



For Immediate Release

**Western Electric Select Introduces Gauder Akustik Speakers  
Uber-Successful German Brand Available in the US  
Visit them at Munich HIGHEND | Atrium | Demos E105 | Press/Industry E104**

5/9/2017 | Rossville, Georgia | Western Electric Select®, a division of Western Electric®, distributes and sells only the finest High End products available. The first to qualify for WE Select is Gauder Akustik, a successful speaker manufacturer with a full line based in Renningen, Germany.

Roland Gauder is a physicist using extreme computing power for speaker calculations and design on a strictly mathematical basis that led to many advanced speaker innovations. “The most important speaker parameters are excellent impulse response, wide dispersion, and eliminating frequency overlap at the crossover points which only creates phase problems,” explains Mr. Gauder.

“Music consists of impulses,” he continues, “there are no sine waves in nature! Frequency response only tells part of the story, it’s impulse response that makes a speaker sound good or mediocre. We’ve tried many drivers and diaphragm materials but there’s nothing that compares to ceramic or diamond, the only materials we can say faithfully reproduce music’s impulse demands. Ultra-steep, symmetrical crossovers reduce driver overlap to the absolute minimum for extremely smooth phase response.” The sound is dynamic and captivating, an emotional wash of music and feeling.

**Beautiful Cabinets Complement the Calculations**

The Arcona series are beautifully-finished with curved cabinets; the Vescova and Cassiano are curved-cabinet construction and allow sand-loading the sidewalls. The fabulous Berlina series features unique rib construction; rather than sidewalls, single ribs are stacked one over the other creating an enclosed volume. Bottom and top covers complete the construction. Gauder Akustik cabinets avoid ringing and virtually disappear as the music flows.

**About Western Electric Select**

Western Electric Select®, a division of Western Electric®, distributes and sells the finest products available. The first to qualify for WE Select® is Gauder Akustik a successful speaker manufacturer from Renningen, Germany. Western Electric’s high-end audio products are renowned the world over, and the WE 300B audio tube is still regarded as the standard of the world.

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**About Gauder Akustik**

Gauder Akustik is an award-winning speaker manufacturer acclaimed in Germany, Europe and other countries around the world. It features a full line of spectacular-sounding speakers for everyone who

loves design as well as music. Visit them at HIGHEND 2017 in Munich, Atrium E105, press and industry meetings in E104.

Gauder Akustik | Renningen Germany

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