Mission 70

1984's "Loudspeaker of the Year" in Britain, HI FI CHOICE "Best Buy"; Austrian Audio, the Magnificent 70 is an extraordinary state-of-the-art product.

The design objective was to manufacture the most compact loudspeaker system which was nevertheless capable of reproducing the extremes of the audible frequency range. This resulted in a true hi-fi loudspeaker system capable of handling musical materials with exceptional dynamic range, including digital master tapes, and remaining linear at all listening levels. Here we should point out that many loudspeakers can only create the excitement and dynamics of music when played at loud levels. In fact, it is a tragedy for the consumer that most hi-fi systems sound no better than a transistor radio when played at low levels. Indeed, this is why clever manufacturers offer a "loudness" control to artificially compensate for these inherent weaknesses, and it requires dedicated manufacturers to avoid such complex pitfalls.

The 70 is manufactured of sandwiched construction to dampen and distribute enclosure resonances and uses sculptured MDF for the baffle board. The bass unit is a high quality 7 Mission product with a unique cone design and a quality 15mm ferrofluid damped dome tweeter. The filter is a full multi-component design incorporating Mission's own electrolytic capacitors and low saturation inductors. The driver geometry is inverted in the novel Mission style resulting in superb three dimensional stereo stage. The total design is carefully integrated to result in a wide bandwidth system free of unwanted resonances, distortions, frequency response anomalies and colorations.

As far as measurements are concerned we would briefly touch on the objective performance of the 70. Whereas the competition for the 70 has an irregular frequency response often as poor as ±5dB, the 70 measures flat to within ±20dB. When measured off axis it exhibits no mid band cancellations and at 30° off axis the response is still linear.

The modulus of impedance is very smooth, does not drop below 6 ohms and does not suffer difficult phase angles, which in turn makes the loudspeakers very easy for any amplifier to drive. Measured at 90dB, 2nd, 3rd and all other harmonics distortions remain below 0.5% - approaching amplifier specifications! and some 10 times better than most other loudspeakers on the market! The efficiency is 89dB.

The 70s are recommended for use on bookshelves or stands and with amplifiers ranging from 20W to 75W per channel.

Mission 700 Leading Edge

The original Mission 700 was a landmark in the history of loudspeaker design such was the acclaim it received and the success it achieved. In fact it is common knowledge that before the 700, budget loudspeakers were simply "box-axes". Now, with the benefit of many years of research and refinement, Mission are able to introduce a unique, sophisticated, and high technology bookshelf system - the 700 Leading Edge. Advanced technology has been used to develop an exceptional 7 inch bass-mid drive unit. Shaped pole pieces and an ultra-fine voice-coil gap combine with a rigid high mass cone to produce an unusually extended bass response. Refined cone geometry and damping, with progressive hyperbolic suspension affords both high power handling, and inherently low coloration. This bass-mid unit is complemented by a Ferrofluid cooled 19mm dome tweeter. The system is capable of handling musical material with exceptional dynamic range, including digital masters, and remains linear even at modest power levels unlike many non-linear systems which, at low level, sound little better than a transistor radio.

The unusual inverted drive unit geometry, first designed by Henry Azima in the Mission 700, goes some way towards equalising the distance from the acoustic centres of the drive units to the ears of the normally seated listener. The effect of such a design is that at the crossover frequency the radiation lobe is directed up towards the listener rather than down to the floor. The refinement goes one step further in the use of a time delayed baffle board resulting in dramatically better acoustic phase linearity, with substantial improvements in realism, dynamics, and stereo imagery. The baffle board itself is precision injection moulded in polypropylene reinforced with natural composite materials.

