

FURUTECH

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Furutech Room Diffusers Acoustically Treat Listening Rooms

Tokyo • September 7, 2006 • Furutech Co., Ltd., manufacturer of analog and digital audio and video cable and accessories unveil their effective yet discrete Furutech Room Diffusers. They clean up standing waves and diffuse reflections while blending easily into any environment. Recording studios use them, and home enthusiasts find them not only effective but visually appealing in their elegant silk covering. Plus they're easy to place with a variety of included mounting hardware.

Experienced listeners know they're actually hearing the interaction of their speakers with the room when enjoying their audio systems. As sound waves propagate and energize the space they react with each other and the room boundaries in complex, overlapping ways.

Think about sound waves as water ripples when considering room acoustics. Sound splashes to the corners of the wall behind the speakers and reflects back towards the center of the wall where they meet out of phase with each other. This causes standing waves creating peaks and nulls in the frequency response. First reflection points on side walls between the speakers and the listening area plus ceiling and floor reflections muddy the clear, direct-arriving sound.

The results are bloated, confused and opaque sound, no imaging or focus, boomy, loose bass, slow, impenetrable midrange frequencies, and narrow bands of bright, ear-splitting highs.

These naturally-occurring acoustic phenomena guarantee the sound is never the same from one place to the other in your room – thin bass at one location gives over to overwhelming bass in another, effectively masking higher frequencies. The lack of detail and transparency leave movie soundtracks indistinct and difficult to understand, surround effects less enveloping, while music loses its dynamics and sparkle.

The Elegant, Effective, Unobtrusive Solution: Furutech Room Diffuser Panels

Furutech offers powerful room correction in a lightweight, cost-effective, package. The elegant, unobtrusive Furutech Room Diffuser Panels include hardware for wall and/or ceiling mount, plus footers for freestanding use.

Each unit consists of carefully shaped interior air foam polystyrene dampers designed by Furutech engineers. Top, bottom and rear sides are fashioned in wood. Plastic side panels cap the outer surface of 100% silk. These are, by a wide margin, the most domestically acceptable and powerfully effective audio accessories you may ever own.

Easy Placement • Immediate Positive Results

There's no need to cover your walls with unattractive tuning panels! Following the classic Rule of Thirds, at a minimum, use one Room Diffuser centered on the wall behind your speakers. A more useful setup for smoothing the frequency response is using two Diffusers, one behind each speaker. Ideally, the most effective way to clean up standing waves and reflections is by using three panels spaced at $1/3^{\text{rd}}$ intervals.

Moving up a level in performance, and correcting the rest of the listening room, place another pair of Furutech Room Diffusers on the side walls between the speakers and the listeners, important in eliminating first reflection points that confuse the focus at the listening position with secondary wall reflections arriving milliseconds after the first-arriving direct sounds.

Finding first reflection points is accomplished with some small assistance. Sit in the listening area and have someone move a mirror held flat against the side walls at tweeter height until the tweeter of the speaker on that side is seen in the mirror. That's the all-important first reflection point, the place best treated for startlingly improved sound. Greater improvements are to be had with an additional Furutech Room Diffuser on the ceiling along the same line as the side wall first reflection points. Optimally, one to three Panels should be used along the wall behind the listener for the ultimate music and video experience.

A Simple Test

If you doubt any of this is necessary, play source material with heavy bass content and move to the corners of your room behind the speakers. You'll be amazed at how the bass "loads up" the closer you move to the rear corners. Or simply walk about the room clapping your hands noticing how the sound changes. Do this again after installing Furutech Room Diffusers and hear the difference!

Following the general placement suggestions below, video and audio enthusiasts all over the world are tuning their listening areas and studios using Furutech Room Diffusers to smooth the frequency response for a dynamic, detailed, transparent, articulate and powerful sound.

