

# KRIX



Celebrating 40 years of Krix

**KRIX**<sup>®</sup>  
experience sound



## A HISTORY OF AWARD-WINNING AUSTRALIAN DESIGNS

**1991 Krix Superbrix:** Sound+Image Highly Commended Award

**1992 Krix Lyrix:** Audio & Video Lifestyle Best Buy

**1993 Krix Lyrix:** Sound+Image Loudspeaker of the Year

**1994 Krix Equinox:** Sound+Image Highly Commended Award

**Krix Esoterix 1 mk2** Sound+Image Highly Commended Award

**1995 Krix Apex:** Audio & Video Lifestyle Best Buy

**Esoterix 1 mk2/Centrix/Equinox system:** Secrets of Home Theatre & High Fidelity (USA) 5 Star award

**1997 Krix Euphonix:** Sound+Image Highly Commended Award

**Krix Seismix 7:** Sound+Image Subwoofer of the Year Award

**1998 Krix Apex/Mini Centrix/Equinox system:** Sound+Image Highly Commended Award

**1999 Krix Brix:** Sound+Image Highly Commended Award

**2003 Krix Lyrix Gold:** Audio & Video Lifestyle Best Buy

**Krix Equinox:** Lyd & Bilde (Norway) Highly Recommended

**2005 Krix Neuphonix:** Sound+Image Loudspeaker of the Year

**2007: Krix Apex 4:** Audio & Video Lifestyle Best Buy, Sound+Image Highly Commended Award

**Seismix 3 mk3 subwoofer:** Sound+Image Highly Commended Award

**2008 Krix Phoenix:** Audio & Video Lifestyle Best Buy;

**Krix Tryptix on-wall:** Audio & Video Lifestyle Best Buy

**Krix Epicentrix:** Sound+Image Centre-Channel Speaker of the Year

**Krix Seismix 1 mk1:** Sound+Image Subwoofer of the Year

**Krix Apex 4:** Sound+Image Highly Commended Award

**2009 Krix Tryptix system:** Sound+Image Highly Commended Award

**2009 Scott Krix:** Sound+Image Lifetime Achievement Award

**2010 Krix Seismix 3 mk 5:** Sound+Image Subwoofer of the Year

**2011 Krix Acoustix** Sound+Image Highly Commended Award

**Krix Volcanix subwoofer:** Sound+Image Highly Commended Award

**2012 Krix Tektonix:** Sound+Image Subwoofer of the Year

**2013 Krix Rhythmix package:** Sound+Image Multichannel Speaker Package of the Year

**2014 Krix Phoenix mk2:** Sound+Image Stereo Speakers of the Year

**KRIX**<sup>®</sup>  
experience sound



### A MESSAGE FROM SCOTT KRIX

Over nearly 50 years, I have seen massive changes in this industry. Back then it was a luxury to have a 'wireless' and a 'record player', and mono was the go at home. Movies were only seen in single large cinemas, and a single movie could show for years at a time.

Krix got involved in the 1970s when you 'needed to have' stereo at your place and that was the market we catered for (and to some extent still do). Interestingly stereo and vinyl and valve amplifiers appear to be regaining popularity — I wonder if flares and tie-dye shirts will too!

When video players appeared, that slowed the growth of cinema for a time, but it meant that cinema could be enjoyed at home, and of course that meant we needed more electronics and loudspeakers to cre-

ate the home theatre experience. We played our part in that evolution, too.

Soon we all wanted sound everywhere, including outdoors, and in a discreet form. Again we did our research and developed an extensive range of in-ceiling, in-wall and outdoor loudspeakers to cater for this.

Now as we are becoming more affluent, many of us want 'real' cinema at home, and as Krix has been in the commercial cinema industry for so long we have leveraged our extensive range of 'real' cinema speakers to this emerging market, plus a few adaptations for décor and space considerations.

I have been fortunate to have lived in such an exciting time, in such a fast moving industry, and to share this with my family and other likeminded colleagues who have made it such a rewarding lifetime experience.



The five brothers Krix.  
From left to right — Scott, Kingsley,  
Gary, Ashley and Brett.