This combines with Mission's multi-fold technique for cabinet construction to ensure phenomenal transient attack.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>MISSION 70</th>
<th>MISSION 700 Leading Edge</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREQUENCY RANGE</td>
<td>40Hz – 20KHz</td>
</tr>
<tr>
<td>FREQUENCY RESPONSE</td>
<td>60Hz – 20KHz ±3dB</td>
</tr>
<tr>
<td>IMPEDANCE NOMINAL</td>
<td>8 ohms</td>
</tr>
<tr>
<td>RECOMMENDED AMPLIFIERS</td>
<td>20W – 60 Watts/channel</td>
</tr>
<tr>
<td>SENSITIVITY, SPL at 1M, 1W</td>
<td>88.5dB</td>
</tr>
<tr>
<td>TWEETER</td>
<td>18mm Polymer Dome – Ferrofluid</td>
</tr>
<tr>
<td>WOOFER</td>
<td>177mm Plastiflex Cone</td>
</tr>
<tr>
<td>CROSSOVER FREQUENCY</td>
<td>2.5KHz</td>
</tr>
<tr>
<td>GRILLES</td>
<td>Fixed</td>
</tr>
<tr>
<td>TERMINAL CONNECTIONS</td>
<td>4mm plug or wire</td>
</tr>
<tr>
<td>EFFECTIVE VOLUME</td>
<td>12 litres</td>
</tr>
<tr>
<td>CABINET DIMENSIONS (HxWxD)</td>
<td>360 x 210 x 210 mm</td>
</tr>
<tr>
<td>FINISH</td>
<td>Black</td>
</tr>
</tbody>
</table>
Mission 707

The 707 is a brand new addition to the Mission range. It offers the inverted drive unit arrangement first used in the 700 (for reasons see 700.2). The 707 incorporates Mission's unique multi-folded cabinet construction and sophisticated injection moulded baffle board manufactured from polypropylene and natural minerals - the formula not being made public by Mission. This configuration offers optimum rigidity for accurate transient bass response with controlled and minimal resonances in the mid band region. The tweeter is our proven ferrofluid 19mm polymer dome and the overall results are optimum integration and excellent off axis performance, resulting in quite exceptional stereo stage.

Here we must point out that there is a fundamental design conflict between the efficiency and low frequency performance of a loudspeaker. In the majority of cases efficiency is achieved at the direct expense of bass extension, and frequently high efficiency systems suffer very high coloration. Not so with the new generation of Mission designs. The theoretical motor systems combined with high quality cone materials and precision manufacturing processes have enabled us to offer extraordinary sensitivity and bass extension whilst preserving the mid band magic of classical Mission speakers. Our speakers have always been acclaimed for low coloration, neutrality and transparency in the mid band. This is now coupled to bass extension, with control and articulation. Careful attention is paid to the linearity of both frequency response and distortion at different power levels. Consequently the dynamic headroom is so great that the loudspeaker system will not suffer "saturation" and "compression" at high listening levels.

The 707 offers 92dB efficiency for 1W input measured at 1 metre and can be used with amplifiers ranging from 20W to 150W per channel. Rigid, sand-filled metal Mission stands are available for use with this model, or under special circumstances the 707 may be bookshelf mounted.

Mission 737 Renaissance

In 1978 when polypropylene as a cone material was in its development stages at the research laboratories of the British Broadcasting Corporation, and other manufacturers were carrying on with conventional materials, Mission were negotiating the patent rights for the coming technical revolution. Around the same time Mission became the first licencees in the world for this British patent. Mission's pioneering research in this area resulted in one of the most advanced loudspeakers - the 770. Since then most other manufacturers have attempted to copy the Mission design with varying degrees of success.

At Mission we have continued to move on. After many years of evolutionary refinements the most advanced version of the 770 drive unit is now designed into our new model 737 Renaissance. The cone membrane for this model offers a unique combination of rigidity, lightness and acoustic openness. The drive unit is manufactured into an esoteric die-cast magnesium chassis to improve rigid coupling. The acoustic properties of the cone are such that they do not allow for internal reflection and standing waves to come out of the cabinet and reach the listener out of phase. Furthermore, a solid block of Mission acoustic foam is built into the inside of the cabinet to attenuate such standing waves. The Renaissance cabinet is of precision multi-folded construction, visco-elasticity clamped and incorporates our special MDF baffle board. The total system is reflected using the Mission resistive port and resulting in extended low frequency and power handling performance. The Renaissance now possesses many attributes of its predecessor but at substantially lower cost.

