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SPECIAL EDITION HIGH END 2024 - FOR FREE

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WELCOME TO THE HIGH END 2024

VISIONS OF SOUND - SPECIAL EDITION

Dear friends of good sound,

For the first time, Visions of Sound is taking part in this trade fair with its own stand.

Thanks to our supporters Dolby, Sonopress and the Blu-ray disc Association.



Of course, a Visions of Sound stand would be nothing without the opportunity to experience the new dimension of immersive listening.

And so, thanks to our partners Magnetar, Monitor Audio, Trinnov, AWOL Vision and Audioquest, we are able to present a home theater on which the immersive mixes of the sound engineers are brought to life.

The Blu-ray as a carrier medium offers the best sound quality for home enjoyment and invites creatives to create new sound dimensions and great visual works with audiovisual possibilities.

On behalf of all of us, we look forward to welcoming you to our demonstrations.

Sincerely
Christoph Diekmann

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You'd know it anywhere.

The soundtrack to the first film you watched together. Suddenly, you're back there in the cinema, in the dark. The lights flicker, the shadows dance, the music builds... You're transported to another world. Lost in the magic of the screen. And it still feels that way today, as you hear it on your Silver Series speakers. Roll film. Roll back the years.

New Silver Series.
Speakers that speak to you.

Learn more at monitoraudio.com/silver



MONITOR AUDIO SILVER-SERIE

BEAUTIFUL SPEAKERS
WITH UNIVERSAL SOUND

Actually, Visions of Sound magazine deals exclusively with the „software“, i.e. excellently produced and therefore high-quality sounding Blu-rays. But one thing is also clear: the „software“ is „only half the rent“, while „hardware“ the is the other half. And that's exactly what we want to talk about today: the hardware: in the form of the Silver 7G series speakers from Monitor Audio.

Sure, speakers are a dime a dozen, but there are always some that stand out from the crowd - like the Monitor Audio Silver series. And what is so special about them?

Well, for one thing, their great variety (there are eight different models in total - two compact speakers, three floor-standing speakers, a center speaker, a dipole/bipole speaker and a Dolby Atmos upfiring speaker) as well as their elegant design and - probably the most important thing - their outstanding, unpretentious sound. Yes, that's right: these speakers are simply fun with any kind of music!



And thanks to the five different cabinet finishes (high-gloss black and satin white as well as ash, walnut and black oak real wood veneer) and the elegant, timeless look, the speakers fit into any interior style.

Then there's the clever dipole/bipole effect speaker, which can be easily and unobtrusively hung on the wall, and the Silver AMS Dolby Atmos upfiring speaker, which is the perfect solution for anyone who wants to bring the Dolby Atmos experience into their living room without having to put speakers into the ceiling.

Our conclusion is pretty straightforward: anyone interested in new speakers should definitely check out the Monitor Audio Silver series



INTERVIEW WITH VICTOR MATSUDA

BLU-RAY: THE NEXT LEVEL FOR THE ENJOYMENT OF MUSIC

For a long time, the Blu-ray Disc was considered a format purely for movie lovers. In recent years, however, it has experienced a renaissance - in the world of music. More and more music lovers are discovering the advantages of Blu-ray for playing their favorite albums. In an interview with Victor Matsuda, President and Global Chairman of the Blu-ray Disc Association (BDA), we shed light on the future of Blu-ray for music. The interview was moderated by Christoph Diekmann.

The Blu-ray disc was established in households by the film industry. Thanks to the multi-channel mixing of immersive audio, it is also becoming an increasingly relevant medium for the music industry. How do you see this development?

While film was indeed the impetus for the development of Blu-ray, it is not at all surprising to see that it has also emerged, starting nearly a decade ago, as a relevant format for music. From the outset, Blu-ray combined industry leading storage capacity and data transfer speeds that enabled films to be delivered without relying on compression or other compromises. The result was a

higher quality viewing experience for film lovers.

The same principles apply to music. We have become accustomed to compressed streams that really don't do full justice to the music. Blu-ray is an obvious solution for music lovers. Improvements to the listening experience, such as multi-channel surround sound are data intensive.

