

PRESS RELEASE
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Magneplanar MG 3.7i full-range ribbon loudspeaker arrives in the UK



High-end hi-fi distributor Decent Audio is delighted to add Magneplanar's state-of-the-art Magneplanar MG 3.7i loudspeaker to its portfolio.

Standing apart from the crowd, Magneplanar speakers are slender flat-panel designs less than five centimetres thick. Unlike most standard cabinet speakers, Magneplanars - or 'Maggies' to their many fans - don't rely on conventional cone and dome drivers. Instead, their sound-producing elements are proprietary thin film drivers: in this case, 'true' and 'quasi' ribbons (more about these later).

The new MG 3.7i replaces the venerable MG 3.7 and MG 3.6, widely considered for more than a decade to be the most affordable ultra high-end speakers on the market.

The 3.7i is a 3-way design which features Magneplanar's unique 1.4 metre true ribbon tweeter. Like the 3.7 it includes faster, lower-distortion quasi-ribbon drivers, making it a full-range true-ribbon/quasi-ribbon design.

Add to this a new re-engineered and time and phase-aligned crossover which seamlessly blends all of the drivers, and you have one of the most sonically coherent Magneplanars available.

Why ribbon loudspeaker technology?

Conventional drivers – cones and domes – are faced with a dilemma. On the one hand, the moving mass needs to be extremely low to allow the diaphragm to accurately follow the musical waveform. But on the other, the diaphragm should be highly rigid so that its entire surface moves as one, avoiding distortion. This dual requirement presents an engineering challenge which has long been the driving force behind the search for innovative solutions among loudspeaker designers. Ribbon drivers effectively side-step the problem by eliminating the need for a rigid diaphragm. The ribbon is driven over its entire surface area. Rigidity therefore becomes irrelevant, allowing the designer to focus on the question of low mass.

Magnepan's ribbon drivers are ultra low mass. Even the most subtle signal from the amplifier will cause the low mass ribbon to respond. Take the true ribbon element found in the new MG 3.7i tweeter: at one tenth of the thickness of a human hair, it is so light that when dropped from a height of two metres it takes an average of five seconds for it to reach the floor. Conventional speaker designs prohibit such low mass, since the force from the amplifier would destroy conventional speakers made of such light materials.

Magnepan true ribbons and quasi-ribbons explained

The MG 3.7i is a full-range true-ribbon/quasi-ribbon design featuring Magnepan's unique 1.4 metre true ribbon tweeter along with quasi-ribbon midrange and bass drivers. So what exactly are 'true' and 'quasi' ribbons?

True ribbons

The true ribbon is a very simple device. An ultra-thin ribbon of metallic foil carries the current from the amplifier and is also the diaphragm that moves the air to create sound. No voice coil, no cone, no surround, no box. Nothing except the ribbon, which sets a standard in high frequency sound reproduction with its ability to reproduce a level of fine detail that would typically be masked by other systems.

Quasi-ribbons

The Magneplanar quasi-ribbon is simply a true ribbon bonded to a thin mylar film. This design is rugged and cost-effective with a very wide bandwidth allowing for use in both midrange and bass applications.

In the MG 3.7i, Magnepan's superb patented 1.4 metre long true ribbon tweeter sits along one edge, running the full height of the speaker. Next to this is the midrange quasi-ribbon panel and then alongside the latter, the quasi-ribbon bass panel. The tweeters can be set on the inside or outside edge of the loudspeaker as best suits the listening room.

In addition, the Magneplanar's flat panel design means that unlike conventional speakers, there is no box or cabinet to provide unwanted resonance or to otherwise constrain or dampen the drive units' performance.

In short:

- The moving mass is extremely low.
- The whole diaphragm area is driven.
- The rear sound wave is not restricted and radiates freely into space.
- The result: Magneplanars deliver a more lifelike sound.

Summing up the Magneplanar MG 3.7i

- A stunning tall, slender, flat-panel design, less than five centimetres thick.
- A 3-way, full-range ribbon design with a true-ribbon tweeter and quasi-ribbon bass and midrange drivers.
- Delivers exceptional fine detail.
- Provides superb integration, with the bass, mid and high frequencies all blending together to produce sound from one seamless 'sheet'.
- Has more low range muscle to work with, giving lower, stronger and more room-filling bass.
- Available in a new aluminum trim or Magnepan's traditional wood trims of oak and cherry. Fabric options are off-white, black and dark grey.

Technical specifications

Type	3-way full range panel loudspeaker
Tweeter	1.4 metre long true ribbon
Midrange	Quasi-ribbon panel
Bass	Quasi-ribbon panel
Frequency response	35Hz – 40kHz
Impedance	4Ω
Sensitivity	86dB / 2.83V @ 500Hz
Dimensions (w x h x d)	610 x 1803 x 41mm
Fabric panel finishes	Black, grey or off-white cloth
Side trim finishes	Aluminium, solid oak or solid cherry

UK selling price (per pair, including VAT @ 20%)

Magneplanar MG 3.7i (aluminium or oak trim)	£6,500
Magneplanar MG 3.7i (dark cherry trim)	£7,000

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About Magnepan

Magnepan has been manufacturing innovative, world class stereo speakers for more than 40 years. Creator Jim Winey first owned electrostatic loudspeakers and began experimenting to develop an improved model. In 1969 he invented the Magneplanar, a thin-film magnetic equivalent to the electrostatic, and founded Magnepan.

Magneplanars are American-made with virtually all American parts. The brand's corporate and manufacturing facilities are located in White Bear Lake, Minnesota, a small community north of the twin cities of St. Paul and Minneapolis. Having outgrown its original facilities, Magnepan's current plant covers over 50,000 square feet in addition to corporate and engineering offices. To date, more than 200,000 pairs of Magneplanar loudspeakers have found their way into the homes of music lovers worldwide.

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