For this model, as well as the 770 Freedom and the 780 Argonaut, special Mission stands are available which lock into the loudspeaker and are offered as an optional extra. The Renaissance is recommended for use with amplifiers ranging from 30W to 120W per channel.
Mission 770 Freedom

We are confident that the 770 Freedom is a worthy successor to our legendary 770. Our objective in replacing the 770 was to improve on that model in certain specific areas. Firstly, we wanted to ensure that the frequency range was even more extended. Secondly, our design team felt that the bass response could be tighter with greater transient attack. Thirdly, we wanted to increase the available headroom so that at high power levels the system did not go into saturation. Finally, we wanted to increase efficiency for the era of digital master tapes.

For the mid/bass drive unit a brand new cone was developed made of an advanced homopolymer material impregnated with certain minerals (the formula not being made public by Mission) to offer optimum mass, rigidity, Q and sonic openness — a further advance on polypropylene. The voice coil is manufactured using high temperature aluminium former and is carefully ventilated to increase power handling. The motor system is exceptionally powerful for the amount of magnet we have used and this has been achieved by careful geometric design of the pole piece which in turn is brass plated. This arrangement results in minimal magnetic flux wastages into stray fields. The driver is assembled into a sophisticated rigid magnesium die-cast chassis. The high frequency unit is carefully designed for extreme power and exhibits exceptional power/frequency response linearity and no major saturation at high levels. It is further oil cooled to avoid temperature related performance aberrations and for increased saturation thresholds. The cabinet construction is based on Mission’s unique multi-folded geometry ensuring rigidity for low frequency transient attack without coloring the very open and transparent mid band. The cabinet walls are visco elastically damped to control and attenuate resonances and minimise stray acoustic output to ensure minimal acoustic phase distortion. The Freedom’s low frequency behaviour is totally unusual for a reflex loudspeaker and this has been achieved by careful integration of the drive unit Qs in relation to the 37 litres of internal volume and the use of the Mission resistive reflex port.

On measurement the Freedoms are capable of exceptionally smooth, highly integrated off axis frequency response as well as the least amount of distortion we have measured in any other loudspeaker. Indeed, driven at 90dB mid band distortion is close to 0.1%.

The Freedom is a powerful expression of Mission’s experience and technology. Subjectively, and when used in conjunction with good quality ancillary equipment, the results are exhilarating and most realistic. The Freedom has optional stands as pictured above and is recommended for use with amplifiers ranging from 30W to 150W per channel.

Mission 780 Argonaut

The 780 Argonaut is a brand new Mission product. It is important to point out at this stage that by the nature of its design the Argonaut presents amplifiers with both complex and difficult loads. That is to say, the characteristic impedance at certain frequencies can drop to around 3.5 ohms and even though the phase shift angles are kept to a minimum and for the most part the impedance is purely resistive, nevertheless this can present problems for ordinary amplifiers. This means that only exceptionally well designed amplifiers should be used to drive the Argonauts. Otherwise the sound quality will be poor and the amplifier could suffer damage. Many good British and American amplifiers, however, are designed to deal with such loads and all Mission designed amplifiers, including the little Cyrus I, are perfectly capable of driving the Argonauts.

The Argonauts are truly exceptional speakers unmatched by any other model at any price. Firstly, for 2.83V of input a single Argonaut produces approximately 94dB of output measured at 1 metre. Secondly, whereas speakers of such sensitivity always lack deep bass, the Argonauts are extremely well extended in low frequencies. Thirdly, whereas nearly all ultra high efficiency speakers use light paper for their cone material and suffer the associated colorations, the Argonaut uses modern polymer based engineering materials and has no significant audible or measured colorations or distortions. The whole speaker is manufactured from MDF rather than conventional chipboard and the walls are visco elastically damped.

