



Michael Fremer, Senior Editor, *Stereophile* and Editor of *Analogplanet.com*, reports:

"Best sound at the show? It wasn't close and it wasn't fair. The best sound was, without a doubt, in the MBL / Sensorium AVR room where MBL importer Jeremy Bryan demonstrated why he's among the best and most meticulous/fanatical set-up guys in the business.



It wasn't fair because his was a 7.1 channel system featuring 7 MBL Radialstrahlers—in front a pair of 111 Fs L/R and in the center the 120RC, a new, larger 3-way hybrid center channel stand mount specially tuned to meet THX Certification specs and costing \$11,300 (a smaller edition, the 126RC is available for \$6200).

Side surrounds were the MBL 116 F (starting at \$29K/pr). Rears were MBL 120s a stand mount 3 way hybrid priced at \$21,400/pr.

Augmenting that grouping were four JL Audio "Gotham" active subwoofers placed around the room, plus a Sony 4K projector and a 115" Screen Innovations Black Diamond screen (the photo doesn't begin to do this set-up justice). Oh, and there was also a UnitedHome Audio Phase 11 reel to reel tape deck and some very high quality tapes. Plus the MBL electronics and Wireworld and MBL cabling.

You needed a ticket for the demo and it was well worth the wait. The program consisted of a few two channel tape tunes followed by absolutely stupendous sounding and looking concert music videos all sourced from Blu-ray and up-sampled to 4K by the Sony projector.

First up on video was a scene from "Roy Orbison Black and White Nights" and I was floored. I own that video. I've never heard it so life-like and seamlessly presented. It's difficult enough getting a subwoofer blend at home. Bryan managed it perfectly in a fairly large hotel room and from the reaction it seemed that every seat in the house was a good one.

I'm not a Rush fan or a drum solo fan but even the finale, Neil Peart's incredibly long "big band" drum extravaganza held my full attention.

It was truly an amazing presentation. I sat in a front row seat and couldn't hear the sound coming from any of the speakers directly in front of me.

No wonder the crowd exiting before I entered for the next show left excited and grinning from ear to ear!"

from: www.analogplanet.com/content/best-sound-new-york-audio-show



Michael Lavorgna, Editor of Audiostream.com, reports:

" MBL and NY dealer Sensorium AVR teamed up to put on what can only be described as The Big Show. Complete with ticket-holder only entrance, this room provided one compelling answer to the question—how can we get more people interested in hi-fi.

While entrance to this feast for the ears and eyes was free, since seating was limited to twenty or so at a time, you had to get a ticket in advance to gain entrance. Once inside the volume levels reached to real concert heights (we were warned) as the 100"+ screen projected parts of movies from The Beatles, Chicago (the movie), as well as live concert footage from George Michael, Usher, and Rush to name just a few.



Neil Peart's drum solo was the show stealer, although I always enjoy a trip on the Yellow Submarine, and the audience left in a pleasant daze akin to exiting a ride at an amusement park but not before providing a round of applause.

I'm certain I've never seen this level of pure excitement at a hi-fi show. Jeremy Bryan of MBL North America and the team from Sensorium AVR are to be commended for bringing a taste of The Big Show to the NY Audio Show."

from: www.audiostream.com/content/mbl-and-sensorium-avr

Alan Taffel, The Absolute Sound, reports:

"New York dealer Sensorium AVR teamed up with MBL to create the most buzzed-about demo of the show. Gangly lines of timestamped ticket clutchers queued up for an hour. Once inside, a surprise. MBL does not immediately come to mind for home theater systems, but that is precisely what they and Sensorium showcased in New York. This was the first such demo in North America. A Sony 4k (that's lines of resolution, not price) projector provided stellar video, while MBL donated its Corona electronics and Radialstrahler speakers. If this wasn't enough, [four] JL Audio Gotham subs topped it all off.

The demo began with some two-channel material, but not from a CD or even a hi-rez file. Instead, MBL enlisted a UHA-Q reel-to-reel deck and wowed the crowd with master-quality tape. The sound was astonishing. Familiar tracks sounded the best I have ever heard them—anywhere. The DJ/VJ then moved to a series of music-related videos, from classical to Sting. Suffice to say that I cannot imagine anyone owning this home theater system and not being ecstatic...The bottom line is that this demo included some of the best sound at the show."



from: www.theabsolutesound.com/articles/new-york-audio-show-part-1/?page=3



Mr. Scott Hull, The AbsoluteSound and ParttimeAudiophil, reports:



"I'd flown in the night before for no particular reason, and was strolling the hallways, just to see what there was to see and hear. I found Bryan Bilgore of Sensorium AVR, Jeremy Bryan of MBL North America, and Greg Beron of UHA, all wrestling with their setup of a "something special" demo for attendees. They'd gotten all the bits in place and were fully into their tuning, but I was invited in for a quick fix of what it was all about. And it was all about something-something like a 7.4 surround-sound system!... Jeremy cued up "Tom Sawyer" and ended 10 minutes or so later, with a Neal Peart drum solo. My inner Beavis was going bananas. I love Rush! It's a hot, burning kinda thing—this was the band my big brother took me to see on my 21st birthday, and getting to see Neal's spinning drum kit on the big screen, with the razor-sharp image cast by a Sony 4K projector, was breathtaking. I mean, literally. Of course, this was concert level audio, but I was absolutely riveted. Wow. I mean, wow. By the end, I was a sweatv wreck. my ears were rinaina. the arin on

Who's up for round two?" So, on Saturday, I did just that and line-jumped for the full 45-minute whirligig ride; as predicted, the sonics had moved from "fun" to "exhilarating". The line for the next seating stretched all the way down the hall, all weekend long."

from: www.theabsolutesound.com/articles/new-york-audio-show-part-2

Mr. Scott Hull, The Absolute Sound and Parttime Audiophile, visited us again and reports:

"My favorite room at the show was a joint venture between MBL and NY retailer, Sensorium AVR. Jeremy & Tara Bryan of MBL-North America, Bryan Bilgore of Sensorium AVR, and analog tape guru Greg Beron of UHA, put together a stunning 45-minute demo that quite literally made my day. The sound was outstanding. The material was equally outstanding. It was unexpected. It was thrilling. I loved every second of it.

