



Allan Tarrant (right), MartinLogan VP of Sales North America, unveils the new Dynamo subwoofer series.

## INDUSTRY NEWS

# MartinLogan Dynamo

## ML Releases its New Subwoofer Lineup at Abt Electronics

Greg Weaver

**Abt Electronics, reported to be the nation's** largest single-store appliance and electronic retailer, played host to a launch event for the latest line of Dynamo subwoofers from MartinLogan, on Thursday, June 28th, at 6:00 p.m. in its Glenview, IL, space (about 10 miles north of Chicago's O'Hare International Airport).

First introduced in 2009, Dynamo subwoofers have been the most successful product category in the manufacturer's 35-year history, and these fourth-generation powered Dynamo products represent the most advanced, high-performance, affordable subwoofer systems ML has brought to market, says MartinLogan's marketing manager, Devin Zell. The lineup now comprises five models—the Dynamo 400 (\$399), 600X (\$599), 800X (\$799), 1100X (\$1099), and 1600X (\$1699)—wherein the 400 is intended to be a cost-effective solution, while the X's in the other names signify those models' advanced wireless technologies, including app-based controls via Bluetooth, Anthem Room Correction (ARC), and even optional wireless signal connection capability.

These latest-generation MartinLogan Dynamo subwoofers use Class D amplifiers and feature low-noise high-power switching power supplies, high-quality MOSFET transistors, noise-suppression networks, and advanced control circuitry. Although the 800X, 1100X, and 1600X come pre-configured for down-

ward-firing, they can quickly be converted to front-firing mode by moving the footers and using the included grilles. The footers of the Dynamo 800X, 1100X, and 1600X models have removable rubber caps that allow you to employ the custom ETC (Energy Transfer Coupler) spiking system, which enhances stability on thick carpets and creates tighter coupling between subwoofer and floor. When the subs are configured to fire downward, the inverted surrounds found on all their new drivers reduce airflow-related turbulence and enhance linearity. Pairing a high-powered magnetic structure (improved over that in previous Dynamos) with low-mass diaphragms allows smoother non-resonant response. The stable, rigid enclosures are

constructed from composite materials with structural cross-bracing in critical areas to minimize cabinet-induced resonances. Where the Dynamo 400 and 600X feature tuned, low-turbulence ports, the Dynamo 800X, 1100X, and 1600X are sealed systems.

The Inverse Mathematical Equalization (IME) filter used in this new Dynamo series is derived from the inverse of the unfiltered driver response. Precision IME filtering is said to yield extremely accurate low frequencies superior to those provided by the simple, second-order, high-Q filters typically found in other subwoofers in this price range.

MartinLogan's new Subwoofer Control app for Android or iOS (free from your app store) enables setup via a Bluetooth connection from your smartphone or tablet. The app is comprehensive, allowing for remote control of the sub's volume level, low-pass filter (adjustable frequency and order), phase control (infinite, not just 0° or 180°), and room gain. It offers three preset listening modes and allows use of a passcode lock to prevent inadvertent changes once you have dialed in your setup. It also offers a tone sweep feature that can be paused at any frequency to assist in locating troublesome rattles or resonances in your listening room. Using the Anthem



MartinLogan Dynamo 800X subwoofer.

Room Correction system (ARC) with its free mobile app couldn't be easier. The system measures the sub's low-frequency output in your room and compares it to optimal response curves, then, using Anthem's advanced algorithms, applies corrections to remove anomalies.

MartinLogan didn't skimp on wired connectivity either: These subs offer left and right input via RCA line-level or speaker-level connections. The right input on both the Dynamo 400 and 600X doubles as an LFE input for home-theater applications, while the Dynamo 800X ups the ante by adding a discrete LFE RCA line-level input. The Dynamo 1100X and 1600X go one step further,

adding both XLR and RCA inputs for the LFE connection. The Dynamo 800X, 1100X, and 1600X systems allow simultaneous connection of both two-channel stereo music and multi-channel home theater, allowing each source to have individual crossover and level settings. While LFE inputs use no low-pass filter (leaving crossover control to the processor), when playing back two-channel music left and right inputs integrate discrete user-adjustable low-pass filters for different level and crossover points. For placement flexibility, MartinLogan's new SWT-X Wireless Subwoofer Kit (sold separately, \$199) installs easily in any X series Dynamo, and

incorporates the latest 2.4GHz dynamic frequency selection, forwards error correction, and has a range up to 50 feet. Finally, the Dynamo 800X, 1100X, and 1600X feature 12V trigger inputs, allowing an external device to turn the subwoofer on and off. For more information, visit MartinLogan's YouTube channel to watch the video covering this new series of subwoofers.

### MartinLogan Dynamo Subwoofers: The Big Reveal

The launch event was held in Abt Electronics' Audio section—a large, beautifully appointed, and carefully laid-out department of what (as I've noted) is the largest single-store electronics/appliance retail space in the nation. This was my first visit to this sprawling super-store of 400,000 square feet (including attached warehouse and installation bays), with a staff of more than 1400 employees. In business continuously since 1936, Abt does all its own deliveries, installations, and service calls.

While event-goers enjoyed catered hors d'oeuvres and beverages, I met with Devin Zell—and other MartinLogan and Abt team members—who mentioned that over 500 people had registered for the launch event via their social media feeds. Roughly 125 of those people pressed in for the reveal of the new Dynamo subwoofers.

After the unveiling, MartinLogan Product Manager and Trainer Andrew Lindsey gave a detailed presentation on the technology found in the Dynamo subs, as well as an engaging demonstration of how easy they are to set up and manage using the MartinLogan Subwoofer Control app. The screen from his tablet showing the mobile app was broadcast to two large-screen TVs in the listening/demo area, allowing everyone to see how the user-friendly app works. This was followed by an impressive demonstration of a pair of the Dynamo 1100X subwoofers in another home-theater showroom, where selected scenes from the Blu-ray release of the Marvel Studios blockbuster *Black Panther* were shown. The event closed with a raffle—\$50 Abt gift certificates were given to randomly drawn winners, and five lucky attendees received one of the five new Dynamo subwoofer models.

It was quite encouraging to see a well-respected, established manufacturer like MartinLogan going all-out to engage the public by promoting this kind of fun event. It's such a direct and effective way to connect with listeners, many of whom may otherwise never discover the enjoyment of quality sound reproduction in their homes. Events like this can be an effective way to sustain and grow interest in our industry. It is my sincerest hope that more manufacturers will follow MartinLogan's lead. **tas**

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