

MAGICO S7 USER'S GUIDE



A MESSAGE FROM ALON WOLF:

THANK YOU FOR PURCHASING THE MAGICO S7 LOUDSPEAKERS.

THE S7 INCORPORATES ALL WE HAVE LEARNED IN THE PAST 23 YEARS ABOUT LOUDSPEAKER DESIGN AND MANUFACTURING. LIKE ALL MAGICO LOUDSPEAKERS, THE S7 IS A PRECISION INSTRUMENT FOR MUSIC REPRODUCTION. PROPERLY SET UP AND MAINTAINED, IT WILL PROVIDE YOU WITH A GREAT MUSICAL EXPERIENCE FOR MANY YEARS.

BEFORE UNPACKING AND PLAYING YOUR SPEAKERS, PLEASE READ THE FOLLOWING MANUAL FULLY. IT WILL PROVIDE YOU WITH DIRECTIONS FOR PROPERLY SETTING UP, POSITIONING, CONNECTING, AND CARING FOR YOUR SPEAKERS. FOLLOWING THESE INSTRUCTIONS WILL ENSURE A SMOOTH INSTALLATION AND OPTIMUM SPEAKER PERFORMANCE.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT YOUR AUTHORIZED MAGICO DEALER. MAGICO MAINTAINS A NETWORK OF DEDICATED DISTRIBUTORS WHO WILL BE ABLE TO HELP YOU, SHOULD YOU HAVE ANY PROBLEMS YOUR DEALER CANNOT RESOLVE. FOR THE LATEST INFORMATION ON ALL MAGICO PRODUCTS, PLEASE VISIT OUR WEBSITE, WWW.MAGICO.NET.

I WISH YOU MANY HOURS OF LISTENING PLEASURE.

KINDEST REGARDS,

A handwritten signature in dark ink, appearing to read 'Alon Wolf', is positioned above the printed name.

ALON WOLF, CEO
MAGICO, LLC

WARNING



- THE S7 USES A TWEETER EQUIPPED WITH A BERYLLIUM DOME, ALLOWING A FREQUENCY RANGE EXTENDING BEYOND 40kHz. IN ITS SOLID FORM, BERYLLIUM IS HARMLESS. HOWEVER, DUE TO ITS NATURE, CERTAIN SPECIAL PRECAUTIONS SHOULD BE OBSERVED TO AVOID EXPOSURE TO UNNECESSARY RISK. SUCH AS:
- UNDER NO CIRCUMSTANCES SHOULD THE BERYLLIUM DOME BE SUBJECTED TO ANY FORM OF ABRASIVE ACTION.
- IN THE UNLIKELY CASE OF DAMAGE TO THE DOME, OF ANY FORM, A WIDE PIECE OF ADHESIVE TAPE SHOULD BE IMMEDIATELY USED TO SEAL THE WHOLE FRONT SURFACE OF THE TWEETER. YOU SHOULD THEN INFORM THE DEALER FROM WHOM YOU PURCHASED THE PRODUCT FROM, SO THAT THE TWEETER CAN BE REMOVED AND REPLACED BY A PROFESSIONAL.
- IF THE DOME IS BROKEN IN ANY WAY GIVING RISE TO LOOSE PARTICLES OF BERYLLIUM, THESE SHOULD BE CAREFULLY COLLECTED WITH THE USE OF ADHESIVE TAPE AND SEALER IN A SEALABLE PLASTIC BAG TO BE RETURNED ALONG WITH THE TWEETER.

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UNPACKING INSTRUCTIONS

1. THE FOLLOWING TOOLS ARE REQUIRED: A PRY BAR, 3/8" DRIVE RATCHET OR DRIVE ADAPTER AND CORDLESS DRILL, 9/16" OR 14MM SOCKET, 3/4" OR 19MM SOCKET, 3 PEOPLE.
2. USING A FLAT HEAD SCREWDRIVER OR PRY BAR, REMOVE THE 6 CLAMPS FROM THE FRONT OF THE CRATE AND FOLD THE CRATE DOOR DOWN.



3. USING A 3/8" DRIVE RATCHET OR CORDLESS DRILL WITH A 9/16" SOCKET BIT REMOVE THE 6 BOLTS FROM AROUND THE BOTTOM OF THE CRATE.



