

ADS

**L780 loudspeaker system:
A precision instrument
for listening.**

SERIES

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An intelligent choice, ready for digital technology.

Surprising impact and subtlety The first experience of the L780 is likely to be surprising — its sonic impact so far outdistances its compact size. But listening to the L780, once the surprise passes, reveals a wealth of detail that recommends it as an intelligent long-term choice.

The L780 is a precision instrument for listening. Much of its excellence lies in its ability to bring into sharp focus a level of subtlety which is lost or obscured by speakers of less exacting engineering.

The L780 has been designed from the outset to handle the increased demands that digital recording makes of a transducer. The L780's high output capability and wide dynamic range make real the full potential of these recording advances.

ADS precision is the key The L780 shares a three-way design approach with many other speakers. But unlike many of these others — whose drivers are bought from outside suppliers and then "boxed" — the L780 contains a tweeter, midrange and woofer built from the ground up by ADS. Complete control of the design of the drivers, and of the materials and manufacturing techniques used, results in ADS' unsurpassed quality and performance.



ADS Stiffite® Linear Drive woofer The surprising bass performance of the L780 delivers the sounds of organ, tympani and bass guitar in lifelike proportions. This ability to produce deep bass with high efficiency from the smallest possible enclosure immediately identifies the L780 as an ADS speaker.

Three engineering innovations give the 210mm/8.3 inch woofer its exceptional performance. First, the new Linear Drive voice coil and magnet structure controls the woofer cone over the entire length of its travel for powerful, detailed bass. Second, ADS' butyl rubber surround allows long cone travel for high output. Third, the unique Stiffite cone offers a nearly ideal rigidity to mass ratio for uncolored, quick response. The complete moving system is held in perfect alignment by a strong, cast aluminum basket. The L780 woofer is rugged, agile, and responsive.



ADS woven soft-dome midrange and tweeter The midrange and tweeter are primarily responsible for the detail, focus, imaging and life of stereophonic sound. ADS' woven soft-dome driver technology brings total accuracy and precision to this most important range of speaker performance.

The L780's 19mm/0.75 inch tweeter and 37mm/1.5 inch midrange are constructed of a flexible, woven fabric that is low in mass for excellent transient response, yet rigid for low distortion. Each tweeter and midrange dome is sealed with a proprietary damping compound that further improves the already superb damping of the dome. The powerful magnets and precision voice coils work with the domes to make drivers of unsurpassed accuracy. High-gravity magnetic cooling fluid extends both the tweeter's dynamic range and output capability — performance that is even more important with the new digital sources.



ADS high accuracy crossover network The size of the stereo stage and the distribution of energy in the listening space depend, in part, on the design of the crossover network. ADS uses only top quality, tight tolerance components in its crossover. The electrical design and component quality mean high efficiency, precise stereo imaging and a wealth of sonic detail. The construction of the crossover assures a lifetime of dependable, accurate performance.

The L780 advantages The quality of the L780 doesn't stop with the drivers and crossover. Its enclosure is made of dense, strong compressed wood, with rigid internal bracing. The flush front panel and flush driver mounting are acoustically correct. The frameless metal grille preserves high frequency waveform integrity, while protecting the drivers from damage.

The enclosure is finished in fine, genuine walnut veneer or rich, matte black laminate. The L780's fit and finish mirror the quality of its superior performance.

The time and care taken in putting the L780 together — and the choice of the materials and techniques used in construction — set it apart. Of all the choices you can make, the L780 is most likely to be right.



The gap of the ADS magnet structure is extremely narrow and unvaryingly concentric.



The premium butyl rubber surround allows the woofer long, linear cone travel.



**Close listening to the L780
reveals a wealth of detail
lost by speakers of less
exacting engineering.**

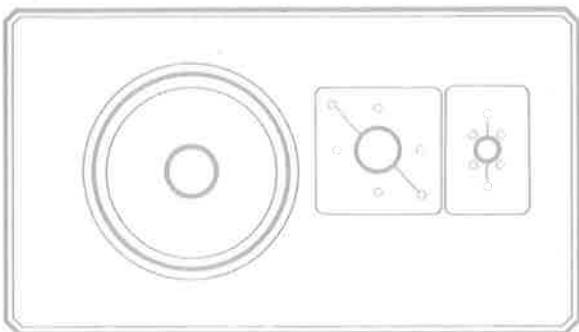
L780 specifications

About ADS ADS, Analog & Digital Systems, is an expanding young high-technology American company with roots in European craftsmanship and design. At ADS, advanced technology is always at the service of musical enjoyment, and it is always firmly grounded in the sciences of physics, chemistry and acoustics.

Because many of the most respected digital recordings are made using ADS speakers as monitors, ADS has been able to develop and refine driver and crossover technology interactively with these new digital processes.

ADS offers a carefully thought out line of loudspeakers and electronic components for the home, for professional applications and for automotive use. Atelier components express a particularly human approach to high fidelity; their modular design will grow with advancing technologies. Combining the design talents of ADS in the United States and its sister company, Braun Electronic in West Germany, ADS products have consistently received high critical acclaim and have won many coveted design and engineering awards.

For the technically minded The thoroughness of the engineering, the choices of methods and materials, and the high level of precision in each ADS loudspeaker make a fascinating story. A detailed technical perspective on ADS speakers is available from your dealer or directly from ADS.



Frequency response	42 - 27,000 Hz, ± 3 dB
Impedance	8 Ohms, nominal
Efficiency	88 dB SPL from 2.8 VRMS ("1 Watt") pink noise input, measured at 1 meter in a typical listening room.
Driver complement	One 19mm/0.75" woven soft-dome tweeter with proprietary damping. Wet wound, single layer, high temperature voice coil assembly. Magnetic fluid cooling. One 37mm/1.5" woven soft-dome midrange with proprietary damping. Wet wound, single layer, high temperature voice coil assembly. One 210mm/8.3" cast basket, high compliance woofer with tapered, damped Stiffite [®] cone and butyl/rubber surround. Wet wound, two layer, high temperature, Linear Drive voice coil assembly in extended-pole magnet structure.
Crossovers	650 Hz and 5000 Hz. High efficiency, tight-tolerance design with 12 dB/Octave slopes.
Tweeter level control	Two-position switch, 0 and +1.5 dB.
Driver protection	Tweeter - type 3AG 1.6 Amp fuse. Midrange - type 3AG 2.5 Amp fuse.
Power rating	125 Watts maximum peak program.
Recommended amplifier power	15 Watts minimum, 125 Watts maximum.
Input connectors	Color-coded, push-type terminals.
Enclosure type	Acoustic suspension, with glass fiber damping.
Enclosure construction	19mm/0.75" thick, high density compressed wood with internal bracing. Diffraction-corrected flush front baffle and flush driver mounting.
Finishes	Select, straight-grain, genuine walnut veneer or matte black PVC laminate.
Grille	Acoustically transparent, frameless perforated steel with matte black finish.
Dimensions	530mm/20.9" H x 310mm/12.2" W x 265mm/10.5" D. Grille adds 25mm/1" to depth.
Shipping weight	14 kg/32 lb.
Optional accessory	F7 Floor stand.

Specifications subject to change without notice.

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