

FOR IMMEDIATE RELEASE:

## MISCO selected as transducer provider for new Princeton Audio product

MISCO, the leading custom loudspeaker manufacturer in the US, has been selected by Princeton Audio to provide the driver for their new Site:1 portable speaker system. The three-inch, full-range transducer is driven by a 20-watt Class D amplifier with onboard digital signal processor, all housed inside a unique, handcrafted, hardwood cabinet.

Mike Pelland, Princeton Audio CEO, says that the Wisconsin-based startup began with a commitment to produce audio products entirely with components made in the USA.

“As we developed this exceptional product, we looked for a US manufacturer who could supply us with our specifications for the right transducer,” Pelland says. “We were running out of luck and time—looking for both, a US manufacturer and one that could produce the speaker with the quality and performance we demanded. Then we found MISCO. They offered us, what I call, a ‘killer transducer’.”

For the Site:1 speaker, MISCO engineered and produced the three-inch transducers for high sensitivity and low distortion by using dual rare earth magnets. The cone is cellulose fiber treated for water resistance, with an acoustically damped surround that’s optimized for linear cone excursion. The magnetic circuit is optimized for low inductance and extended frequency response to help the Site:1 speaker deliver its signature “sweet sound”. The Site:1 is never obsolete because it is readily upgradable and adaptable for wired or wireless audio transmission.



*Musical instrument makers assemble the new Princeton Site:1 portable speaker system.*

Producing the entire Site:1 speaker with enclosure resembles the creation of a musical instrument. Princeton Audio makes the Site:1 out of a variety of woods, including; black walnut, cherry, mahogany, maple, purple heart, red alder and swamp ash. The Site:1 is assembled by craftsmen who are also guitar and musical instrument makers. It’s an approach to manufacturing that meshes well with MISCO’s engineering and manufacturing philosophy.

Site:1 specifications, include a 24bit/96 Ksps Digital Analog Converter (DAC), a 2,000 mAh rechargeable power pack (which has been tested for more than 12.0 hours of battery playback - depending upon volume), an anodized aluminum self attaching grill cover and an aluminum UI dial for; on/off, play/pause and playlist adjust.

"Our goal is to deliver the sound customers want," says Dan Digre, MISCO's president. "Mike and his team were pursuing this fusion of sound, technology and craftsmanship to create a truly beautiful product. When they came to us, the MISCO team immediately understood what they were after."

Dan says that Princeton Audio and MISCO were also completely in sync about making products in the US.

"Made in the USA is not flag waving. It's good business sense," Dan explains. "Princeton Audio is a great example. They're developing a new product and breaking new ground. Clear, immediate communication is important. Immediate engineering support is important, to eliminate rework. Adhering to specs is extremely important. You don't want a vendor 10 time zones away changing your specs to make their life easier. And then there are the cost savings: No duties, customs, expedited shipping, or factory visits halfway around the world. All of this would put a huge burden on a startup like Princeton Audio."

Instead, Dan says, MISCO focused on fulfilling Princeton Audio's vision, design, and performance goals. "They packed a lot of creativity into the Site:1 speaker. Our job was to do everything we could to bring their unique concepts to life."



*Made in the USA, MISCO's 3"- "Killer Transducer" (Model # EEN3W-4A) provides high performance in a small package. For specifying information, go to: [miscospeakers.com/speakers/EEN3W-4A](http://miscospeakers.com/speakers/EEN3W-4A).*

#### About MISCO

Seventy years ago (1949) Cliff Digre started the Minneapolis Speaker Company – now MISCO. A son of Norwegian immigrants who settled in Minnesota, his vision for the little company was bold—to challenge the established loudspeaker industry with more creative solutions and superior client service. Today MISCO is recognized as a global leader in OEM loudspeaker



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