4. WITH TWO PEOPLE LIFT UP ON THE BODY OF THE CRATE AND WALK IT BACKWARDS AWAY FROM THE SPEAKER.



5. WITH A 3/8" INCH DRIVE RATCHET AND 3/4" OR 19MM SOCKET BIT SCREW THE BOLT IN FRONT OF THE SPEAKER UP TO LOWER THE FOAM RUNNER WHICH THE SPEAKER SITS ON.
6. WITH A 3/8" INCH DRIVE RATCHET AND 9/16" OR 14MM SOCKET BIT UNSCREW THE TWO BOLTS DIRECTLY BEHIND THE SPEAKER. THESE BOLTS HOLD THE RETAINER "WINGS." AFTER BOTH BOLTS ARE REMOVED, SWING THE WINGS OUT AND AWAY FROM THE SPEAKER AND REMOVE CENTER BRIDGE.



7. WITH 2 PEOPLE AND THE RAMP IN PLACE, UNLOCK THE BRAKES ON THE CASTER WHEELS BY TURNING THEM TO THE “OFF” POSITION. CAREFULLY ROLL THE SPEAKER OFF OF THE FOAM, DOWN THE RAMP THAT HAS BEEN CREATED WITH THE DOOR OF THE CRATE AND CLOSE TO THE FINAL LISTENING POSITION. **REMEMBER ONLY TO PUSH FROM THE FRONT OR THE SIDE OF THE CABINET. NEVER PUSH FROM THE REAR YOU WILL RISK PUSHING OVER THE SPEAKER.**



8. WHEN YOU ARE SATISFIED WITH THE SPEAKER POSITIONING, IT IS TIME TO REMOVE THE CASTERS AND REPLACE THE WITH THE FEET.

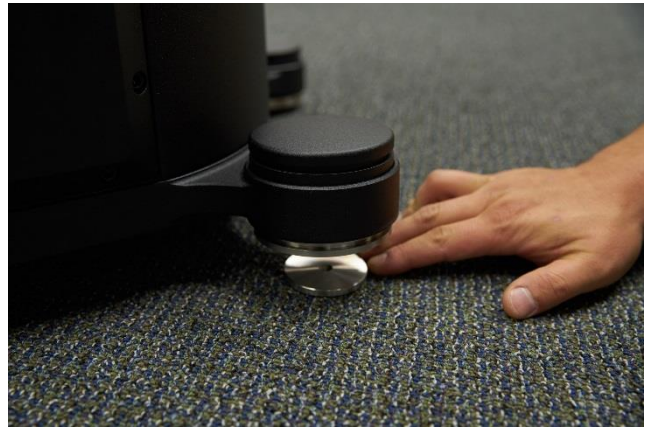
9. APPLY ALL THE BRAKES FOUR CASTERS.



10. WHILE TWO PEOPLE BRACE ONE SIDE OF THE SPEAKER AND TILT IT SIDeways AND A THIRD PERSON WILL UNSCREW THE TWO CASTERS FROM ONE SIDE AND THREAD INTO THEIR PLACE TWO OF THE STAINLESS STEEL SPIKED FEET. LOWER THE SPEAKER TO THE FLOOR, FOR HARD FLOORS DROP THE SPIKE INTO TWO OF THE PROVIDED FLOOR SAVERS.



11. REPEAT THE PROCESS OF TILTING THE SPEAKER TO REMOVE THE CASTERS AND REPLACE WITH THE SPIKES ON THE OTHER SIDE AND LOWER BACK TO THE FLOOR.
12. USING THE HEX KEY PROVIDED IN YOUR ACCESSORY KIT, TURN THE LARGE THREADED STUD THAT IS PROTRUDING FROM THE FOOT TO LEVEL AND STABILIZE THE SPEAKER.
13. SCREW ON THE FOUR BLACK KNOBS ON TO THE TOP OF THE SET SCREW THAT IS PROTRUDING THROUGH THE LEG OF THE SPEAKER.



SPEAKER PLACEMENT AND POSITIONING

THE MAGICO S7 LOUDSPEAKERS ARE PRECISION INSTRUMENTS FOR MUSIC REPRODUCTION. AS SUCH, PROPER CARE AND ATTENTION TO DETAIL WHEN SETTING UP THESE SPEAKERS WILL YIELD THE MAXIMUM PERFORMANCE, REGARDLESS OF THE PARTICULAR ROOM. FOLLOWING THESE SET-UP GUIDELINES WILL ENSURE THE SPEAKERS ARE PROPERLY POSITIONED TO DELIVER THE OPTIMUM LISTENING EXPERIENCE. ALL THAT IS REQUIRED IS A TAPE MEASURE, A PEN, A CALCULATOR, A BALL OF STRING, A COUPLE OF DEMO CDS, AND SOME PATIENCE.

