

ADS

**L980 loudspeaker system:
An effective tool
for exploring sound.**



Designed to be the most accurate transducer possible.

The definitive monitor Within the world of loudspeakers the L980 is better than it needs to be. It is unlikely that there is anything on record, tape, CD or live broadcast which will approach the performance limits of this loudspeaker. The L980 was designed and built to be the most accurate transducer possible, even under the most rigorous conditions. With its extremely high power handling capability, broad bandwidth, and consistent linearity over wildly varying playback levels, the L980 is a professional monitor speaker—an effective tool for analyzing sound.

The requirements of the control room supplied the engineering blueprint for the L980—it is imperative that the acoustic balance does not change with level; detail within a complex texture must not be lost because of driver compression at high listening levels; the depth and breadth of the stereo image must be able to accurately reconstruct instrument placement. Further, the digital recording process makes demands for both higher power handling and tighter resolution of detail.

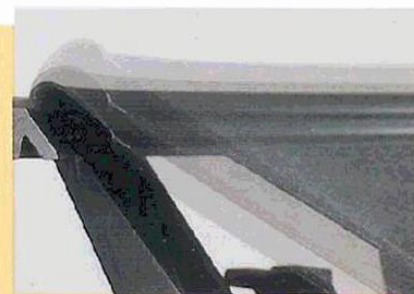
Digital heritage The L980 benefits from ADS' commitment to, and work with, digital technology in audio. Many of the most respected digital recordings have been monitored using ADS speakers. Because digital sources have lower noise and distortion levels than do their analog counterparts, a loudspeaker with the precision, focus, and accurate imaging of the L980 is a necessity. The L980's high output capability and wide dynamic range further realize the full advantage of digital playback.

It is exactly these aspects of performance, which make the L980 an authoritative reference, that also make it an impressive loudspeaker for the home.

Precision and control The technology of the L980 starts with a very substantial advantage: all of its drivers are engineered and manufactured totally by ADS. This level of control and precision assures a sonic credibility which is unapproached by mass-produced drivers.



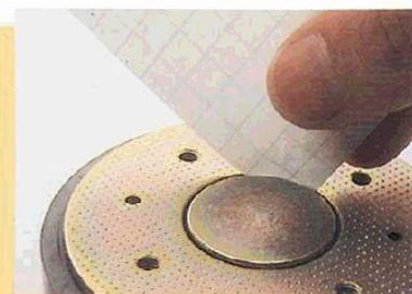
ADS StiffLite® Linear Drive® woofer The L980's 300 mm/12 inch woofer is the largest of ADS' Linear Drive woofers. The cone is StiffLite, a proprietary material which comes remarkably close to the theoretical ideal: it is rigid for true piston behavior, light for excellent transient response, and well-damped for low distortion and freedom from coloration. The moving system employs ADS' Linear Drive voice coil and magnet structure for extended, linear cone travel and high level acoustic output. A premium butyl rubber suspension provides low distortion and extended cone travel while exercising full control at the limits of excursion. The woofer has a strong, cast aluminum basket to hold the magnet structure and moving system parts in permanent, perfect alignment.



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



ADS woven soft-dome mid-range and tweeter The L980's outstanding sonic performance owes much to its midrange and tweeter drivers. The L980's 19 mm/0.75 inch tweeter and 50 mm/2 inch midrange are capable of high output levels with low distortion. These drivers are constructed of a flexible woven material that is low in mass for excellent transient response and rigid for low coloration. The tweeter and midrange domes are sealed with an exclusive damping compound that improves the already superb damping of the domes. The perfectly wound, single-layer voice coils move in extremely narrow magnetic gaps which maximize the field strength of the barium ferrite magnets. In addition, a high-gravity magnetic cooling fluid extends the tweeter's dynamic range and raises its maximum output capability.



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



ADS high accuracy crossover network The ADS crossover network design emphasizes smooth, flat frequency response throughout the listening area and precise stereo imaging. ADS uses computer grade, tight tolerance components, and an elegant, low-loss circuit design for the highest possible efficiency. These high grade parts are securely soldered to a glass-epoxy circuit board, which is in turn mounted to a strong ABS housing, for a lifetime of dependable, accurate performance. The crossover also makes provision for biamplified operation and includes a tweeter level switch to aid in room matching.

