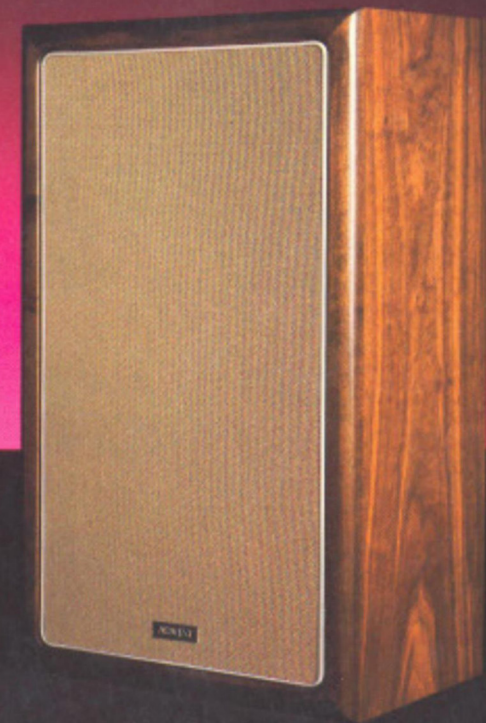


ADVENT

Advent Loudspeaker 5012
Advent Loudspeaker 5002

Excitement in the air



The Advent 5012: simply stated... magnificent



The 5012 loudspeaker in walnut

Advent's newest loudspeaker, the 5012 competes in all respects with the most elaborate and expensive speaker systems at a fraction of their price.

The carefully chosen frequency-to-frequency balance, unrestricted range, pin-point stereo imaging, and exceptional detail combine to achieve an overall sound quality that defines "high performance" in loudspeakers. If your aim is sound that is free of compromise at a cost far lower than you would expect to pay for this level of performance, we think you will find the Advent 5012 a genuinely unique product.

A brief technical description

Just a short while ago a loudspeaker of this quality at this price would not have been feasible. The 5012 system is possible because of new thinking in three areas. It draws together:

- Recent insights made possible by more sophisticated measurement techniques.
- New materials more closely approaching "ideal" performance.
- The production know-how to translate a precision laboratory "model" into consistent, repeatable product.

The key to the 5012 sounding as good as it does, however, is the sum of these refinements—the way they work together.

Living with loudspeakers

Despite all advertising to the contrary, it is not particularly difficult to design a good loudspeaker. The basic knowledge and materials have been available for some time, and any of many design concepts can produce excellent sound.

Even so, many people own loudspeakers that simply aren't very good. People who own those speakers are surprised and disappointed that they don't enjoy listening to music as much as they might.

On the other hand, people who own Advent loudspeakers say that they find a new excitement in familiar music and a happy interest in new music. Technical reviewers in the USA and around the world point to the Advent loudspeakers as a standard of value. If you listen closely and at length to any Advent speaker, preferably with musical material that is familiar to you, we believe you will have no trouble hearing why the Advent reputation for excellence is so widespread.

When you are thinking of purchasing a new music system or upgrading the one you already own, it's worthwhile to understand the "beneath the surface" qualities that make the Advent loudspeakers better than others that merely look like them.

An analogy Pianos and loudspeakers excite the air in patterns which our ear and brain translates into sound. The four qualities (and their interrelationship) which give Advent loudspeakers their advantage and characterize all high performance loudspeakers are:

Wide Range The shortest strings on the piano makes the highest sounds, the longest the lowest sounds. Many loudspeakers, because of electrical and/or mechanical shortcomings, cannot duplicate the far reaching extremes of these sounds. Most often it is the lowest frequencies which disappear. The Advent loudspeakers, however, have no trouble delivering the lowest frequencies; for ten years, their bass performance has been near legendary.

Good tonal balance Imagine two unlikely conditions: 1. a piano with no strings on a particular key. 2. another piano with twice as many strings as usual attached to that same key. In the first case, the adjoining notes would fill in much of the music, but you'd know something essential was missing. In the second case, even with the adjoining notes the double one would dominate and seem out of perspective. In loudspeakers, every frequency must be in proper balance with the adjoining ones. Loudspeakers sound different from one another largely because of specific differences in balance. The careful attention Advent gives to the frequency-to-frequency balance of their loudspeakers is mainly responsible for the long term delight and satisfaction Advent owners report.

The new "Direct Report" tweeter

Advent's new "Direct Report" tweeter is exceptionally smooth and has outstanding high and mid frequency dispersion.

Three factors differentiate the "Direct Report" tweeter from conventional dome tweeters.

First, the geometry of the phase plate places a carefully calculated air mass at the perimeter of the dome. The linearity of the driver through its range is the result of putting the mass to work.

