



BBC Radio & Music chooses Dynaudio

Future-proof audio technology: New technology at BBC Radio & Music – High-End loudspeaker manufacturer Dynaudio sets new standards.

After a comprehensive selection procedure, the BBC Radio & Music has chosen Dynaudio as its new internal Monitor reference loudspeaker: Models from Dynaudio Acoustics' sensational AIR and BM ranges are the future "recommended standard monitors" in the BBC studios.

Martin O'Donnell, Broadcast Sales Manager at BBC Radio & Music HHB Communication Ltd. says: "As BBC Radio & Music moved to replace their existing monitors, we took a close look at the acoustic requirements and technical specifications of the BBC. After thorough inspection of that data it was clear to us that Dynaudio Acoustics was tailor-made to meet the tough requirements". In particular the future-proof digital, multi-channel architecture and perfect homogenous response in many different environments were high on the BBC's priority list.

The selection procedure was extremely comprehensive and was carried out under the EU procurement guidelines, where interested companies were invited to put 3 different monitor sizes on tender. Every single monitor and company was evaluated separately, and 10 different brands were selected for the final evaluation, where several different usability tests were conducted. The speakers had to pass through technical evaluations and pass extensive listening tests under "blind" conditions, using an acoustically transparent curtain, in order to guarantee objective and neutral judging. Besides these tests, factory inspections were conducted to examine manufacturing conditions and production consistency. By the end of these far-reaching marathon tests Dynaudio was selected. "We're thrilled to have found a partner in the BCC which shares our passion for music and our high targets for true and authentic sound reproduction" says Wilfried Ehrenholz, CEO, and speaking on behalf, of Dynaudio.

The **British Broadcasting Corporation**, more commonly known by its acronym, the BBC, is renowned throughout the world for its many superb TV and music productions. Only very few broadcasting companies have such a formidable reputation; its productions reaching far beyond the borders of the United Kingdom. Being very quality-conscious, the BBC has traditionally developed its own Reference Monitor loudspeakers, as none of the commercially available systems at the time could fulfil the BBC's own self-imposed highly exacting and demanding requirements. Probably most demanding is **BBC Radio & Music**: With the famous registrations from BBC Television Classical Music, 10 national radio BBC Radio stations, 5 high-quality BBC Digital Services and numerous music recording and production studios, stringent requirements are essential.

Dynaudio has developed loudspeakers for professional studio applications under the Dynaudio Acoustics brand name for years. In particular the innovative AIR active monitors are used throughout the world's best studios for music and film production, whereas the superb Dynaudio HiFi and Home theater range of speakers allow for the best possible sound at home.

More information available at: www.dynaudio.com and www.dynaudioacoustics.com

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