

[TECHNO: SOUND]

20 Years in the totem's shadow

Sergey Ignatyev



IN THE HEART OF OLD RIGA - AT THE INTERSECTION OF KUNGU AND MINSTERIYAS STREETS, WHERE WAGNER LIKED TO WALK AND RECEIVE INSPIRATION - THERE IS AN AUDIO SALON OF THE GERMAN COMPANY MBL, WHICH IN THE LAST THREE DECADES HAS PLAYED A KEY ROLE IN THE DEVELOPMENT OF THE WORLD AUDIO INDUSTRY.

THE EXCLUSIVE DISTRIBUTOR OF MBL IN THE BALTIK COUNTRIES, RUSSIA AND UKRAINE RICHARD NIEDINGS TELLS ABOUT THE UNIQUENESS OF THIS BRAND, WHICH CAN CHANGE YOUR MUSIC WORLD AND BREAK STEREOTYPES.

| Richard, why is MBL so unique?

MBL is unique because a brilliant engineer named Wolfgang Meletzky turned the theory of physics into a material form. He created an unprecedented product - an acoustic system with a circular sound radiating pattern "Radialstrahler". Radiation of the sound occurs with the same density in all directions. At the same time, unlike other existing systems, there is no coloration to it. The sound is maximally transparent, dense and has a great perspective both in depth and in the width of the sound stage. This acoustic system was first

introduced to the public in 1978 at the IFA exhibition in Berlin and immediately made a splash in the world of audio engineering, although initially many were skeptical about the new product.

Even now, when we look at the audio system "Radialstrahler", we understand that it really differs from any existing system in both form and technical content. Imagine how it looked in the late 70s! Cosmos! No wonder why the system "Radialstrahler" in the audio world immediately grew a name of "Martian watermelon".

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LOUDSPEAKERS FOR THE NEW MILLENIUM



MBL101 X-TREME

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What inspired Wolfgang Meletzky to create such a "watermelon"?

CEO of MBL — a passionate music admirer. Primarily classical music (home collection of over 5,000 CDs). As a true connoisseur and an advanced audiophile, he wanted to enjoy the music that is equal in emotions, attack and sensations as listening to music in a good concert hall.

Just how important the proper sound distribution is, speaks the experience of the great Austrian conductor Herbert Von Karajan. He worked with the Berlin Philharmonic Orchestra for 35 years and became famous for having created a sound design in every concert hall by seating musicians in a certain order. As a result, the recordings of his performances have a fantastic sound and huge size, incomparable to anything else.

Today, even where emotions and passion reign, a certain order and structure has come. All musicians in the room are being located equally (the so-called American distribution). It seems to me that it is for this reason that many conductors, such as Valery Gergiev or Māris Jansons, pay so much attention to this aspect. The first one personally participated in the reconstructing of the Mariinsky theater in St. Petersburg, the second one oversees the construction of a new symphonic hall in Munich. Uncompromising perfectionism pushes these - I'm not afraid to say - great people to achieve unprecedented heights in an field.

It was Meletzky's passion for music that embodied in "Radialstrahler", which with its magical sound cannot be compared to any other acoustic system in detail, airiness and, I might say, intimate engagement in listening. Not just once famous musicians have heard "Radialstrahler" in my salon. And even according to them, creating such a sound in the concert hall is absolutely impossible.

DIVE INTO THE ABYSS

From the standpoint of my great experience and observations, I can say this with certainty: "Radik" (As Richard calls it) "kisses" once: easily, gently and forever.

It is always interesting for me to observe the reaction of a person who for the first time experiences Radik's influence on himself.

Even if the audio equipment is nearby, people often ask the question: "what is it?". Some people think that they are heaters or lamps, and at the moment of them playing, a very interesting thing happens: a person hears music, but does not understand where it comes from. Exactly at this moment an emotional grip takes place. Eyes don't see ordinary expected objects, and the brain begins to relax, since there is not a visual emphasis. Something like this can be experienced when you are in sunny weather in the center of the sea and there is nothing around you except the surface of the sea and the distant horizon - this can be very relaxing.

The depth of emotional capture depends only on the inner state of the person and the music he is listening to. As soon as the synchronizing of music and the inner self happens, the listener completely immerses himself in the world of music, which captures it with its magical abyss.

Can't other loudspeakers immerse a person in this state?

As my almost forty year experience shows, many people who have decent audio systems and invest serious, and sometimes insane amounts of money, often lose any interest in listening to music and cannot explain why. All this is because during the listening the person cannot completely relax, and the music doesn't capture him. He is forced to add something to the music that he doesn't even hear, the brain begins to resist, gets tired, and the person loses interest in music.

It would be interesting to know the feelings of your customers, who got to know Radik up close.

All my customers who purchased this system, dramatically changed their world view. After all, "Radik" is a friend who is always there and can restore and enrich your inner state. It is enough for a person to choose the music that he wants to hear, and when he is alone with the system, a kind of non-verbal communication is born that is capable of giving more energy. That's why many of my clients have a system in their office. Thanks to this phenomenal interaction, the owner of the system can instantly receive an answer to any question from the main space server...

So, listening to music, in your opinion, is the fastest way to get energy and positive emotions?

In my deep conviction, each person himself is a magician and with the help of his own thoughts and feelings, he can create a certain biofield around him. "Radik" can become a motivator and stimulator, which awakens positive emotions and energizes people.

How "Radialstrahler" is technically made?