**THE BROTHERS KRIX:** The five Krix brothers joined Krix at different times. **Scott**, as the company founder, was at Krix since the very beginning. **Ashley Krix** was the next to join, after studying at the South Australian School of Art, where he obtained a Diploma of Fine Art. Despite his talents, he discovered there were few paths to riches through painting, and joined Krix in 1978 (only to discover the same applied in the loudspeaker industry!). Ashley is a company director and production manager, with his primary focus recently moving to commercial cinema sales, travelling extensively throughout Asia, the Middle East and the USA in this role. **Brett** (the youngest Krix brother) was the next to join, in 1983, originally on a part-time basis while he studied architecture at university. Brett left the business in 2000 but came back in 2012, and now works in the cabinet assembly department and overseeing the manufacturing staff. **Kingsley**, who happens to be Ashley's twin brother, joined Krix in 1993. Kingsley is responsible for Krix's recycling and waste disposal. **Gary** joined in 1995. Gary has an honours degree in Physics, and worked in the mining industry for 10 years prior to moving into the family company, and has since completed an MBA. Gary has been managing director/CEO of Krix since 2000.

### KRIX TODAY

A company snapshot on our 40th birthday:

- 12 Hi-Fi/Home Theatre models
- 5 Subwoofer models
- 7 Concealed in wall/ in ceiling models
- 2 Outdoor models
- 5 Accessory lines – cable, brackets etc
- 12 Series X models
- 4 Commercial models
- 40 Commercial Cinema models (all Dolby Atmos compatible)
- Krix products in over 60% of Australian cinemas and growing
- Exports to over 30 countries including Japan, South Korea, China, Germany, UK, Middle East and the US
- 4 patents
- One of the most stringent acoustic quality control systems in the world
- Fully functional Finite Element Analysis (FEA) simulation software
- 40 years of intellectual property
- Considerable investment in software and hardware for simulation, measurement, CAD, 3D printer, FEA, EASE Balloon measurement
- A diverse range of specialised system design & manufacture e.g. medical instrumentation, nightclubs, noise control, defence



Our first commercial Krix design, the LF-1, which incorporated a Plessey Rola eight-inch bass unit and a two-inch cone tweeter.

# 40 Years Of Australian Loudspeakers



Breaking ground! - we bought our original one-acre factory site to meet the high demand for our speakers.



Outside the Krix pavage - Scott salutes the sun with an early horn design.



Building the future - the original factory built on an acre of land in Tackham. This building is still there, now used as our administration building.

1974

1976

1979

### OUT OF THE GARAGE

As with many great hi-fi and technology companies, it all began in a garage. Scott Krix spent his teenage years tinkering in the family garage in Loxton, SA, with kit amplifiers and experimental speakers, using scavenged parts from old radios. After completing his engineering degree in Adelaide, he established 'Krix Speaker Systems' in 1974, and began making speakers for his friends using a garage in a rented property in Hawthorn, SA. His first commercially available design was the LF-1, which incorporated a Plessey Rola eight-inch bass unit and a two-inch cone tweeter. He photographed them in the garden in front of a blooming bush of bougainvillea.

"It wasn't hard to fall into something I enjoyed doing," Scott remembers. "With the state of the economy at the time there weren't a lot of openings for graduate engineers, so considering I had a passion for building loudspeakers, and also with a background of a lot of Australian academia producing new ways of developing loudspeakers models — like Mr Thiele, who we all know about [see p11] — that inspired me to give it a go, I suppose. I couldn't see why an Australian manufacturer shouldn't succeed against some of the other brand names like KEF and Celestion, etc. — in other words, why not have an Australian loudspeaker? I was prepared to give it a go. I really enjoyed doing it and I was pretty excited about getting my hands dirty and building something."

So Scott was already dreaming of making Australian speakers that could compete successfully on the world stage. Today Scott's dream is reality. The Krix team manufactures high quality loudspeakers for the home and for commercial use — there are some 3000 commercial cinema installations globally using Krix speakers. Whether you are looking for your first pair of stereo speakers or your own ultimate home theatre experience, Krix will exceed your expectations.

