Subject: You know what phrase I hate the most in speaker ads?
Posted by GarMan on Tue, 01 Jun 2004 12:58:20 GMT
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"redesigned to reveal increased resolution in DVD-A and SACD"What? Does that mean that speakers made in the past 20 years were specifically designed with low resolution for CDs? If this is true, I should be out buying 30 year old speakers because back then, they were all designed for vinyl playback and should have even better resolution than the ones currently made.Gar.

Subject: Re: You know what phrase I hate the most in speaker ads?
Posted by Wayne Parham on Tue, 01 Jun 2004 15:00:11 GMT
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I agree. Some marketing rhetoric is just over the top. Your pet-peeve phase is a perfect example.Remember the movie "Used Cars?" A visual of the shotgun scene comes to mind...

Subject: Re: You know what phrase I hate the most in speaker ads?
Posted by Dean Kukral on Tue, 01 Jun 2004 17:22:22 GMT
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This probably means that they have taken advantage of the extended spectrum of the new formats by making their speakers produce sound up to 30KHz for the added enjoyment of your dog.

Subject: Digital Ready. And 'Mega' anything.
Posted by Bill Fitzmaurice on Tue, 01 Jun 2004 17:28:52 GMT
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Exactly what is 'digital ready'? Speakers with built in D/A? And why is it that no one seems to know that 'mega' means a million? Don't get me started on peeves. I've got a mega of them.

Subject: Re: You know what phrase I hate the most in speaker ads?
Posted by GarMan on Tue, 01 Jun 2004 18:03:16 GMT
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I'd expect that type of marketing garbage for mass marketed products. But what set me off as seeing this on JBL's K2 site:"Today's new media present a formidable challenge to audio engineers. DVD and SACD technologies, which far surpass CD audio in frequency response and dynamic range, place unprecedented performance demands on loudspeaker systems.

recorded music."Obviously, the speakers are not targeted at the audio enthusists community, but rather to those with money to burn for the latest "cool" trend. Very disappointed.

Subject: Re: You know what phrase I hate the most in speaker ads?
Posted by Wayne Parham on Tue, 01 Jun 2004 22:55:32 GMT
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Subject: Re: You know what phrase I hate the most in speaker ads?
Posted by Manualblock on Sat, 05 Jun 2004 23:43:46 GMT
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Is that why his ears fly up watching American Idol?

Subject: Re: Digital Ready. And 'Mega' anything.
Posted by FredT on Tue, 27 Jul 2004 21:02:46 GMT
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Can I assume from this that your DR200 PA horn featured in the August Audio Express is NOT digital ready:)
