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ASHWIN AUDIO AT33 PRODUCT LAUNCH

On Friday the 05th March, the AT33 debuted in an idyllic setting at Days at Sea in Trafalgar on the lower South Coast. The AT 33 has been designed, developed and manufactured on the lower South Coast.

The AT33 has been designed to link the minds of the composer, performer and listener without diminishing the phrasing and expression of the artists. Imperceptible detail in a piece of music becomes clearly distinguishable. The system has been designed and developed by Terry Ashwin. For 30 years Terry Ashwin has designed and developed some of the most unique innovations in Radio Frequency Identification and Wireless technology winning the award for the greatest innovation in security at the Las Vegas Security Technology Show in the year 2000. While Wireless Technology, Access Control and RF ID are sought after technologies to police and control things, Audio is something that everyone can enjoy. It is for this reason that Terry decided to pursue his passion for quality sound and embark on a journey to create a musical instrument that offers the listener an untainted, pure sound. He has interrogated the science of sound, played the role of an acoustic physicist and drawn on years of experience with the medium.

The result? An affordable, quality audio system that hits just the right note and includes the innovative AT33 – the product range’s signature piece.

One of the most exciting parts of the journey has been stumbling upon talented local people who have contributed to the AT33 you see today – from its exterior good looks to its interior sophistication. The AT33 was inspired and photographed by Clint Strydom, the only internationally accredited photographer for 2010 Fine Art, and manufactured by craftsmen who share a passion for industrial design. It owes its finesse to Ryan and Mark from Broadfields and Gabi Hill, a local graphic designer who added her own special brand of magic. Practically, we needed the very best paint technology to put the finishing touch on the product and found the people with the skills and passion to take on the task in Margate. A special thank you to Jochen Dufner, from Margate Panel beaters, who was brave enough to tackle an unfamiliar raw material for an unknown product and worked relentlessly to achieve a superior finish.



It was of some interest to the distinguished guests, that Terry has performed in bands and run his own recording studios. When it comes to sound he knows what he’s talking about. He is fascinated by the challenge of distinguishing a Salma Sax from a Yamaha saxophone, or one Steinway Piano from another. It is with this in mind he was determined to create a musical instrument that distinguishes the recorded instruments, to make the listener feel as though the live musicians are in the room.

Jerry Kunene our very own South Coast jazz legend inspired the guests with his performance and Jerry, in particular, was fascinated that it was hard to distinguish his live performance from the recorded music played during the evening. Jerry has performed internationally and for some of the most prestigious people in the world including Nelson Mandela, The Queen of England, ambassadors and princes. From Broadway to Days at Sea, we were delighted to be able to hear and see Jerry perform.

Music is intended to paint a picture in your mind. When compared to other systems the pure sound can be likened to a high resolution image versus a blurred image. It is hard to reference the quality until you play a song you thought you knew so well and discover the distinct expression in the music that you never knew before. It has been Terry's dream to create an audio system that measures up against the very best including well-respected brands Bang & Olufsen and Bose. With the AT33 he has done just that.

For the technocrats, in brief, the technology includes 2 class a – ab discreet 100 watt amplifiers. It has a valve emulator input and custom built eight-inch dual voice coil main driver enclosed in a sealed cylindrical cabinet and two left and right hi frequency 1 inch drivers.

The AT33 is the cornerstone of the product range, showcasing understated simplicity and delivering exceptional sound even when played softly. It was not designed to be loud and wouldn't appeal to our local taxi drivers who want their music to boom. It has been developed to deliver a pure tone and was designed to carry a tone with a sound that minimally fades as it travels. It is outdoors that this product really takes centre stage passing the acid test of a quality audio system – it does not require an acoustic environment in which to perform.



Orchestra conductors say they hear music, phrasing and expression in their recorded music that they never heard before.

For me, the AT33 is simply pure enjoyment – music to my ears!

Enquiries: Call Ingrid on 083 228 7440