Blu-ray Disc's storage capacity and higher bit rate make delivering the data required, at the speed required, possible without compromising the audio quality with excessive compression. And, the higher sampling rate Blu-ray enables



Victor Matsuda, President and Global Chairman of the BDA

the extreme high and low frequencies to be included in the audio stream. All of this adds to ensuring that the extensive artistry and nuance of the tracks are

being delivered as intended, by Blu-ray music.

Streaming has long been the leading format for consuming music in the music sector. This trend has also increased in film sectors in recent years. What advantages does the physical format Blu-ray continue to offer consumers?

Again, I think it comes down to the quality of the experience. Streaming is great and it is convenient. There is much to be said for being able to access any song, anytime, anywhere. That said, that convenience comes with a compromise in quality. As we saw with film, different platforms suit different environments. If I'm on the go and watching a movie on my phone or tablet, ease of access probably matters more than video quality.

Same is true with music. Streaming is great in the car, or through headphones at the gym or during a flight. But if I'm at home and want to fully enjoy the music the way it was recorded and mastered by the artist, Blu-ray is the better option. Similarly, what I'm watching or listening often influences what platform makes sense. If I'm watching episodic TV, quality may not be as important to me as it would be if I'm watching an epic cinematic movie. Likewise in music. Streaming makes staying up to date on new releases and finding new music very easy, and as I'm sampling new options, having the highest quality audio stream likely isn't my top priority. However, the iconic albums being published on Blu-ray deserve to be heard as the artists envisioned and created them and stream-

ing does not always allow that.

The other aspect of streaming that we saw in film that crosses over into the music realm is that streaming is a licensing model, whereas physical media is an ownership model. Streaming platforms can choose to remove titles from their libraries, or may be required to after a certain amount of time, depending on the licensing terms. Music collected on Blu-ray Disc is owned by the listener and remains in their library for as long as they wish to keep it.

Household equipment with Blu-ray players varies from country to country, but is generally well established. Can music provide new impetus here?

I think it's likely that music will give Blu-ray players that are already in households additional use. It might be a stretch to say that music will drive a push in the purchase of new Blu-ray players. According to Frost & Sullivan, 488 million players shipped in 2019. That number is expected to decline to 334 million by 2025. I will say that the emerge of Blu-ray as a music platform does potentially create an opportunity for home audio equipment in the broader sense. As music lovers increasingly recognize what Blu-ray brings to the listening experience and incorporate into the home audio systems, I would expect they'll want to ensure the other system components enable them to fully realize the benefits of music on Blu-ray.

Ultimately though, content is king. Content drives the market, whether video or

music. If the volume of content published on Blu-ray reached a critical mass, it is possible we could see an uptick, but given the current trend, I think it is unlikely.

Streaming is generally data-reduced. Blu-ray as a physical mass market product offers clear advantages in terms of sound. What needs to be done to establish this with consumers?

I see consumer outreach on music as being very similar to the outreach we've done in film. We had to recognize that for some viewers, convenience and ease of access trumps quality. The same will be true in music. The key is reaching those true music buffs who revel in the sound and high-quality audio and making sure they understand the benefits of music on Blu-ray.

Obviously working with the music labels and the artists is a great way to get this message out. I am sure there will be music artists who promote the benefits of Blu-ray for music just as film creators have done since movies first launched on the format. In fact, Academy Award winning director Christopher Nolan has given numerous interviews in which he's talked about his preference for Blu-ray Disc because of its ability to deliver the highest quality picture and sound to the home. In the same interviews, he also touched on the licensing versus ownership paradigm I mentioned earlier.

And, interestingly, while we tend to associate streaming adoption with the younger generations, my daughters

still ask me if I am buying certain albums on physical media before they download anything digitally. I think as people recognize the difference in the listening experience, they will be more inclined to consider whether a particular album is available on Blu-ray as they weigh how they'd like to add it to their library.

Multichannel sound, especially now Dolby Atmos, is penetrating more and more areas of musical life, for example mobile streaming on smartphones or in the car. In films, Immersive sound mixes are heavily reliant on „special effects“. In music, an entire album can be experienced in this sound dimension. The multimedia possibilities of Blu-ray offer a great perspective for audiovisual albums. How will the BDA be able to support these possibilities, which clearly address the advantages of the Blu-ray Disc?