PLACEMENT—S7S IN RELATION TO BACK AND SIDE WALLS

BEFORE YOU BEGIN: LOOK FOR OBVIOUS IMPEDIMENTS INCLUDING ANYTHING THAT COULD IMPEDE OR DIMINISH THE SOUND—E.G., OTHER SPEAKERS, AMPLIFIERS, EQUIPMENT RACKS, ANYTHING ON THE WALL THAT COULD CAUSE A REFLECTION, A SEVERE MISMATCH IN QUALITY AMONG INDIVIDUAL COMPONENTS, AND UNNECESSARY OR POORLY RUN SPEAKER/INTERCONNECT CABLES.

BASS—DISTANCE FROM REAR WALL

THE INITIAL PLACEMENT SHOULD BE APPROXIMATELY 20 INCHES (1/2 M) FROM THE BACK OF THE LOUDSPEAKER TO THE BACK WALL. SINCE WE HAVE SHORT AUDITORY MEMORY, THE SELECTED DEMO MUSIC CUT SHOULD BE BRIEF—30 SECONDS – 1 MINUTE MAX. IT SHOULD BE A WELL RECORDED JAZZ CUT WITH GOOD BASS GUITAR OR PERCUSSION. WHAT WE ARE LISTENING FOR AT THIS TIME IS THE DEFINITION OF THE BASS AND THE RIGHT SENSE OF PROPORTION.

NEXT, MOVE THE SPEAKER 6 – 8 INCHES (15 – 20 CM) FORWARD AND REPEAT THE LISTENING PROCESS. REPEAT THIS PROCESS, MOVING THE LOUDSPEAKER FORWARD IN 6 – 8 INCH (15-20 CM) INCREMENTS. WHEN YOU REACH THE POINT FROM WHICH MOVING THE SPEAKER FORWARD SOUNDS WORSE THAN THE PREVIOUS LISTENING POINT, MOVE THE LOUDSPEAKER BACK TO THIS POSITION AND MARK THIS DISTANCE FROM THE REAR WALL.

MIDRANGE—PLACEMENT IN RELATION TO SIDE WALLS FOR LATERAL PLACEMENT

BEGIN BY DIVIDING THE ROOM WIDTH BY 14. INITIAL PLACEMENT OF THE LOUDSPEAKERS WILL BE AT 3 AND 11. THE DISTANCE FROM THE LOUDSPEAKER TO THE EARS HAS TO BE PRECISELY EQUAL. THIS MEASUREMENT IS CRITICAL. THE MUSIC FOR THIS PROCESS SHOULD BE A FEMALE VOICE AND PIANO. WE ARE LISTENING FOR THE

IMAGE OF HER VOICE TO BE FOCUSED. THE RULE FOR THE TOE-IN IS TO PICK A POINT APPROXIMATELY 1 – 2 FEET (. M) BEHIND THE LISTENER’S HEAD. TOE THE LOUDSPEAKERS IN TO INTERSECT AT THAT POINT. IF THE SOUND IS TOO BRIGHT, TOE THE SPEAKERS OUT A LITTLE MORE. IF THE SOUND IS TOO DULL, TOE THE SPEAKERS IN A LITTLE MORE. REPEAT THE ABOVE PROCESS WITH THE LOUDSPEAKERS AT THE 4 AND 10 POSITION. THEN REPEAT, ONCE AGAIN WITH THE SPEAKERS AT THE 5 AND 9 POSITION.

SUMMARY

ONCE THE INITIAL PROCESS HAS BEEN COMPLETED, RETURN TO THE BASS SET-UP TO ENSURE THAT THE LOUDSPEAKERS ARE THE PROPER DISTANCE FROM THE BACK WALL. WHEN THE PROCESS HAS BEEN COMPLETED, MARK THE SPEAKER LOCATION WITH TAPE SO THAT THE SPEAKERS CAN BE RETURNED THERE FOR FURTHER LISTENING.

