

# Lautsprecher aus Österreich

Vienna Acoustics **up close.**  
The art of **natural sound.**

*a*s the birthplace of Western classical music and home to the most renowned classical composers and musicians the world has ever known, it is not surprising that to this day music still surges through every vein of Vienna. From the classics that are performed for thousands at the famous opera houses and concert halls around the city, to the fresh, new sounds created by talented street performers, music is being made around every corner.



Clockwise: The Secession Building that holds the work of Gustav Klimt—the inspiration for Vienna Acoustics latest speakers, a cup of Viennese coffee served with a glass of water, the Musikverein, and the State Opera house.



### The Vienna influence

Vienna Acoustics isn't in the business of making music. No, the highly regarded speaker manufacturer is in the business of transforming the experience that you have in your home, on your couch, into the goosebump-inspiring experience of sitting in one of the famed Vienna concert halls. To them, it's about creating that feeling every time you put in your favorite CD or concert DVD, no matter what kind of music you enjoy.

“The main difference is in the people we work with. We hire music lovers.”

The music of Vienna hums through every aspect of Vienna Acoustics. They borrowed the name of the city for their brand, the names of Vienna's most important artists and composers for their products, and, maybe most importantly, the acoustics of some of the great music halls, specifically the Goldener Musikvereinssaal, to create a sound that has won them customers around the world. “Some manufacturers are compared to the perfect violin or musical instrument. Vienna [Acoustics], to the perfect acoustic theater,” is how International Sales Director Kevin Wolff described their sound.

### What's in a name?

The tall and proud *Beethoven Concert Grand*. The elegant lines of the *Mozart Grand*. The compact, but vibrant *Haydn Grand*. And the critically acclaimed and sophisticated *Mahler*. Each speaker was named and designed to honor a Viennese composer.

“Beginning with our Classic Series, we wanted to draw a connection between our products and the wonderful city where they are built, and also where they receive much of their inspiration,” commented Managing Director Maria Gansterer. “While Vienna has a vibrant music scene covering all genres of music, it is with classical music that most people recognize Vienna and thus paying homage to the great classical composers of Vienna only seemed natural.”

Vienna Acoustics Designer and Founder, Peter Gansterer agreed, “There are so many important composers who lived and worked in Vienna. It was about honoring them and their work.”

### Building a brand

Mr. Gansterer's journey started with a passion for music at an early age. He started playing with amps and going to lectures on electro acoustics while he was studying something unrelated at the university. As his interest grew, he began building speakers for friends. And then friends of friends.

Eventually, Mr. Gansterer's hobby became a business, and that business became one of the world's

leading speaker companies. His attention to detail, design genius and deep knowledge of speaker technologies have come together seamlessly in Vienna Acoustics' products. His pride for the brand and his love of the product is evident as he talks about a recent patent on a new, flat cone that will make Vienna Acoustics' new line of speakers his best yet.

But at the end of the day, it isn't about the technology or the aesthetics of the speakers. As

Ms. Gansterer said, “Peter [Gansterer] just wants to spread as much good sound as possible.”

### The Vienna Acoustics family

Like one might expect, the people who work at Vienna Acoustics share Mr. Gansterer's passion for music—all music. “The main difference is in the people we work with. When we hire people, all are music lovers. All go to concerts. They like different types of music, but they

The Vienna Acoustics team. (From left to right): Helge Leinich, Managing Director; Piotr Cholewa, Head of Quality Control; Peter Gansterer, Designer and Founder; Hubert Rumpler, Customer Support; Kevin Wolff, International Sales Director; and Maria Gansterer, Managing Director.





“When building a product by hand, as we do, it is always the people and their teamwork that is most important,”  
Maria Gansterer.



Top: Each speaker pair receives a handwritten serial number—including these Haydn Grand speakers.

Bottom: Christian Ostermayer does a final ‘white glove’ inspection on a Bach speaker with black piano lacquer at the Vienna Acoustics factory.

Above: As one of the company’s “Golden Ears,” Piotr Cholewa listens to a new speaker to make sure it is an exact match to the original reference speaker.

Top right: Ferdinand Steiger assembles the company’s acclaimed Mozart speakers.

Bottom Right: Crossover and speaker components.

all love music. I have no idea if we would have found the same kind of people somewhere else,” commented Mr. Gansterer.

For Ms. Gansterer, the atmosphere around Vienna Acoustics isn’t just like family. It is family. Much more than just the sister of the founder, her enthusiasm for the brand, the products, and the entire team is evident in everything she does. “When building a product by hand, as we do, it is always the people and their teamwork that is most important. While it is a bit cliché to emphasize a family environment, we could not do what we do without it,” she added. It’s that kind of family atmosphere

that is felt in both the company headquarters and in their factory just outside of Vienna.

**White gloves, golden ears...**

Inside the Vienna Acoustics factory, there is a high standard for excellence. From Ms. Gansterer’s worldwide search to select the perfect veneers, and the 12 coats of lacquer that are carefully applied for the perfect finish, to the hand-numbering of serial numbers on each speaker pair, quality is built into every step. A careful, white glove inspection ensures that every product that leaves the factory looks museum perfect.

Looking perfect is one thing. Sounding perfect is another. A combination of man and machine perform quality control on every speaker. While most speaker manufacturers test each speaker against the other in the pair, Vienna Acoustics tests every speaker against the original reference speaker with a highly sensitive machine that plots even the slightest discrepancy. This means that the pair that ends up in your home has the same exact sound as the perfect model in the factory.