This is an area where I see the BDA playing a supportive role. Those advancements you mention are great for consumers and we know the companies driving those technologies and experi-

ences will be very active in marketing them. The BDA's role will be to support and amplify those messages and highlight how the Blu-ray format enables some of the things we can now do in the music space. One of the ways we are able to do that is through participation in events such as the Munich Fair and other industry events, and collaborating with key industry groups as we are doing with Visions of Sound. We are also looking at retail tours in Germany and collaborating with UHD Partners France, a group with a long history of supporting Blu-ray, to incorporate music into their events and messaging.

2023 was one of the best years for music releases in immersive audio on Blu-ray Disc. The format seems to be developing well. What was your experience of the transition from DVD to Blu-ray and 4K UHD?

The transition from one format to another ultimately comes down to content. We saw this with HDTV and Blu-ray, and 4K TV and Ultra HD Blu-ray. HDTVs were available long before there was sufficient content to drive interest. As soon as

content, including the Blu-ray, hit its full stride, HDTV sales escalated rapidly. The same was true for 4K TV and 4K content, including Ultra HD Blu-ray.

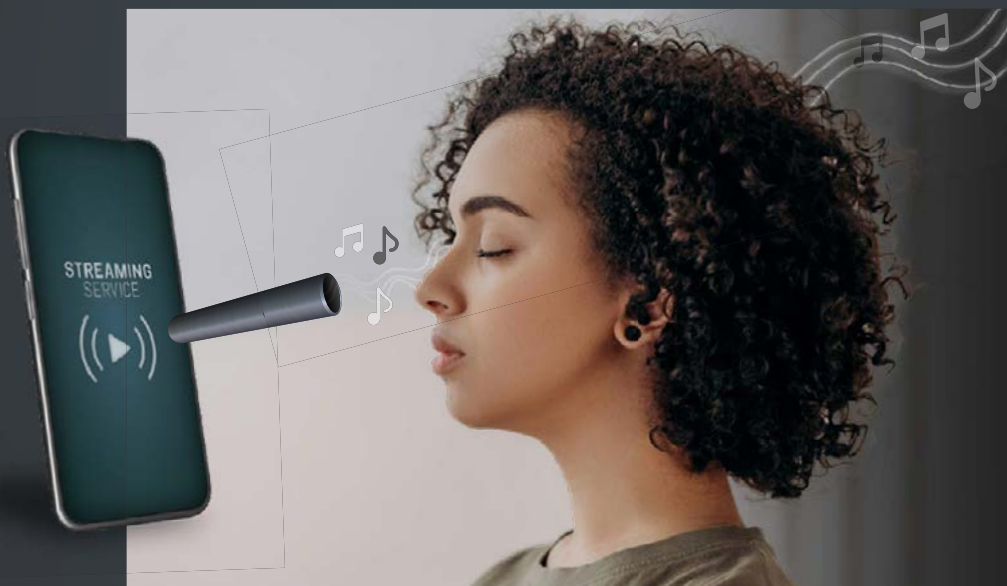
Whether we're talking about film or music, Blu-ray is all about delivering entertainment. When the volume of available content reaches critical mass, formats take off. Until then, adoption is slow. The BDA is very happy to see the music publishers turning to Blu-ray to offer listeners new and much more enhanced experiences. I would anticipate it will largely be enthusiasts and those who place a premium on quality that will gravitate to music on Blu-ray, and that's great. For those who value the ubiquitous access to content, streaming may remain their preferred option, but for the music fan who enjoys listening at home and invests in creating an optimal listening environment, Blu-ray will be ideal.

As the ecosystem grows, we will certainly do our part to help spread the word as the content library approaches that tipping point that propels broader adoption.



BLU-RAY DISC

- HiRes audio in 24bit and up to 192kHz
- Stereo, surround and immersive sound
- Studio quality into your home
- Audio-visual excitement
- Music as intended by the artist



THE PREMIUM IN-HOME
AUDIO EXPERIENCE

Key features:

- 4K UHD BD, Blu-ray 3D, DVD
- SACD, DSD
- XLR Balanced Output
- 6-Layer PCB Design
- Dolby Vision, HDR10+
- M2TS, MKV, MP4, AVI, MOV
- WAV, AIFF, DFF, DSF, FLAC
- Dolby Atmos, DTS X, Auro3D
- ESS9038PRO D/A 2.0Ch (UDP900)
- ESS9028PRO D/A 5.1Ch (UDP900)
- XMOS USB Audio Input (UDP900)



MAGNETAR

Be a Self-exploring Ultra-walker

Magnetar's Brand concept: Restoring reality Committed to highlighting the extreme quality and innovative design of audio and video products, truly restores the color to the world we live in. Stemming from its product range: UDP Blu-ray Series, Magnetar adopts only the finest for the customers.