High output, high accuracy While it is the L980's output capability which first commands attention, it is its ability to accurately delineate detail at all listening levels that most highly recommends it. Although day-to-day listening may not always demand the level of performance of which the L980 is capable, the sense of limitless reserve that the L980 affords will always excite and satisfy.



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The requirements of the control room supplied the engineering blueprint for the L980.

L980 specifications.

Fit and finish The L980's flush front panel and flush driver mounting are acoustically correct for diffraction- and reflection-free high frequency radiation. The acoustically transparent, frameless metal grille preserves the integrity of the acoustic wavefronts while ably protecting the drivers.

The enclosure is fully finished with fine genuine walnut veneers and matching solid walnut corner bolsters, or with a textured, soft-black urethane finish. The enclosure's fine finish and detailed craftsmanship are no less painstakingly considered than the engineering it houses.



The optional F9P floor stand provides correct placement and mobility. It is adjustable in height and is available with glides or casters.

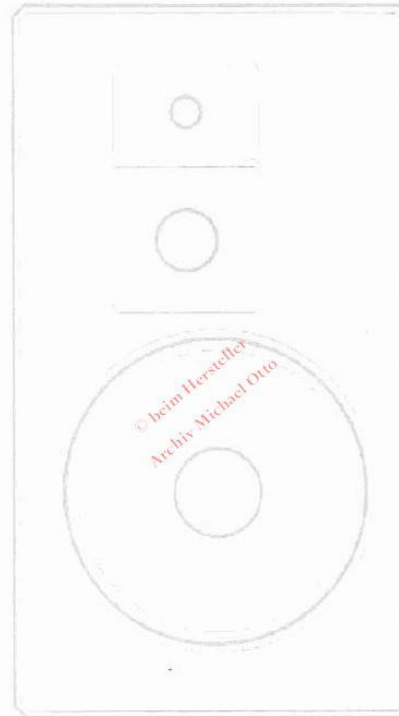
About ADS ADS, Analog & Digital Systems, is an expanding young high-technology American company with roots in European craftsmanship and design. At ADS, advanced technology is always at the service of musical enjoyment, and it is always firmly grounded in the sciences of physics, chemistry and acoustics.

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.



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Frequency response	37 – 27,000 Hz, ± 3 dB.
Impedance	8 Ohms, nominal.
Efficiency	90 dB SPL from 2.8 VRMS ("1 Watt") pink noise input, measured at 1 meter in typical listening room.
Driver complement	<ul style="list-style-type: none">One 19mm/0.75" woven soft-cone tweeter with proprietary damping. Wet wound, single layer, high temperature voice coil assembly. Magnetic fluid cooling.One 50mm/2.0" woven soft-dome mid-range with proprietary damping. Wet wound, single layer, high temperature voice coil assembly.One 300mm/12" cast basket, high compliance woofer with tapered, damped StiffLite® cone and butyl rubber surround. Wet wound, two layer, high temperature, Linear Drive voice coil assembly in extended-pole magnet structure.
Crossovers	450 Hz and 5000 Hz. High efficiency, tight-tolerance design with 12 dB/Octave slopes.
Provision for biamplified operation	Mode switch and separate terminals for direct woofer input.
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	300 Watts maximum peak program.
Recommended amplifier power	15 Watts minimum, 300 Watts maximum.
Input connectors	Two pairs of color coded, multi-way binding post terminals.
Enclosure type	Acoustic suspension, with glass fiber damping.
Enclosure construction	19mm/0.75" thick, high density compressed wood with heavy internal bracing. Diffraction-corrected flush front baffle and flush driver mounting.
Finishes	Select, straight-grain, genuine walnut veneer with solid walnut corner bolsters, or matte black PVC laminate.
Grille	Acoustically transparent, frameless, perforated steel with matte black finish.
Dimensions	680mm/26.8" H x 382mm/15.1" W x 335mm/13.2" D. Grille adds 25mm/1" to depth.
Weight	29 kg/64 lb.
Optional accessories	F9 Home floor stand. F9P Professional floor stand.

For the technically minded A detailed 'technical perspective' on ADS speakers is available from your dealer or directly from ADS.

Specifications subject to change without notice.