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Subject: Re: Best Buy and High End

Posted by [guitarplayer](#) on Wed, 27 Jul 2005 21:38:16 GMT

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I'm with you. I agree that high performance audio will never be a huge business due to a variety of factors; price, exclusivity, market positioning, size of the companies, passion of the owners of companies and not growing very large due to having to compromise their vision, etc., but is it a good thing, in your opinion, that retailers such as BB are starting to carry high performance products? My belief is that the needs of high performance audio can never be satisfied by the big box retailer, but, the added exposure of certain products in an environment such as this can only help the industry in general. S'phile and others are always be-moaning the fact that the word never gets out about all of our cool toys and the industry has been stagnant for some time. I read an article the other day asking where all of the young audiophiles are. Well...they are buying computers and car audio at BB, perhaps, with the sun and moon in alignment, these future audiophiles will make their way back to the Magnolia room! There will be a certain number of people that will buy there and never look for alternatives that perhaps BB doesn't carry. But...there will also be a certain group, once they are exposed to high performance audio will have a paradigm shift (and their interest piqued) and actively seek out the smaller companies who really produce the innovative, great sounding products. I, for one, am hoping that this is the case with this situation. Only time will tell. It will be interesting to watch. Regards, Lee

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