**MAGNETAR UDP900**

MAGNETAR'S BRAND CONCEPT

RESTORING REALITY

Magnetar's brand concept: Restoring reality. Committed to highlighting the extreme quality and innovative design of audio and video products, it truly restores the color to the world we live in. Stemming from its product range, the UDP Blu-ray series, Magnetar adopts only the finest for the customers.

What's more, „Self-Exploring“ is the common goal Magnetar shares with all consumers. Quoted from Verhaeren: „Life is a struggle with exploring the flame of his toil“. Ultra-walkers require both passion and composure, romantic imagination balanced with rational practice. By the power of exploration,



they're bringing their fantasy to life.

Magnetar is such an ultra-walker, on the forefront of the industry with more than 20 years of professional R&D and OEM experience with High End Audio and video products, and determined to push the limits of quality and technology,



keeping pace with new technological developments and firmly believing in its concept of restoring reality. Magnetar provides sufficient energy for the spiritual pursuers of the new era.

The Magnetar range is made up of two High-End 4K Ultra HD players designed in purest audiophile tradition for results to match the most demanding home cinema enthusiasts.

Equipped with the famous professional quad-core system Mediatek MT8581 chipset, the UDP800 4K UHD Blu-ray player features advanced image decoding and processing technology, with 4K ultra HD and HDR support, including Dolby Vision and HDR10+, providing a

clear, sharp picture and rich colors.

The brand's flagship UDP900 4K UHD Blu-ray player is equipped with the famous professional quad-core system Mediatek MT8581 chipset.

UDP900 supports Dolby Vision and HDR10+ high dynamic image standards and features ESS9038PRO D/A decoding for 2-channel XLR balanced and RCA unbalanced outputs, ES-S9028PRO D/A decoding for 7.1 RCA output. It supports XMOS USB Audio input, SMB and Dolby Atmos and DTS Virtual X.



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1+ BILLION
COLORS
107% REC 2020

Dolby
ATMOS

dts
VIRTUAL
X

AWOL VISION

MORE SHARPNESS. MORE COLOUR.
MORE SPEED. MORE OF EVERYTHING.

AWOL Vision was founded in 2020 by TV enthusiasts. The goal was to create a bigger, better, smarter, more affordable and easier to set up home theater than traditional models. With stunning picture quality, vibrant colors and seamless interactivity, AWOL Vision is revolutionizing the traditional home cinema.

Intense colors: AWOL Vision Laser TVs cover 107% of the upper REC 2020 color gamut. They achieve 147% of the DCI-P3 used for digital cinema projection, allowing for superior contrast and color accuracy. The unique color management system makes it possible to optimally adjust the color settings.

Triple laser without color wheel: Unlike UST projectors with a color wheel, the AWOL Vision System uses advanced RGB optical triple lasers to deliver color directly. This improves color brilliance and reduces noise and rainbow effects. With 4K and HDR10+ image processing, AWOL Vision delivers images with the clarity and precision of 8.3 million distinct pixels.

Superior sharpness: All models are equipped with the same bespoke Ricoh F2.0 glass prime lens. The glass lens allows the LTVs to produce sharper and brighter images.

3D viewing: With a pair of active shutter 3D glasses and a 3D Blu-Ray CD, you can enjoy immersive 3D movies from the comfort of your own home.

Turbo mode for gaming: lets you move smoothly in open-world games with an input lag of 15ms at 4K@60Hz and 8ms at 1080P@120Hz.

Outstanding sound: through integrated Dolby Atmos sound playback or lossless transmission of audio data via eARC to your external soundbar.







Love music more in Dolby Atmos

Get your Dolby Atmos sound experience at home. Via streaming and Blu-ray Disc.

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