POSITIONING—S7S IN RELATION TO THE LISTENER

- THE SPEAKERS AND THE LISTENER SHOULD FORM AN ISOSCELES TRIANGLE.
- THE LISTENER SHOULD BE EXACTLY EQUIDISTANT BETWEEN THE TWO LOUDSPEAKERS. THE BEST WAY TO DETERMINE THIS IS WITH A PIECE OF STRING. PICK A FIXED SPOT AT THE LISTENING POSITION. RUN THE STRING FROM THIS SPOT TO THE FRONT OF THE TWEETER OF THE LEFT SPEAKER. REPEAT THE PROCESS FOR THE RIGHT SPEAKER. IT IS CRITICALLY IMPORTANT TO KEEP THIS DISTANCE PRECISELY THE SAME.

CONNECTIONS

CONNECTIONS SHOULD BE MADE WITH ALL ELECTRONIC EQUIPMENT (AMPLIFIERS, PREAMPLIFIERS) TURNED OFF. THERE ARE TWO TERMINALS AT THE BACK OF THE SPEAKER. THE TERMINALS ARE INSULATED TO ACCEPT A VARIETY OF CABLE TERMINATIONS FOR MOST APPLICATIONS AND TO PREVENT ANY LIKELIHOOD OF ELECTRICAL SHOCK, EVEN WHEN THE SPEAKERS ARE USED WITH THE HIGHEST POWERED AMPLIFIERS. DO NOT USE TOOLS TO TIGHTEN THE BINDING POSTS.

BREAK-IN

A LOUDSPEAKER IS A MECHANICAL DEVICE AND AS SUCH REQUIRES AN EXTENDED INITIAL PERIOD OF NORMAL USE DURING WHICH A NOTICEABLE IMPROVEMENT IN SOUND QUALITY WILL OCCUR. DO NOT ATTEMPT TO ACCELERATE THE BREAK-IN PROCESS BY PLAYING SINE WAVES, TONE SWEEPS, BREAK-IN CDS OF ANY SORT, OR OTHER GENERATED SIGNALS.

CARE:

FOR ALUMINUM PANELS USE A LINT-FREE SOFT CLOTH (PROVIDED IN ACCESSORY KIT). FOR PAINTED SURFACES, USE A PRODUCT SUCH AS MEGUIAR’S PROFESSIONAL FINALINSPECTION 34. DO NOT USE CLEANERS THAT CONTAIN AMMONIA, STRONG SOLVENTS, OR ABRASIVE MATERIALS. USE OF THESE CLEANERS CAN DEGRADE, SCRATCH, OR DESTROY THE FINISH.

SPECIFICATIONS

DESCRIPTION: 3-WAY SEALED BOX ENCLOSURE

DRIVER COMPLEMENT:

1 x 1" MBD26 TWEETER

1 x 6" MCG8005 GRAPHENE MIDRANGE

3 x 10" HYBRID GRAPHENE BASS

SENSITIVITY: 89dB

IMPEDANCE: 4 Ohms

FREQUENCY RESPONSE: 20 Hz – 50 kHz

RECOMMENDED POWER: 50 – 1000 WATTS

DIMENSIONS: 56"H x 20"D x 25"W (142cm x 48cm x 63cm)

WEIGHT: *approx.* 300 lbs. (136 kg.)

LIMITED WARRANTY

DEAR MAGICO PURCHASER,

THIS PRODUCT HAS BEEN DESIGNED AND MANUFACTURED TO THE HIGHEST QUALITY STANDARDS. HOWEVER, IF SOMETHING DOES GO WRONG WITH THIS PRODUCT, MAGICO, LLC AND ITS NATIONAL DISTRIBUTORS WARRANT THE REPLACEMENT OF DEFECTIVE PARTS INCLUDING LABOR (EXCLUSIONS MAY APPLY) IN ANY COUNTRY SERVED BY AN OFFICIAL MAGICO, LLC DISTRIBUTOR. THIS LIMITED WARRANTY IS VALID FOR A PERIOD OF 5 YEARS FROM THE DATE OF PURCHASE.