The Argonaut has many common features with the 770 Freedom. It parallels up two of its 8" drive units (see 770 Freedom) for mid/bass frequencies and the tweeter takes over at 1.8 kHz to handle the high frequencies. Such low crossover frequency combined with excellent dispersion characteristics of the tweeter result in breathtaking stereo stage such that when the speakers are correctly positioned there is no audible evidence of point source left and right channels. Rather, the system achieves the true definition of stereo — a solid three dimensional stage with tremendous front to back imaging (without any tunnel effect) and no interrupted left to right sound stage. When this happens the speakers effectively "disappear". Such 3-D musical stage is then combined with the Argonaut’s awesome dynamic range to produce what Mission designers call Magic.

Special optional stands are available from your dealer which fix into the 780 and we would recommend these speakers for use only with very high quality British and American amplifiers.
TECHNICAL PHILOSOPHIES

Most people do not associate loudspeakers with complex technology. But in reality, all the components in the audio reproduction chain -- the speakers, amplifiers, cabling, and filtering -- contribute to the final output. To achieve the best possible sound, all these elements must work in harmony, each playing its role in the overall musical performance.

We believe that the true audiophile should be aware of these design considerations and possess the knowledge to make informed choices. By understanding these principles, you can better select components that will allow you to enjoy the full potential of your musical equipment.

SPEAKER TYPE

The choice of a loudspeaker is crucial to the overall sound quality of your audio system. At Mission, we have designed our speakers to be highly efficient, compact, and powerful. They are built to function with an almost infinite power source, allowing them to play music in a wide range of environments. Our speakers are not just devices to reproduce sound; they are art objects that will enhance your listening experience.

SPEAKER RANGE

Our speakers are designed to reproduce music with a wide dynamic range, from the softest whispers to the loudest symphonic crescendos. This capability is achieved through the use of state-of-the-art materials and precision engineering. Each speaker in our range is tested for consistency and quality, ensuring that you receive the best possible sound.

SPEAKER SENSITIVITY

The sensitivity of a loudspeaker is a measure of its efficiency in converting electrical power into sound energy. A high sensitivity speaker will require less power from the amplifier, resulting in a cleaner and more satisfying sound. At Mission, we strive to design speakers that are efficient and powerful, allowing you to enjoy your music with less strain on your amplifier.

SPEAKER IMPEDANCE

The impedance of a loudspeaker is a measure of its ability to absorb electrical energy. A low impedance speaker will require more power from the amplifier, while a high impedance speaker will require less. At Mission, we recommend using high impedance speakers as they offer better control and flexibility in your audio system.

SPEAKER CROSSOVER POINT

The crossover point is the frequency at which the high-frequency and low-frequency drivers in a loudspeaker begin to handle the sound. A good crossover point ensures that each driver is handling the sound it is most suited to reproduce, resulting in a more precise and natural sound. At Mission, we design our crossovers to be transparent and smooth, ensuring a seamless transition between the different frequency ranges.

SPEAKER MAGNETIC FIELD

The magnetic field strength of a loudspeaker is an important factor in determining its performance. A strong magnetic field will result in a more powerful and dynamic sound, while a weak field will result in a softer and less defined sound. At Mission, we use powerful magnets in our speakers to ensure that they deliver the best possible performance.

SPEAKER TWEETERS

Tweeters are the high-frequency drivers in a loudspeaker and are responsible for reproducing the highest notes in the musical scale. At Mission, we use advanced tweeter technology to ensure that the high frequencies are reproduced accurately and dynamically. Our tweeters are designed to handle a wide range of frequencies, resulting in a clear and crisp audio experience.

SPEAKER MIDRANGES

Midranges are the drivers in a loudspeaker responsible for reproducing the mid-frequency range, which includes the human voice and most instruments. At Mission, we use high-performance midranges to ensure that the mid frequencies are reproduced accurately and dynamically. Our midranges are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER BASS MODULATORS

Bass modulators are the drivers in a loudspeaker responsible for reproducing the low-frequency range, which includes the bass instruments and the rumble of the bassline. At Mission, we use advanced bass modulator technology to ensure that the low frequencies are reproduced accurately and dynamically. Our bass modulators are designed to handle a wide range of frequencies, resulting in a tight and powerful audio experience.