The sound came from—uh, well, I have no idea where it came from. There were speakers all around me, but the relationship of them to what I was hearing—and seeing on the Sony 4k projector—was completely removed. Almost architectural. The sound wove together in front of me. To the side of me. Behind me. And more than a few times, all around me. Absolutely stunning. A one-off master tape playing the ubiquitous "Coal Train" of Hugh Masekela was fresh. Roy Orbison was ethereal. I think I started grinning with Anna Netrebko, became open-mouthed by the time Sting finished "Fragile" and when Y2K played through, I almost got naked. Yeah, I liked that demo a lot."



from: www.theabsolutesound.com/articles/new-york-audio-show-part-1?page=3

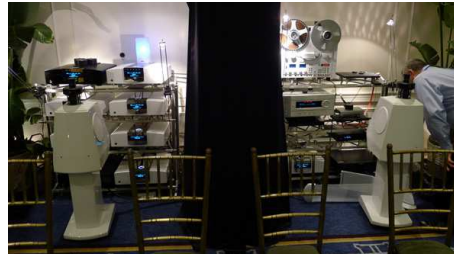


Stephen Mejias, of Stereophile, reports:

"This demo, with its incredibly high volumes and unusual length (some sessions went as long as 45 minutes, I was told), was not for the faint of heart, but it did a better job than any other at *creating an experience*. There was nothing typical about it, and, because of that, it's a demo that I will likely always remember.

And while some attendees resented having to wait in line, I suspect even more were tantalized by what pleasures were kept behind the closed door: MBL and Sensorium created a buzz that MBL North America, Inc. | 263 West End Avenue, Suite 2F whipped through the entire Palace Hotel. And, besides, attendees who waited were well rewarded: ... most people left the demo with huge smiles—an unusual sight for a hi-fi show. This was more thrill ride than hi-fi. I felt like I was a kid again, enjoying a trip to the Universal Studios theme park in Orlando.

I was surprised by the intense volume. But what surprised me more was that no one complained: Audiophiles, in my experience, tend to be unusually sensitive to high volumes and will happily walk out of those demos deemed *too loud*. Yet, for whatever reason, no one walked out of this particular demo. Was this because the system never broke a sweat, maintaining its clean, distortion-free sound throughout? Possibly.



Finally, I cannot stand Rush. I don't even like to *think* about Rush. My notes, scribbled frantically in the dark, read: *This will be the first and last time I ever actually enjoy Rush. Remember it.*"

from: www.stereophile.com/content/ultra-hd-experience-sensorium-av-mbl%E2%80%99s-multichannel-demonstration

Marshall Nack, of Positive Feedback Online, reports:

"Sensorium AVR presented quite a multi-media spectacular, with a lengthy program by reservation only!(Tickets were available on a first-come, first-served basis.)

There was so much gear I couldn't take it all in. It began with purist two-channel stereo playback from a United Home Audio reel-to-reel tape deck and proceeded to 7.1 channel surround sound with video.

Ancillary components included a ton of MBL Corona Line electronics and various Radialstrahler speakers, JL Audio Gotham subwoofers, a Theta Casablanca and Sony Tru4K projector.

If the goal was to transport you somewhere outside a room in the NY Palace Hotel, it succeeded. The walls were lined with tall tropical plants, no doubt placed for acoustical reasons, which gave the impression you were in a botanical garden. (Or maybe a fancy jazz club, or a stadium.) This was home entertainment on a grand scale."

from: www.positive-feedback.com/Issue66/ny2013.htm



Brett Solomon, of Technologytell.com, reports:

"This weekend brought me to the New York Audio Show at the New York Palace Hotel. What does that have to do with car technology? I'll get to that...

The New York Audio Show is divided up into different hotel suites. Manufacturers pick a suite, the hotel staff removes all of the furniture and beds, and they set up impromptu living and listening rooms. A week before the show, old school car audio competitor and sound-off extraordinaire Earl Zausmer chimed in to 'make sure you hear the MBL loudspeakers'



To heed his advice, I found the room and noticed that there was not just a wait, but a mobscene. Only those with tickets were allowed to enter for a demo. Even Earl did not know what was going on when I texted him from the show. Instead of a simple two-channel demo I was expecting, MBL, for the first time was demonstrating a full 7.1 surround sound system.... However, the high ceilings and room size of the suites at the Palace are not exactly intimate (but they aren't stadiums either), and it can be challenge to fill the room with quality subbass for a dramatic and audiophile-pleasing demonstration.

In other words- the extraordinary system lacked bottom end. It needed some ass like Kylie Jenner admiring her older Kardashian stepsisters. And who do you call when you need audiophile-quality bass in an enclosed space? Why, as any car audiophile knows, JL Audio, of course!

Anchoring the phenominal MBL system were four JL Audio Gotham powered home audio subwoofers.

Also on hand was Sony's new 84" XBR 4K television.

Thank you guys for an amazing demo. Freddie Mercury and Neil Peart never sounded so good. But with 4K and those MBL speakers, you could not only actually see thier individual chest hairs, but hear each individual one rustle against thier clothing (or lack of). The essence is in the details and this was the most detailed music and audio demonstration I ever had."

from: www.technologytell.com/in-car-tech/2831/jl-audio-and-mbl-audio-take-manhattan