TERMS AND CONDITIONS

1. THE WARRANTY IS LIMITED TO THE REPAIR OF THE EQUIPMENT. IN THE EVENT THAT THIS LOUDSPEAKER REQUIRES SERVICE, THE CUSTOMER MUST FIRST OBTAIN A RETURN AUTHORIZATION FROM MAGICO OR ITS AUTHORIZED DISTRIBUTOR. THE CUSTOMER IS RESPONSIBLE FOR RETURNING THE LOUDSPEAKER TO MAGICO OR ITS AUTHORIZED DISTRIBUTOR. IN THE EVENT THAT THE REPAIR IS DETERMINED TO BE UNDER WARRANTY, MAGICO WILL RETURN THE LOUDSPEAKER TO THE CUSTOMER AT NO CHARGE. EXCEPT AS INDICATED, NEITHER TRANSPORTATION, SHIPPING, NOR ANY OTHER

COSTS, NOR ANY RISK FOR REMOVAL, TRANSPORTATION AND INSTALLATION OF PRODUCTS IS COVERED BY THIS WARRANTY.

2. WITH THE EXCEPTION EXPLAINED BELOW, THIS WARRANTY IS ONLY VALID FOR THE ORIGINAL OWNER. IT IS NOT TRANSFERABLE. IT IS VALID ONLY WHEN PURCHASED FROM AN AUTHORIZED MAGICO DEALER. A VALID RECEIPT SHOWING THE PURCHASER'S NAME, DATE OF PURCHASE, AND DEALER INFORMATION MUST BE SUBMITTED WITH ALL WARRANTY CLAIMS.

3. IN THE EVENT THAT THIS LOUDSPEAKER IS PURCHASED AS A USED OR TRADE-IN LOUDSPEAKER FROM AN AUTHORIZED MAGICO DEALER OR DISTRIBUTOR, THE SECOND OWNER SHALL RECEIVE THE BALANCE OF THE ORIGINAL WARRANTY BASED UPON THE ORIGINAL DATE OF PURCHASE. VALID RECEIPTS SHOWING THE PURCHASER'S NAME, DATE OF PURCHASE, AND DEALER INFORMATION FOR THE CURENT OWNER AND THE ORIGINAL PURCHASE MUST BE SUBMITTED WITH ALL WARRANTY CLAIMS.

4. THIS WARRANTY WILL NOT BE APPLICABLE IN CASES OTHER THAN DEFECTS IN MATERIALS AND/OR WORKMANSHIP AT THE TIME OF PURCHASE AND WILL NOT BE APPLICABLE FOR DAMAGES CAUSED BY INCORRECT INSTALLATION, CONNECTION OR PACKING, FOR DAMAGES CAUSED BY ANY USE OTHER THAN CORRECT USE DESCRIBED IN THE USER MANUAL, NEGLIGENCE, MODIFICATIONS, OR USE OF PARTS THAT ARE NOT MADE OR AUTHORIZED BY MAGICO, LLC, FOR DAMAGES CAUSED BY FAULTY OR UNSUITABLE ANCILLARY EQUIPMENT, FOR DAMAGES CAUSED BY ACCIDENTS, LIGHTNING, WATER, FIRE HEAT, EXTREME WEATHER CONDITION, WAR, PUBLIC DISTURBANCES OR ANY OTHER CAUSE BEYOND THE REASONABLE CONTROL OF MAGICO, LLC AND ITS APPOINTED DISTRIBUTORS, FOR PRODUCTS WHOSE SERIAL NUMBER HAS BEEN ALTERED, DELETED, REMOVED OR MADE ILLEGIBLE, IF REPAIRS OR MODIFICATIONS HAVE BEEN EXECUTED BY AN UNAUTHORIZED PERSON.

5. THIS GUARANTEE COMPLEMENTS ANY NATIONAL/REGIONAL LAW OBLIGATIONS OF DEALERS OR NATIONAL DISTRIBUTORS AND DOES NOT AFFECT YOUR STATUTORY RIGHTS AS A CUSTOMER.

6. UNAUTHORIZED DISMANTLING OF THIS PRODUCT WILL RENDER THIS WARRANTY VOID.

7. MAGICO, LLC STRIVES TO MANUFACTURE THE VERY FINEST POSSIBLE EQUIPMENT, AND THEREFORE RESERVES THE RIGHT TO MAKE CHANGES OR IMPROVEMENTS WITHOUT NOTICE.

SERIAL NUMBERS

PLEASE TAKE THE TIME TO RECORD YOUR SPEAKERS' SERIAL NUMBERS BELOW.

DISCLAIMER

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