expert-



ise and innovation and Factory provided its design skills as well as its ability to anticipate trends. "Successful design is about a good collaborative relationship with a client," Thomson explains. During these five years the design consultancy has helped define Tannoy's product identity through style, detail and innovation and together they have created seven ranges that have reached the marketplace without compromise.

However, it is the recent launch of the Arena range that marks a definite move away from the box look. The brand is now not only known for its function and sound but also for its contemporary looks and design. In its advertising literature, the company confidently claims that the system's contemporary looks will add a touch of class to a luxurious boardroom, chic café or stylish restaurant.

Dual-concentric technology has always been synonymous with the company, so this represents the core of the new system, redeveloped as a new miniature 5-inch version. The satellite 'pod' comprises the standard offer, with an optional grille and inter-replaceable soft fascias to suit the range of body colours or open up colour for customisation. The grille is inspired by a microphone 'pop' shield allowing a more discrete presentation without fully hiding the dual-concentric drive unit behind it.

The consumer can also upgrade the system with a tabletop stand or floor stand option. Both stands have been sculpted to accept the standard



## brand



**Speaker's corner** | 1. The new Arena series satellite pods | 2. Tannoy's marketing campaign for its new loudspeaker's does indeed indicate that it has entered a new era of styling and performance | 3. Table and | 4. floor satellite pods



satellite pod and create an overall form that is both elegant and harmonised. The tabletop version has a polished chrome articulating joint which helps with cable management and allows for the stand to be angled in different directions as well as wall mounted. The 'subwoofer' unit has been designed to make best use of lower cost wooden box construction which, through innovation, allows the consumer to orientate the non-directional bass frequency downwards, sideways or

upwards depending on personal preference or physical constraints. As Thomson points out, no two rooms are the same and obviously a room cannot be designed to suit the speakers. However, they have been made to be as flexible as possible. The range comprises of four satellite loudspeakers, a centre channel loudspeaker and an active subwoofer that are available in a choice of high gloss colours - bronze, silver, white or black.

The system has a contemporary and modern feel while also giving an air of familiarity and associated visual comfort... a far cry from a wooden box! The overall product offer combined with confident graphics and marketing materials is as strong an offer as Tannoy has ever made and as the company's advertising campaign states - it does indeed indicate a new era of styling and performance.

According to Thomson, the company has not been a leader in the field of audio systems however, with the launch of Arena it can now lead their own way and set their own standards, as they have all the expertise to go ahead. He is really excited about how much the company have progressed and embraced the design process. "Their advertising campaign for Arena proves that you can create an image but you need to market and sell that image. Tannoy now possess the confidence to do this and subsequently just grow in strength as a brand," he concludes. ■