

Flax: the new cone by Focal combining excellence and affordability

Eighteen years after the launch of the high-end "W" sandwich cone, reputed worldwide for its exceptional musicality, Focal is revealing the new "F" Sandwich cone. F for flax, the plant from which the fibers are extracted.

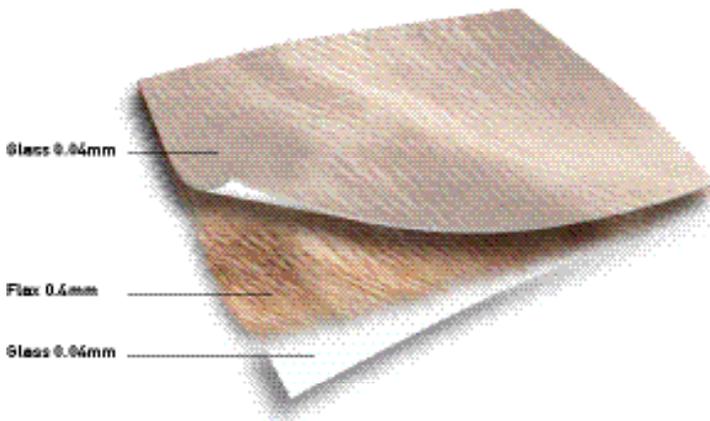
Four new component kits in the Expert family of the Performance range benefit from this new technology.

What's the secret to a great cone? It has to be light to ensure good dynamics, it has to be rigid to produce good bass, and last but not least, damping is required in order to produce sound which is both neutral and natural. All these criteria cannot be met by a mono-material cone. The "W" sandwich cone remains the best solution for audiophile speaker drivers. However, as these "W" cones can only be made by hand, they are very expensive to manufacture, and thus are predestined for very high-end speaker drivers.

After more than five years of research and development, engineers at Focal can now reveal a new cone whose manufacturing process can finally be automated. The expertise gained from the sandwich technology of the Utopia and K2 Power ranges enabled Focal to develop a revolutionary flax-fiber cone conciliating cutting-edge technology, high performance and productivity.

Focus on the new Flax technology

*Flax sandwich
Details for midrange driver*



Sandwich technology greatly influences the neutrality of the sound produced by the cone, something, which has always been Focal's hallmark. Focal wanted to use non-

woven fibers in order to mechanise the moulding of the cones. After substantial research, flax, an ecological textile, was chosen as the innovative solution to mechanise production of the sandwich structure. High-quality flax fibers are enclosed by two thin layers of glass fiber. In addition to its high-performance acoustics, this new cone gives an original design to the brand's speaker drivers.

Innovation reaching far into the highest frequencies...

These four new Expert component kits also mark the launch of a new tweeter: the TNF. Based on the TNB aluminium/magnesium inverted dome tweeter, this treble-side transducer has been optimised by using Poron suspension, a design used on our famous Beryllium tweeters.

A distinguished design

A sleek design and a high-end finish have always been an integral part of Focal's Spirit of Sound. One advantage of the woofers in these Flax kits is the new matt aluminium basket engraved with Focal's logo, giving it a high-tech style. The use of aluminium and flax brings a subtle blend of modernism and tradition to these new woofers, thus perfectly embodying Focal's DNA: cutting-edge technology, power and musicality, and an original and slender design!



Positioning of the Flax line in the Performance range:

The Performance range consists of two families of products: Access and Expert. As one of Focal's best-selling lines, the Access line is the entry level of the Performance range.

In the Expert line, the Flax series is oriented towards acoustic performance, high-tech, design... values which perfectly characterise Focal's recent involvement in the hi-fi car audio industry.

Made in France and affordability of hi-fi car audio systems are the key notions of the Flax series!

The Flax line:

The Flax line consists of 4 component kits.

The PS130F and PS165F, respectively 5" and 6.5", ensure perfect integration into your vehicle's factory locations thanks to the pre-wired compact passive crossovers. These two kits replace the P130V15 and P165V15 kits. In order to meet the installation requirements, various tweeter accessories are supplied with the kits. What's more the new grilles, with a more open design, enhance the aesthetics of the natural-fiber cone.

Focal offers two models for audiophiles seeking ultimate performance and customised audio systems: the PS165FX, a 2-way kit with passive crossover for bi-amping, and the PS165F3, a 3-way kit featuring an ultra-compact 3" midrange.

These two products replace the P165V30 and the P165V33.

Start-of-sales date:

The PS165F and PS165FX will be launched in July 2013 at the suggested retail prices of 209 and 259 Euros respectively.

The PS130F and PS165F3 models will follow shortly after in October 2013, at the suggested retail prices of 199 and 429 Euros respectively.

Key points:

- Made in France
- A new cone bringing together design / expertise / musicality
- All Focal's DNA in a high-end and affordable series
- A new sleek and modern design
- A new TNF tweeter using technologies from the Be tweeter
- Unrivalled price/performance/pleasure ratio
- The hallmark of a new sound "Made by Focal"



About Focal

Since its foundation, Focal-JMlab has grown to become one of the main manufacturers of high fidelity, integration and multimedia systems. Headquartered in Saint-Etienne, France, it is now internationally recognised as a world leader in the design and manufacture of loudspeakers for the home, speaker drivers for the car, monitor speakers for recording studio and headphones. Focal-JMlab has a wide range of high-technology high-performance loudspeakers from 190 to 135,000 Euros per pair and 99 to 2 750 Euros for car audio. Market-leader in France, it exports around 77% of its output mainly to Europe, North America and South East Asia. The company's key strength is its complete integration and quality control of the loudspeaker manufacturing process, from the design of drive units, cabinets and crossovers, to the assembly of the

finished product. This delivers a consistency of performance that stands far above its rivals. Utopia III from Focal is world renown as the finest sounding range of high-fidelity loudspeakers available. Focal-JMlab maintains an intense, continual programme of research and development into drive-unit technologies and improving sound quality. Many patents have been registered. Focal-JMlab currently employs over 200 people in modern facilities of 17.400m² that concentrates production, R&D and management on the same site. In 2011 Focal-JMlab merged with Naim Audio limited the market-leading high-end electronics brand in the UK. Focal & Naim, the resulting holding company, has a turnover of over 62 million Euros.



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