SPEAKER ENCLOSURES

Enclosures are the boxes that house the drivers in a loudspeaker. At Mission, we use high-quality materials and advanced design techniques to ensure that our enclosures are durable and effective. Our enclosures are designed to resonate with the drivers, resulting in a more powerful and dynamic sound. At Mission, we offer a variety of enclosure options to suit your needs and preferences.

SPEAKER TUBES

Tubes are the vacuum tubes used in amplifiers to amplify the electrical signal. At Mission, we use high-quality tubes to ensure that the electrical signal is amplified accurately and dynamically. Our tubes are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER CD DIGITAL PREAMPLIFIERS

CD digital preamplifiers are the devices used to amplify the digital signal from a CD player. At Mission, we use high-quality digital preamplifiers to ensure that the digital signal is amplified accurately and dynamically. Our digital preamplifiers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER DACS

DACs are the devices used to convert the digital signal from a CD player to an analog signal. At Mission, we use high-quality DACs to ensure that the analog signal is converted accurately and dynamically. Our DACs are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER INTEGRATED AMPLIFIERS

Integrated amplifiers are the devices used to amplify the electrical signal from a source. At Mission, we use high-quality integrated amplifiers to ensure that the electrical signal is amplified accurately and dynamically. Our integrated amplifiers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER PREAMPLIFIERS

Preamplifiers are the devices used to control the volume and tone of an audio system. At Mission, we use high-quality preamplifiers to ensure that the volume and tone are controlled accurately and dynamically. Our preamplifiers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER PHONO PREAMPLIFIERS

Phono preamplifiers are the devices used to amplify the signal from a turntable. At Mission, we use high-quality phono preamplifiers to ensure that the signal is amplified accurately and dynamically. Our phono preamplifiers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER POWER AMPLIFIERS

Power amplifiers are the devices used to drive the speakers in an audio system. At Mission, we use high-quality power amplifiers to ensure that the speakers are driven accurately and dynamically. Our power amplifiers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER SUBWOOFERS

Subwoofers are the devices used to reproduce the low-frequency range of a musical instrument. At Mission, we use high-quality subwoofers to ensure that the low frequencies are reproduced accurately and dynamically. Our subwoofers are designed to handle a wide range of frequencies, resulting in a tight and powerful audio experience.

SPEAKER PROCESSORS

Processors are the devices used to enhance the sound of an audio system. At Mission, we use high-quality processors to ensure that the sound is enhanced accurately and dynamically. Our processors are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER ROOM CORRECTION SYSTEMS

Room correction systems are the devices used to correct the acoustics of a room. At Mission, we use high-quality room correction systems to ensure that the sound is corrected accurately and dynamically. Our room correction systems are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

SPEAKER SUBWOOFER CONTROLLERS

Subwoofer controllers are the devices used to control the output of a subwoofer. At Mission, we use high-quality subwoofer controllers to ensure that the output is controlled accurately and dynamically. Our subwoofer controllers are designed to handle a wide range of frequencies, resulting in a clear and natural audio experience.

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GENERAL INTRODUCTION

When choosing your loudspeakers be sure you are not influenced by superficial dealer demonstrations. Your hi-fi dealer can sell you what he wants but his advice can be affected by industry politics and commercial factors. As far as manufacturers are concerned you’ll find that often their products are designed for marketing purposes rather than to reproduce music. A certain group of manufacturers insist on putting in as many drive units as possible so that when you take the grille off you’re impressed. Others attempt to give you as big a box for your money as possible. A third group try to confuse you with so-called “hi-tech” features and specifications. You’ll find that in the majority of cases none of these factors has anything to do with music. In fact, such marketing exercises frequently result in confused objectives and incompetently designed products. The thing to remember is that bells and whistles and other gimmicks have nothing to do with music.

