



## REVEL Performa F30

### Assignment:

Marketing Launch for new product line and new product.  
Establish marketing direction for a luxury line of home audio loudspeakers.

### Deliverable:

Written copy / literature layout for literature and website.  
Develop written copy, tone of voice, and design “look & feel”.

### Product:

Revel F30 Loudspeaker. Retail price: \$3,000 / \$3,300 pair in premium wood finish.

### Detail:

A new luxury home audio loudspeaker sold by specialty audio-video dealers across the U.S. and abroad. An all new product line - the Revel Performa was the less expensive loudspeaker of Revel. Revel had set new levels of performance with the Revel Ultima which retailed at \$17,000 per pair. The Performa line aimed to leverage much of what had been learned in their premium product and deliver it at a more attainable price.

### Format:

11”x17” with full bleed / printed both sides / folded center to achieve four 8-1/2” x 11” pages and technical page insert.

### Project Director:

Mr. Kevin Voecks, Director of Engineering, Revel

Company: Harman International

Parent company for Infinity, Harman/Kardon, JBL, JBL Pro, Lexicon, AKG and Mark Levinson and Revel. Revel is Harman International’s flagship speaker line, with the single goal to produce the world’s finest loudspeakers.



# Technical Writing





## Page 1

(Color images of Revel Performa F30 in artistic perspectives showing the aluminum domed tweeter and exotic wood finish contrasted with the aluminum painted baffle. Show Revel logo prominently and introduce the line of Performa series.)

REVEL Performa F30

## Page 2

(Introduction and overview of product in one-page)

The F30 is designed to achieve a new level of performance. The first in the family of Performa speakers, the F30 is designed to stand alone, but may be exceptionally complemented by its multi-channel siblings.

To achieve the hallmarks of all Revel speakers - low dynamic compression and maximum power handling, three robust, all metal drivers are employed. Their advanced engineering achieves true pistonic operation throughout their operating range and beyond.

From the very beginning, superior in-room performance was an acoustic goal of these speakers and one of the key design philosophy's of Revel. The Performa F30 breaks the ranks of convention, it provides the listener a wide seating range, requires only moderate amounts of power, and achieves incredible performance in real world living rooms.

The F30 brings previously unreachable musical performance to an attainable price.



## Page 2

(This page explains how “The F30 brings previously unreachable musical performance to an attainable price.” was achieved and the design philosophy and research and engineering capabilities behind all Revel speakers.)

### *Unparalleled Resources*

Achieving the finest speakers doesn’t come easily; in fact there is a reason that most speaker companies don’t build their own drivers; it’s extremely expensive. The high cost of engineering, tooling, and manufacturing are extensive and require substantial investments. Revel’s unique relationship with Harman International allows access to the most sophisticated and advanced speaker engineering and manufacturing facility in the world.

### *Without Equal*

Revel’s Performa drivers are superior to any “off-the-shelf” drivers, which lesser manufacturers are forced to use. All the drivers are built to exacting specifications, engineered and manufactured exclusively for the Performa F30.

### *Engineering*

True pistonic operation was our goal. An all-out research effort on driver research was undertaken. The result is an all new driver design, utilizing space age materials and manufacturing methods. True Pistonic Operation was the result.

### *Perfection*

Driver perfection comes at a price. The finest materials must be manufactured to the highest tolerances and assembled using the most exacting methods. These are the means to achieve the ultimate goal: “create the world’s finest speakers”.



### Page 3

(Page 3 focuses on the science behind the engineering decisions)

#### *How you listen*

Physiologically, we are able to discriminate and identify certain auditory attributes more than others. To summarize, our research revealed that timbral accuracy, off-axis response, dynamic compression and low distortion are the most audible qualities and therefore the most desirable auditory components. These are the acoustic issues that all Revel speakers strive to perfect.

#### *Where you listen*

Walls, floors, and ceilings are all reflective surfaces. What a person “hears” is actually a combination of sounds from a variety of directions, both direct and reflected. Therefore, a speaker’s off axis performance is as critical as on-axis. The F30’s off-axis response is incredibly accurate in order to achieve our acoustic goal of superior in-room performance. These are the acoustic issues that all Revel speakers strive to perfect.

#### *Why you listen*

Our use of listening trials as the reference is Revel’s commitment that music is the final goal. Revolutionary audio design cannot be achieved by conventional methods. Conventional speaker design has traditionally focused engineering solutions on maxims that were believed to be the truth.

#### *We challenged those truths.*

Unequaled resources afforded by its corporate parent, Harman International, coupled with advanced research methods have yielded a new series of speakers.

The Performa line of speakers is the natural outcome in our effort to “create the world’s finest speakers”.



### Page 3 - continued

To achieve significant advances, acoustic truths must be revealed. Through the use of internationally recognized acoustic research, coupled with one of the most robust engineering facilities in the world, Revel has made significant advancements in loudspeaker development.

#### *Research with relevance*

Our research focuses not on only the speaker, but also the listener. Revel is the first to employ perceptual research, a process where listener perceptions are used as the model for research. Perceptual research allows engineers to focus on achieving acoustic goals that have been identified as the most significant to the listener. In short, it allows Revel to invest the engineering where it matters the most. The result is clearly superior performance.

### Page 4

(Page 4 discusses the internal components, design and finish options.)

#### *Dividing Network*

Each Performa F30 has an individually-optimized crossover network. The speaker's crossover is individually measured, calibrated and tuned to ensure the entire speaker is an exact replica of the original. While most loudspeakers exhibit significant sonic differences from pair-to-pair, Revel is able to achieve matching to the design reference within .5 dB! The result is that every pair of F30 loudspeakers sounds just like the design reference. This extraordinary effort is the only means to achieve extraordinary results.

#### *Design and Craftsmanship*

The Performa's technical accomplishments are equaled only by Revel's commitment to industrial design and craftsmanship. Revel's Ultima series established new standards for fit, finish and cabinetry. This tradition is maintained in the F30.



### Page 4 - continued

The speaker is a timeless composition of circles, arcs and alternating convex and concave domes. The clean crisp exterior lines form an elegant architectural profile. The handsome front relief is boldly punctuated with the all metal drivers.

The raised front baffle, eases into the cabinet with a gently radiused edge, and is finished in a complementary lacquer finish. This distinctive accent is carried through in the 4 die cast aluminum feet. Attention to the smallest of details is clearly evident throughout the loudspeaker.

#### *Construction*

The F30 uses the most advanced cabinet engineering available. The challenge was to guarantee that no coloration could be introduced by the enclosure. Computer analysis using laser scanning, revealed the acceleration of different materials and assessed alternative cabinet designs.

The result is a cabinet engineered to completely eliminate audible cabinet resonances. Our double-blind listening tests further proved the lack of cabinet-induced colorations.

#### *Cabinetry & Finishes*

Fine woodworking is lavished on the entire cabinet. Details include full veneering, including the back of the cabinet and even on the bottom. These are beautifully finished speakers.

Performa speakers are available in 4 wood veneers:

Cherry, Sycamore, Rose and Black Ash.

Cherry, Rose, and Black Ash F30's are complemented with black baffles, feet, and grilles. Sycamore F30's feature gray baffles, feet, and grilles.

Note: The F30 baffle grilles are optional.



**Page 4 - continued**

Hand sanded, hand rubbed and heart felt, the F30 enjoy's the results of our highly skilled crafts people's efforts; the depth and lustre of a Revel finish must be experienced by hand - to be fully appreciated.

Our craftsmanship reflects our commitment to: "create the finest speakers in the world."