



For Immediate Release

**Western Electric Select Distributes Gauder Akustik Speakers
Renowned Global Brand Available in the USA**

10/24/2017 | Rossville, Georgia | Western Electric Select® distributes and sells only the finest high-end audio products in the USA. Gauder Akustik, the first to qualify for WE Select™ is a world-renowned speaker manufacturer from Renningen, Germany. The Western Electric website offers direct sales of four select Gauder Akustik speaker systems in various configurations and finishes; the Arcona 100, the Cassiano MK II, the Berlina RC 7 MK II and the magnificent Berlina RC 11.

Dr. Roland Gauder is a physicist using extreme computing power for speaker design in a strictly mathematical fashion. “The most important speaker parameters are excellent impulse response, wide dispersion, and eliminating frequency overlap at the crossover points,” he explains. “We tried many drivers and diaphragm materials but the only ones that faithfully reproduce music’s impulse response are ceramic and diamond.” Ultra-steep, symmetrical crossovers additionally reduce driver overlap to the absolute minimum.

The ultra-dynamic low-distortion sound is hugely transparent featuring a wide and beautifully-focused soundstage in all models. The powerful bass has deep, fundamental impact that defines the recording venue, the engaging midrange is clear and explicit, with soaring high frequencies. If you want to experience everything on the recording, Gauder Akustik lights the way.

Beautifully Made Cabinets Complement the Calculations

The Arcona 100 is beautifully-finished with an elegant curved-back cabinet in piano black, white and cherry. The curved-back Cassiano MK II features all-ceramic or the optional, highly-coveted diamond tweeter. The Berlina RC 7 MK II features Gauder Akustik’s outstanding rib construction; rather than sidewalls and bracing, single ribs are stacked one over the other creating the enclosed speaker volume and avoiding internal resonance. The striking, range-topping Berlina RC 11 is available in contrasting colors and configurations. All Gauder Akustik speakers are equipped with an adjustable Room Equalization System so they sound their best in your room.

About Western Electric Select

Western Electric Select is a division of Western Electric, distributes and sells direct the finest audio products available from around the world. The first to qualify for WE Select is Gauder Akustik, a world-renowned speaker manufacturer from Renningen, Germany. Western Electric will continue to search the world for both high-level and high-value products to distribute.

About Gauder Akustik

Gauder Akustik is an award-winning speaker manufacturer acclaimed in Germany, Europe and many other countries. Gauder features a full line of spectacular-sounding speakers for everyone who loves design as well as music.

About Western Electric

Western Electric's industry and high-end audio components are long-famous the world over. New products will be available in the first quarter of 2018, including WE 300-B vacuum tubes. The new factory – just two blocks from the office in Rossville, Georgia – is fast taking shape thanks to the 24/7 efforts of CEO Charles Whitener. Other exciting new products will appear in time.

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