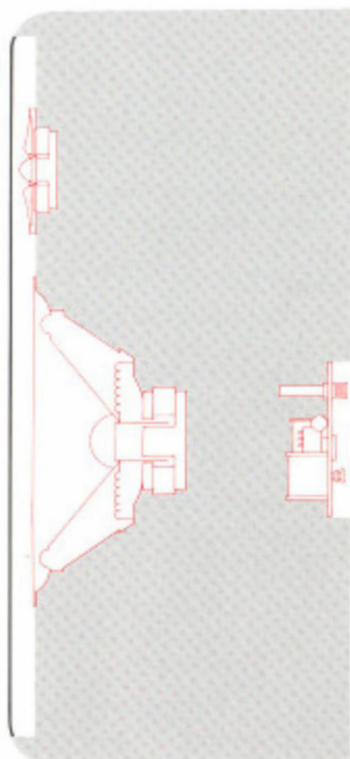
Second, the taper of the phase plate and countersunk mounting hardware form an acoustically neutral environment. Third, the shape of the dome is parabolic, not hemispheric—a geometric difference that places the vertex of the dome forward of the phase plate. This accounts for the system's outstanding dispersion characteristics and, in stereo pairs, produces sharply focused imaging.

***Direct Radiating Equalized Parabolic Optimum Range Tweeter**

The classic Advent woofer

The 5012 utilizes the classic Advent low frequency driver. This acoustic suspension woofer is renowned for awesome deep bass capability and prodigious power handling capacity.

By careful choice and integration of the cone material, the cone diameter, and the excursion capability, this woofer not only radiates high acoustic output at low frequencies, but also offers wide dispersion at the upper end of its range.



The cabinet

Available in walnut or natural oak, the cabinet is constructed with a solid hardwood front and matching wood veneer over high density composition board ideal for acoustic application. The careful placement of the drivers on the baffle board minimizes the cabinet diffraction and the resulting response aberrations.

The crossover

The crossover network is often an underestimated consideration in the design of a loudspeaker system; however, the crossover network chosen for the 5012 is the product of as much development time as any element of the system. It is the reason for the audibly seamless transition between drivers. One important advantage of designing and building drivers from the ground up (as Advent does) is the "fit" of the crossover to the driver.

The proportions and crisp styling of the cabinet are in keeping with the Advent philosophy that a value-oriented loudspeaker system *can* be attractive; appearance is another important way a loudspeaker can give ongoing satisfaction.

Broad dispersion Pianos don't have any trouble with this, but loudspeakers do. Simply stated, dispersion describes the ability to place all the air patterns (sound) uniformly through a listening space. The low notes aren't a problem, the middle and high ones are. Advent loudspeakers, primarily because of new "Direct Report" tweeter, excel at placing sound widely and evenly throughout the room. The advantage of this excellent dispersion is a stereo image convincingly real and solid anywhere in the room. Pianos solve this problem through brute force, which brings us to the last point.

Ample power handling capacity The device which excites the air, whether piano or speaker, must have the force to move all the air between itself and your ear. This is not to say you need a concert grand in a studio apartment, but you do need enough clout to do the job without strain. Advent loudspeakers can fill home-sized rooms with deep bass and smooth, balanced stereo at levels that recall the first time you heard live music.

Now then, we're *not* saying that Advents are the only speakers to buy. We *are* saying that Advent Loudspeakers have what it takes—all of what it takes—to be rightfully included in the "best" category, and at a price competitive with pedestrian look-alikes.



The 5012 loudspeaker in natural oak

A (private) public service announcement

An "A-B comparison," listening to one speaker then instantly switching to another, is a widely accepted way of showing the difference between two loudspeakers. Properly done, it can tell you exactly what you need to know to choose the right speaker for yourself. When badly done, an "A-B comparison" can be misleading. Here's what you ought to know:

The placement of a loudspeaker in a room greatly affects how it sounds. Identical speakers will sound vastly different if one is on the floor, the other on a shelf. There is now way to compensate for placement differences when making an A-B comparison. The speakers you're comparing should be as close to being side by side as possible.

Volume level differences always sound like differences in quality. If two identical loudspeakers are compared at differing volumes, the louder invariably sounds better, not just louder. When making an A-B comparison the two loudspeakers should be equalized to play at volumes as nearly as identical as possible.

Program material that you know well is best for making evaluations. It's easier to hear small differences in the sort of music you hear most often. Listening to this same material from store to store also provides a consistent base for comparison.

Naturally, we hope you'll choose the Advents after careful comparison; however, no matter what you buy, you can be certain you've made a good decision if you follow the above guidelines.

Advent Loudspeaker 5012 specifications

Frequency response	40Hz to 23kHz \pm 2½dB (on axis)
Impedance	8 ohms nominal 6 ohms minimum
Power handling	125 watts rms maximum
Resonance	42Hz \pm 2Hz
Harmonic distortion	1 watt: less than 1.0% over 50Hz 10 watts: 3% at 100Hz, less than 1% over 100Hz 3% at 100dB 1 meter at 400Hz
Dispersion	Less than \pm 1dB variance 30°V or H to 13kHz
Crossover frequency	1.8kHz
Sensitivity	87dB at 1 watt in at 1 meter on axis
Frequency range	LF: 34Hz—8db HF: 23kHz—3dB
Size	26½"H x 14¾"W x 11½"D
Weight	41 lbs.
Finish	Walnut or Natural Oak Solid hardwood front with matching wood veneer over high density composition board.
Optimum position	4" off floor or bookshelf height

Advent Loudspeaker 5002 specifications

The classic 5012 performance is also available in the Advent 5002, which is identical to the 5012 in all performance characteristics and styling, but is finished in walnut-grain vinyl.

Size	26"H x 14¾"W x 11½"D
Weight	39.5 lbs.
Finish	Walnut grain vinyl over high density composition board

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