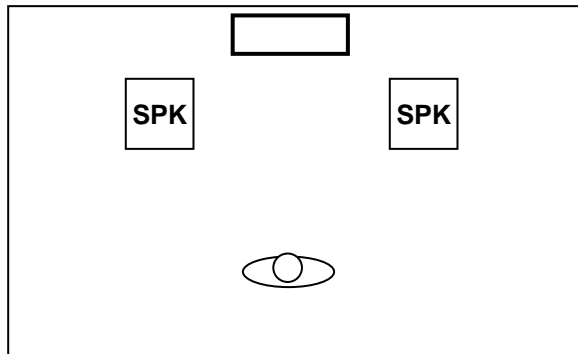
Furutech Room Diffusers are available now at a MSRP of \$460 per unit.

Furutech! Make A More Refined Connection!

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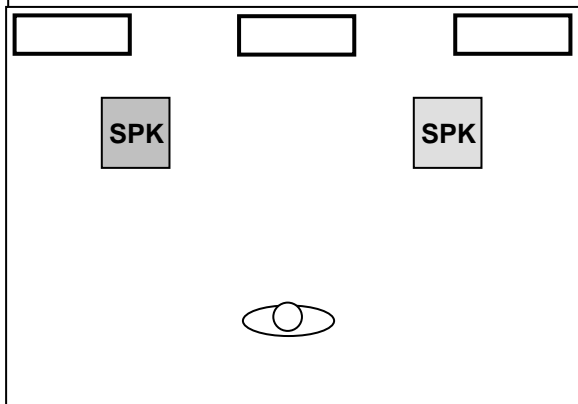
Furutech Room Diffuser Placement Suggestions

Single Install



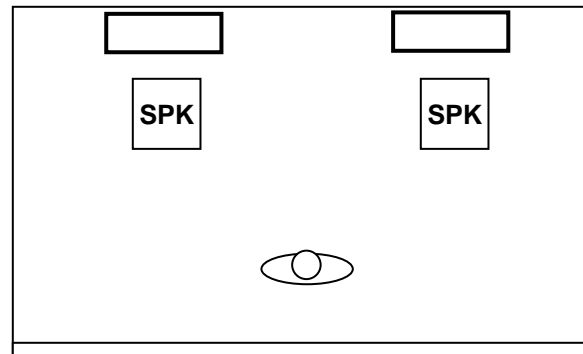
At a minimum place one RWL-1 between and behind the speakers for improved performance.

Triple Install



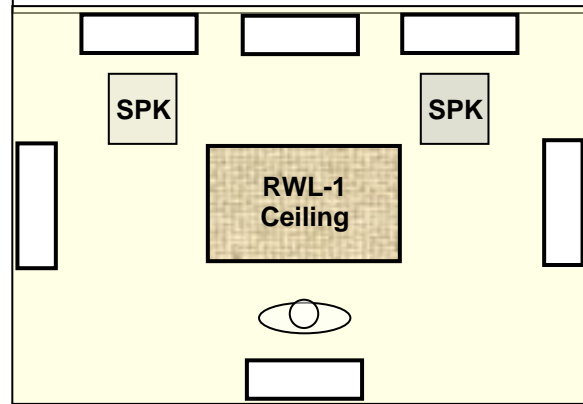
This triple configuration is recommended as the baseline setup for *best* results cleaning up the sound behind the speakers to a remarkable degree.

Double Install



Better yet, place a RWL-1 behind each speaker offering gains in transparency and clarity.

High Performance Install



This represents a more complete and acoustically effective suite of RWL-1s providing the best overall performance with one to three units behind the listener.

The actual placement of Furutech Room Diffusers varies upon your room. Contact Furutech for room tuning suggestions for your installation.

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Furutech Room Diffuser Specifications

Size

603mm/24" W x 100mm/4" D x 1153mm/45" H (Excluding Footers)

Net Weight

2.7 Kgs/6lbs

Materials

Top, bottom and rear sides • Wood
Front stands (Footers) • Wood
Side plates (2) • Plastic
Outer Surface • 100% Natural Silk
Inner Dampers • Furutech Designed Air Foam Polystyrene

About Furutech

Furutech, based in Tokyo, Japan, designs and manufactures a wide range of analog and digital A/V cables, power distribution and filtering products, accessories, and OEM A/V connectors and other signal transfer components, all made with leading-edge, patented materials and processes with an attention to detail found nowhere else.

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