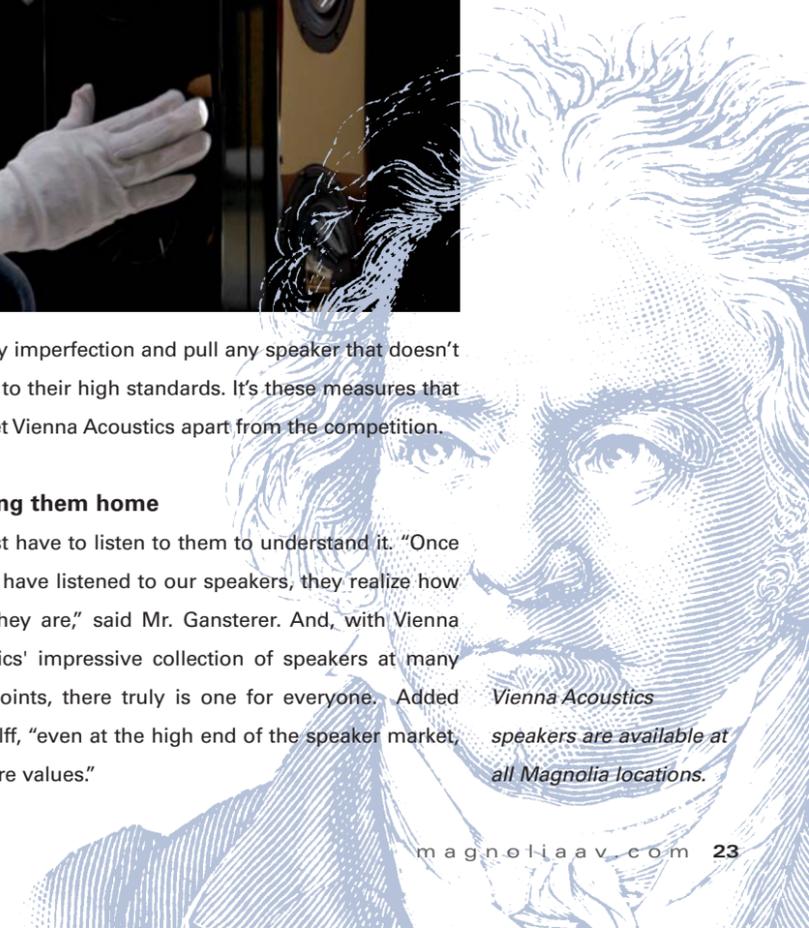
Next, each speaker goes on to the even stricter test—a human one. Four employees are the company’s “Golden Ears,” which requires them to carefully listen to

find any imperfection and pull any speaker that doesn’t live up to their high standards. It’s these measures that truly set Vienna Acoustics apart from the competition.

**Bringing them home**

You just have to listen to them to understand it. “Once people have listened to our speakers, they realize how good they are,” said Mr. Gansterer. And, with Vienna Acoustics’ impressive collection of speakers at many price points, there truly is one for everyone. Added Mr. Wolff, “even at the high end of the speaker market, there are values.”

*Vienna Acoustics speakers are available at all Magnolia locations.*



L a u n c h i n g   a   n e w   l i n e .

**"The best I've ever created..."**

**Peter Gansterer**  
Designer and Founder, Vienna Acoustics



Peter Gansterer, Designer and Founder of Vienna Acoustics, with the new Klimt series speaker "THE MUSIC." Sapele finish on speaker. (Also available in Piano Black).

# Klimt Series



**"The best I've ever created..."**

Vienna Acoustics Designer and Founder Peter Gansterer doesn't launch a new speaker line on a whim. The company is committed to getting new products to the customer only when they can significantly improve on the technology. For the new Klimt series, "THE MUSIC," he did just that, commenting, "this system is the best I've ever created."

It was a technology that Mr. Gansterer had been thinking about and working on for a long time. "I knew it was the best. I always knew a flat cone was best. It's just very difficult to make," he said. It was years of his work that produced a driver that used a revolutionary flat cone. It was that lightweight cone, with the best mass-stiffness ratio in the industry, that led to "THE MUSIC's" truly remarkable sound.

## A whole new look and sound

The Klimt speakers not only sound different, they look different too. The long, lean body houses three bass drivers in a sleek, leaning cabinet. The movable top unit handles the mid and upper bass that best represent the human voice, and can be adjusted to create the right sound for your room. "You can point it downward, upwards, right and left,"

remarked Mr. Gansterer. "There is not a 'sweet spot' in your room. The area with perfect sound is much bigger."

## Creating a reference

This new technology is not just important for these speakers, but for future Vienna Acoustics speakers. As the reference speaker for the new Klimt series, it will be the speaker that all other speakers in the line are tested against to ensure the best possible sound.

## Naming Klimt

Honoring Viennese artist and leader of the Secession movement, Gustav Klimt, was important to everyone at Vienna Acoustics because of the influence that music had on his art. "Naming a product is always difficult. We wanted to draw on our own heritage while also implying, by name, that we have created something new. The entire art movement that had Klimt as its leader seemed not only interesting, but also appropriate," explained Managing Director Maria Gansterer.

Klimt. A fitting name for a new speaker that looks radically different and is taking Vienna Acoustics to their next chapter and listening experience to the next level. 



Left: A team of photographers photograph the new speakers at the Contemporary Belvedere Museum in Vienna.

Above: The Belvedere Museum in Vienna where many of Gustav Klimt's works are displayed.

**Klimt Specs:**  
Weight per speaker: 180 lbs/ 82 kg  
Dimensions: (WxHxD) 10.75x50.98x24.80 inches  
Recommended power: Amps from 50-500 watts  
System type: 3-way system, employing integrated subwoofers  
Frequency response: 22-100.000 Hz

Specs courtesy of ViennaAcoustics.com

Vienna Acoustics' new Klimt Series "THE MUSIC" is making its Magnolia debut exclusively at the Bellevue, WA, xxxxxxx, and xxxxxx locations.