



Press Release

For immediate release

New Morel Octave 6 Series Arrives

Ness-Ziona, Israel— Mar. 17, 2013— For a decade now Morel's Octave line has been a class leader in the high performance mini monitor speaker category. Now the new Octave 6 takes it to the next level, inspired by the company's reference speaker, the *fat lady*. Following Morel's latest design principles, the Octave 6 has been transformed completely both visually and technically to recreate the excitement of live music whilst preserving tonal accuracy and dynamics, thus elevating the status of integrated floor-standing and bookshelf speakers.

The new aesthetic for the Octave 6 is the embodiment of Morel's uncompromising attention to detail and creativity, all in the service of phenomenal sound. The new gently curved MDF cabinet architecture maintains key existing attributes but with an up-to-date modern look. It is painted and hand-polished with six layers of lacquer, to a high-gloss piano finish, and complemented by the near acoustically transparent and stylish Lotus grilles*.



"Our R&D team set their goals high, developing side by side both the cabinet and drivers to create a speaker that could integrate in the living space, enabling listeners outside the centre 'sweet spot' to also enjoy the performance," explained Morel's Executive Vice President, Oren Mordechai.

For the Octave 6 Morel's engineers took on a serious and simultaneous design process wherein the drivers were developed alongside the enclosures to meet very specific objectives, as opposed to simply trying to force components to work together. Like the innovative cabinet concept used in the *fat lady*, and similar to musical instruments, the Octave 6 is void of internal damping materials. Through the course of exacting research, Morel found the solution to avoid a boxy sound:



a new vertical baffle with acoustic apertures placed within the enclosure to break up standing waves. This allows the cabinet to vibrate along with the drivers output in a highly controlled manner, resulting in a remarkably transparent speaker performance and natural open sound.

"The special transducers engineered for the Octave 6 are the heart and soul of the new series. Based on Morel's most advanced technology, the new mid-bass unit employs an oversized 3-inch aluminum voice coil over a titanium base, encapsulating our powerful Hybrid motor, while the tweeter features the company's renowned 1.1" Acuflex soft dome. Borrowed from our reference loudspeaker, the *fat lady*, the innovative crossover topology preserves the life and dynamics of the original sound like in a live performance," said Mr. Mordechai.

In addition, the new Octave 6 series was also designed to be "amplifier friendly" so it is able to work with tube as well as solid-state amps.



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As with any speaker, the real test is in the listening. Expect new insights within familiar recordings; don't be surprised to find listening sessions lasting longer as the desire to hear "just one more track" proves irresistible.

For more information, visit www.morelhifi.com or call +972 8 930 1161.
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*The Lotus grille is a registered design protecting Morel's intellectual property.

About Morel

Morel, an international leader in speaker components and systems since 1975, manufactures handcrafted, award-winning speakers and audio drivers for the mid to high end OEM, home and car audio markets. Its products are sold in over 55 countries worldwide. With its high standard for technological innovation and design excellence, Morel audio speakers are the choice of many of the biggest names in the music industry.

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