



Cabasse Debuts Sleek, Designer PHI Loudspeakers

StJohn Group to Market Speakers Featuring Innovative Technology

August 26, 2009 -- **Cabasse**, a legendary, world-class specialist in the design and manufacture of innovative, premium loudspeakers, announces **PHI**, an exciting new loudspeaker to the North American market. PHI, part of the OCEO range, is designed to complement flat panel displays and is available in a floorstanding version and a compact version for bookshelf or on-wall use, either vertical or horizontal. Retail price for the floorstander is \$1,860 per pair. Retail price for the bookshelf/on-wall is \$730 each. Both are available immediately from StJohn Group, exclusive North American distributor for Cabasse.



PHOTO: PHI Floorstander and Bookshelf/on-wall in two finishes



In common with the Greek letter PHI, the speakers combine the simplicity of the line and circle in a tall and narrow cabinet that is finished in a high gloss piano black lacquer, or white lacquer.

The sleek loudspeakers are designed to blend into any modern residential or commercial application. The floorstanding PHI weighs 22 pounds and measures a sleek 43.7 inches tall on a 9.5 inch diameter base. The bookshelf/on-wall is 10 pounds and measures 17.3” x 6.3” x 4.4”.

These two new form factors can be combined in a myriad of ways – from a simple stereo set-up to 7.1 system architecture – and are the perfect match, both aesthetically and performance-wise with the company's Santorin 21 subwoofer. The floorstanding version positions the co-axial driver at the ideal height for listening and the satellite, which utilizes the same drive units, is supplied complete with the necessary accessories for on-wall or shelf mounting, either vertically or horizontally.

SPATIALLY COHERENT SYSTEM TECHNOLOGY

Each new model incorporates Cabasse’s proprietary Spatially Coherent System (SCS) technology. Imagine three stones hitting the surface of a lake at three different points. The created waves will mix and propagate erratically. Now imagine three stones hitting the surface at the same point. The waves grow and spread harmoniously. This single source emission (or point source) is the benefit of the co-axial drivers and wide-range tweeters designed by the Cabasse R&D team. Fidelity to original timbres and dynamic range, a wide, stable and full soundstage, are the benefits of SCS technology.

The co-axial technology by Cabasse is a major innovation in the loudspeaker world because its principle is the closest proposal to the theoretical ideal. It results from the 60 years experience Cabasse has in driver design and

Cabasse PHI Press Release

development, and the new midrange-tweeter benefits from 20 years expertise in this type of speaker driver.

PHI DRIVERS

The new, proprietary co-axial midrange/tweeter 100mm driver is housed behind the hemispherical grille, the shape of which symbolizes the spatial coherency, three dimensional soundstage, and large sweet spot that make the PHI perfect for home theater use or equally at home in 2.1 stereo systems.

A sophisticated three-way crossover filter is employed to optimize the performance of the co-axial drive unit in the 2-1/2 way design. Treble and midrange signals are reproduced by the co-axial driver, with the low frequencies (below 680Hz) shared between the co-axial unit's P2C (loaded polymer) bass driver and the separate 100mm driver. The PHI handles 100W continuous power and peaks of 700W. The frequency range is 140 – 22,000 Hz, nominal impedance is 8 ohms, and sensitivity is 93 dB.

John Caldwell, sales director and co-founder of StJohn Group, commented on the new models, "The common denominator for the entire Cabasse line is SCS (Spatially Coherent System) technology, also commonly known as "point source" driver technology. This technology is imminently sellable and very differentiating in the marketplace.

You can easily demo the superiority of ANY Cabasse speaker compared to traditionally arrayed speakers by putting white or pink noise through them and rotating them on the vertical axis from side to side. You will not hear the traditional mid/tweeter lobing or suckouts. This is great for both home theater and two channel applications."

Key Cabasse PHI Features:

- **Technology** – point source driver alignment offers extraordinary phase alignment and mitigates room boundary effects for a more lifelike performance.

Cabasse PHI Press Release

- **Innovative** – new P2C woofer diaphragm consists of a polymer loaded in calcium carbonate, resulting in a very light, rigid and well-damped membrane.
- **High Performance** – high power handling and efficiency for demanding music or soundtracks.
- **Stylish** - Available in available in gloss black or gloss white.

ABOUT CABASSE

Founded by Georges Cabasse in 1950, the company has been a pioneer in the search for true musical reproduction. In all likelihood, the quest really began in 1740 when the first signed Cabasse violin was made. Five generations of musical instrument craftsmen followed, pursuing the tradition and supplying Europe with violins, violas and cellos, most of which are still being played in orchestras today.

Cabasse's continuing obsession is to faithfully and perfectly reproduce music and soundtracks, without any alteration, coloration or distortion in the sound. This boundless passion has led the company to relentlessly innovate, design, and engineer better and better loudspeakers, so that all ears can enjoy the essence and thrill of sonic purity.

ABOUT STJOHN GROUP

StJohn Group, Inc. is not a typical American distributor. Only representing lines offering exclusive North American distribution opportunity allows the company to closely work with its partners on a holistic approach to brand development. Unlike most U.S. distributors, StJohn Group handles all facets of sales and marketing, including literature and collateral creative and production, advertising creative and buys, public relations, web sites, business development and long range market planning.

Based in Bellingham, WA with a satellite office in Scottsdale, AZ, StJohn Group has seventeen regional representative firms and an active roster of more than 800 specialty A/V dealers.

Cabasse PHI Press Release

StJohn Group specializes in products and services for the custom integration (CI) market – both residential and commercial – and represents Artcoustic and Cabasse Loudspeakers, Cineversum HD projectors and Screen Excellence acoustically transparent projection screens in North America and the Caribbean.

HIGH RESOLUTION PHOTOGRAPHY

Photos of the new PHI speakers are available for the asking. Contact Kevin Leja at the Administration number below.

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