Subject: Re: What about that Audio Note IQ?
Posted by Wayne Parham on Fri, 03 Feb 2006 20:08:59 GMT
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I agree with Bill and John on a couple of things. I like having all one OEM, if possible. Sometimes hybrids are cool, like a big block Chevy in a Camero with a Ford nine-inch rear end. But in audio, I like all one brand, unless one particular piece is crap. Now that I think about it, that reasoning fits the nine-inch differential in the Camero too, but that's another matter.On Audio Note, I like their Kit One and Kit Two, and I'm sure I'd like the preamps and other stuff. Their statement products are just that - Statement products, never expected to sell, just used to wow the crowd and get 'em talking. It's shock value like a show car for a trade show, at least that's my opinion. That's cool, as long as the company supports the real stuff. Sometimes they'll sell one of the show pieces, but mostly they are trade show dressing. There has to be some "actual" products that have realistic market prices. And towards this aim, as far as I know, Audio Note makes various grade levels so that each piece of equipment is available at several price points. But I don't know about their cartridges.As far as their company reputation, I've been watching Audio Note for a few years and have even spoken to them about what I think I've seen. I consider David Cope a friend of mine, and Peter Qvortrup is an interesting fellow too. Brian Smith has been pleasant and supportive, and seems like a real good guy. So they seem to be industry leaders, and I wouldn't want to think of them as following the pack instead of setting the tone. It's like a company self-worth thing, trying to make appearances. Seems to me the best thing to do to set oneself apart, is to set oneself apart. Audio Note can stand on its own reputation, just like Harley-Davidson, Bosendorfer and Lear. So I'm thinking maybe there is some pruning that could be done, and some renewed growth in different directions.