EVOLUTION OF THE SPECIES: SIMILAR BUT VERY DIFFERENT - THE "FERRITE ALTERNATIVE"

FaitalPRO launches loudspeakers in Ferrite, 28 new products! “They are NOT clones of their neodymium brothers”

December 2011. FaitalPRO, the professional division of Faital the over fifty year old loudspeaker manufacturing company at the doors of Milan – announces the introduction of several new families of Ferrite products.

Flavio Naggi, Overseas Sales Manager, promptly states: “Our FaitalPRO brand has been on the market for just five years, but we are already appreciated worldwide as a reference point for professional neodymium loudspeakers and are now meeting the requests of numerous clients in the PA and SR areas with the launch of many new products in Ferrite”.

The decision to create new product lines is tied both to market demands, which also specifically require products with ferrite magnets, as well as the idea of expanding our catalog to complete it with new tonality and certainly not with the intention of replacing any of our the neodymium models.

Flavio Naggi continues: “We are offering our clients an alternative based on new, soft and refined acoustic tonalities: the current product range will remain and the new families with a ferrite heart will join them to complete a now very extensive catalog.”

In this new adventure, the FaitalPRO R&D department have taken the initial spark from their own neodymium line, but the basic intention was to generate completely new master works, with regard to electrical parameters and usage.

Therefore, the entire development was not concentrated on creating perfect copies, nor on creating clones in ferrite, but on forming “new market leaders”, unique in character, resonance and sound.

It is not a secret, the cost of neodymium is currently at a record high, therefore the market will certainly welcome the new Ferrite loudspeakers. But it surely will not do so just for a matter of cost.

In fact, this launch will not only respond to budget related issues: many clients had already requested them also for challenges regarding acoustics and weight: for example, in many fixed

installations, where there is the need to keep a sub that vibrates at frequencies around 40-50 Hz "on the ground", a ferrite loudspeaker is more appropriate for this than its – much too light - neodymium counterpart.

The discriminating factors between the neodymium series and the ones in ferrite are thus three: weight, size and cost; in fact, even the size of the magnet - notably larger in the ferrite models – is an important parameter to consider in an enclosure, which would be determinant in case it should be necessary to have a more streamlined profile for horn loaded designs or in enclosures having a slightly unusual resonance chamber profiles.

Flavio Naggi emphasizes: "It is important to note that the new ferrite loudspeaker families are not just "low cost options" compared to the neodymium series. They are products for those who put a lot of passion into their work, that have similar performance potential, but whose magnet assemblies in ferrite behave in a different way.

In theory, if we should compare two loudspeakers with identical moving assemblies, one with a ferrite magnet assembly and one in neodymium –placed in identical enclosures- we would realize that a substantial difference in tonality exists due to the structure of the ceramic magnet assembly, peculiar in generating a constant magnetic field."

These new loudspeakers thus adopt ferrite, precisely because it is a material that is much appreciated by purists who insist on the fact that "the difference can be heard, it sounds better and achieves a more natural tonality", also with an equivalent frequency response curve, compared to other solutions, even if lighter in weight.

The new FaitalPRO loudspeaker models in ferrite, which will be further described in upcoming press releases, will fall in every category from low to mid and high frequency reproduction.