So, how do you go about making your personal investment to reproduce music, which will presumably be your objective? As far as we can see, to cut through the jungle of confusion isn’t easy and your safest bet would be to invest in the reputation of the manufacturer. In most instances the sophisticated audiophile throughout the world would agree that British loudspeakers are the best. A handful of British manufacturers have made a serious commitment to genuine research and development in an atmosphere of severe competition which has resulted in some excellent high fidelity products. These products are not designed for fashionable hi-tech reasons and their perceived value may not be that great. In other words, investment is made inside the product rather than in its external size or appearance.

Amongst this handful of British manufacturers, Mission is a leading light and in its short history has established a most formidable reputation throughout the world for “state-of-the-art” in high fidelity. Mission’s reputation is not just for loudspeakers but for cartridges, tonearms, turntables and amplifiers, and this is a unique achievement. Most manufacturers tend to earn their reputation for one item in the music reproduction chain; there are good loudspeaker companies, a few companies make good tonearms, others make good turntables and very few manufacture good amplifiers. Only Mission is acclaimed as a manufacturer of all these items, most of which are acknowledged as the best that money can buy.

Mission have to manufacture all items in the chain because without an overall technical and philosophical understanding of what the reproduction of music entails, no single component can be designed properly. The full explanation of this problem, which is in the realm of stage-by-stage bandwidth optimisation, impedance matching, interference distortions and so on, is outside the scope of this leaflet.

Returning to loudspeaker design on which Mission’s international reputation is based, years ago we put forward ideas and products which have influenced this industry ever since. We suggested good measurements weren’t enough. We said to design for low coloration wasn’t enough. We insisted two-way speakers were inherently superior. We argued that loudspeakers had to reproduce the emotions and dynamics of live music. We claimed that good dynamic range needed higher sensitivity and power handling. We said our speakers had to be “hot-wired”. The unique combination of our own ideas with proven classical theories such as accurate stereo imaging, smooth frequency response, low distortions, etc., gave birth to a generation of products that made Mission an industry leader. Our courageous work with new materials such as polypropylene, Sorbothane, carbon fibre, MDF (Medium Density Fibreboard) etc. influenced designers all over the world.

In 1979 the 770 took the industry by storm and the competition has tried to out-perform it ever since. Our “upside down” 700 offered an entirely new standard of performance for inexpensive systems. In fact, it is our opinion that before the 700 the majority of inexpensive loudspeakers were simply boom boxes. The 700 became an overnight legend throughout the world and set a whole new standard of performance for inexpensive systems. It was Mission’s debate in information retrieval, negative distortion, dynamic range, the importance of sensitivity, the system’s ability to reproduce musical expression and feeling, and so on, that made our public listen more and worry less about meaningless gimmicks. We said then and we continue to say: good loudspeakers must not be auditioned through dealer comparators. In fact, the better the loudspeaker the purer and finer the rest of the reproduction chain must be and it stands to reason, therefore, that residual distortions and nasties in comparators are more audible through good loudspeakers than poor ones. The same goes for bad amplifiers and turntables.

Your choice of loudspeaker is crucial to the upgradability of your hi-fi system. It’s important that the loudspeaker doesn’t become the limiting factor in the chain; that is to say, as you upgrade your other components the loudspeaker must be good enough to improve with them. It is this long range view that makes it necessary for you to take special care and spare no amount of effort in selecting a good pair of speakers.

Earlier we touched on meaningless specifications and here we can give you a couple of examples of the problems involved. As far as measurements are concerned we would state that excellent measurements are necessary but not sufficient condition of a good design. Furthermore, simplified steady state measurements and specifications don’t tell you anything about the true capabilities of a product. For example, a distortion figure may be given at a single frequency and for a particular type of distortion. This will not indicate how the system distorts at different frequencies and continuously varying power levels. Here we get involved in discussions of system linearity as a function of power, the harmonic structure of distortion as a function of frequency, the problems of compression at high power levels, component saturations and so on. Matters get extremely complicated and confusing.

And this is why we say, listen for yourself and we think you’ll agree…

NOBODY WAS EVER SORRY FOR BUYING THE BEST!

Your authorised Mission Dealer

MISSION ELECTRONICS; Huntingdon PE18 6ED, England.