The construction consists of four drivers: Tweeter as well as mid-high range drivers are made of carbon, and most important one - woofer - of aluminium. He's the largest one, as mid bass frequencies are the foundation of the music, creating density and rhythm. That's the one that looks like a melon, so it's called "martian watermelon". Personally, it reminds me of a persons head - after all, a person listens to music not only with his ears, but also with his head.

What can you say about the power that "Radialstrahler" needs?

The MBL line has a unique amplifier MBL 9011 with phenomenal technical specifications. In my professional slang i call it "Gadd", and my engineer - "welding machine". So you can imagine that "Radik" can support four of these "Gadd's". That is the highest level! The owner of such system will have an atomic power reactor in his house that will support him in the highest physical and spiritual form.

Do i need somethin else to get a perfect sound?

You know, on October 12th, on my 52nd birthday, i gave myself a gift - unpacked and connected another ingenious device created by Meletzky. It's a rechargeable battery pack called "Stromtank".

This unit has a weight of 120kg and it allows listening to music on a new unusually high level on any electrical network. In private conversations Meletzky told me that he created the great MBL 9011 amplifier, but it needs certain conditions to show its full potential. I'm talking about electrical grid,which, unfortunately, is in a very poor quality. Thanks to "Stromtank" even an average level CD players sound is revealed in a way that was impossible to imagine!

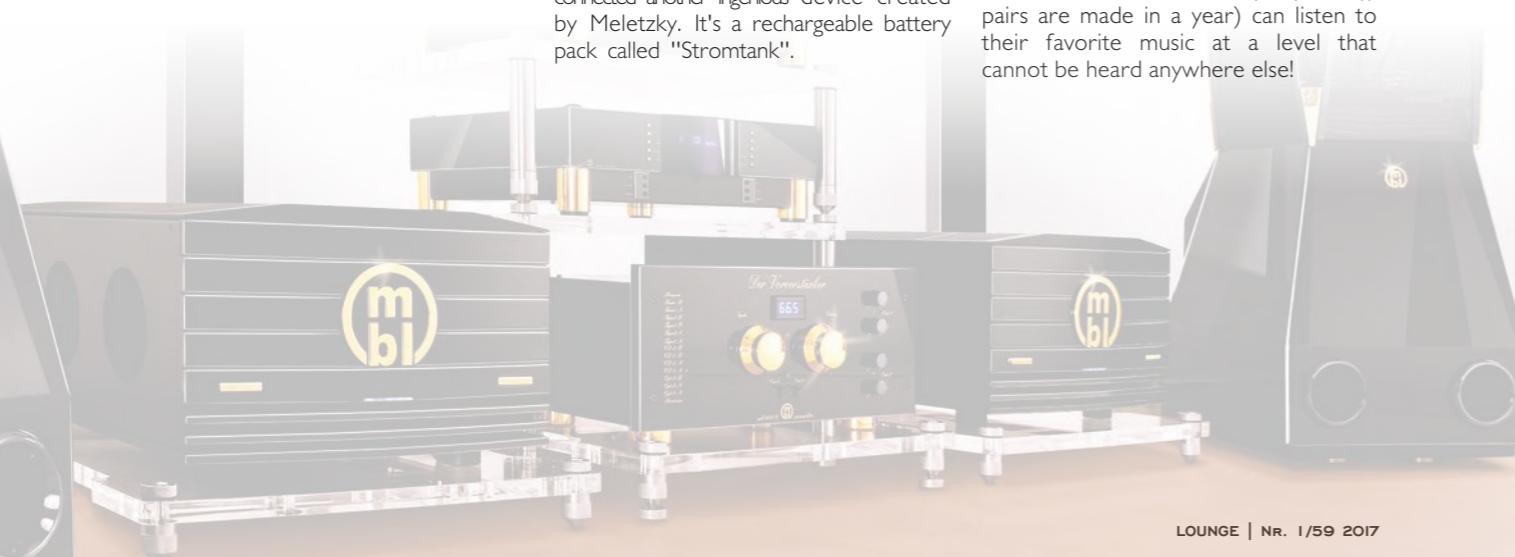
Do you agree with the statement that the CD has become obsolete, and the vinyl is experiencing a new reincarnation?

I believe that vinyl will never sound like like a CD. For sceptics who claim that the CD has exhausted itself and this is a dead technology, i will answer this: they just haven't heard how the CD really sounds like. Now many companies are trying to revive the market by renewing their vinyl players. But it's just pure marketing and zealous efforts to bring people back in to the past. To be honest, its not very natural for an adult man. It's even harmful. If a person still likes to listen to vinyl, then the only loudspeaker on which you can listen to it worthily is "Radik".

LAST VERGE OF PERFECTION

That's just an incredible impact from the sound. What could be better?

Already before leaving MBL, Wolfgang Meletzky created another exceptional product, in which, in my opinion, everything is enclosed: volume, power and the whole semantic meaning of a word "incomprehensible". It's a phenomenal acoustic system MBL 101 "X-Treme". It represents the continuation of the unique technology "Radialstrahler". And those who can afford it (Only 10 (!) pairs are made in a year) can listen to their favorite music at a level that cannot be heard anywhere else!



STROMTANK

AUDIO POWER



The Stromtank is a high-power battery pack with integrated pure-sine wave converter power supply which totally disconnects your audio system from the grid. Because of Stromtank you will regain your lost passion and love for listening to music.

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