### THE ACOUSTIC FOUNDRY

Back in 1976, Scott was still introducing his designs to a wider audience. He opened his own retail shop, 'The Acoustic Foundry', in Goodwood, Adelaide, demonstrating his own designs against those from overseas, which — back in the days of the Aussie cultural cringe — were assumed by many to be naturally superior. Scott could disprove this fallacy by direct comparison, and show the merits of his designs, and their potential price advantage.

"Import duty and sales tax were astronomical in the 1970s," remembers Scott. "So we got into building speaker kits in a knock down form which were essentially free of tax. We developed a process where the client could design their own speaker and then we would supply the kit in any form of completion desired. This was extremely popular with university students and we quickly became quite an 'edgy' shop and the place to be. From this 'design-your-own' kit concept we found that our clients favoured about four different styles, so those became a new fully assembled product line for us — the HG series (Home Grown)."

There was also a sideline developing in semi-professional systems.

"Night clubs were all the rage at the time," says Scott, "and we made some pretty 'out there' loudspeaker systems for that market."

Supply couldn't keep up with demand, so it was time for a major investment — an acre of land, and the first real factory base for Krix.



### AN ACRE OF LAND

In a bold move, Krix Speaker Systems purchased an acre of land in Hackham, south of Adelaide, on the borders of McLaren Vale wine country, where it began building a modest 120 sq m factory.

This is the site on which Krix has since extended its factory and office buildings (see panel overleaf), with the original building still part of the complex, now housing the administration department.



### WHY DO KRIX SPEAKER NAMES ALL END IN... ?

**Scott:** *The 'X' started with one of our guys, Alex, who came up with the name Brix — Krix Brix. And it just went on from that. It was just natural to have an 'ix' or an 'x' at the end, and it fitted so well with our culture.*

1980s

## INTO THE CINEMA

As Krix entered the Eighties, Scott Krix was approached by a local commercial cinema in Goodwood, S.A.

"We were approached to provide loudspeakers for a local cinema," remembers Scott, "and we encountered an acoustic problem when we performed the EQ. We came up with a solution, which happened to be the world's first infinite baffle used in cinema."

Word spread throughout the local industry of this solution and the improvement it provided.

"We were approached by the major installer in Australia to do a few large auditoriums as part of their upgrade program where we refined the technology. From there we did about 90% of the Cinema Multiplex expansion for all the major players that occurred from the mid 80s and into the 90s."

This provided great business growth for Krix in the professional sphere, and today its products are in 60% (and rising) of Australian cinemas, with that representing only 35% of its commercial business, the rest being international.

*The Australian Hi-Fi review of the Euphonix from March 1997.*

*"The company has added new state-of-the-art equipment as it has expanded," wrote the magazine", so other Australian cabinet-makers will still admit (grudgingly, of course,) that when it comes to cabinet quality, it is Krix that rules the roost."*

1990s

## IT'S BEHIND YOU

Krix was already receiving praise for its domestic loudspeaker designs, its reputation enhanced by the highly popular Esoterix 2 and an early Sound+Image award for the SuperBrix bookshelf speaker.

So the company was ideally placed when 5.1-channel surround sound became the must-have home audio innovation from the 1990s onwards. Expanding its consumer retail network from five dealers to 40 in less than two years, and undertaking two factory expansions to meet new demand, Krix introduced an ongoing schedule of new loudspeaker designs and packages to satisfy every type of domestic music and movie fan. The Equinox, Lyrix and new Esoterix models all won awards for the company, and laid a basis for exhibiting at CES in Las Vegas, which brought international distribution deals for first Hong Kong, then Malaysia, and then, in 1996, in the United States, when Moondance Audio of Denver began showcasing Krix products to a huge new market. As exports reached 40% of total production, another factory expansion took the factory's size to 2000 sq m, on two acres of land.



2000

## GOING GLOBAL

After celebrating its 25th anniversary in 1999, the new millennium saw Krix continue its exposure in the United States while finding growing interest also in Europe. After exhibiting at the Cinema Expo convention in Amsterdam, distribution was established in Ireland, Italy, and Germany, with subsequent cinema installation projects undertaken as far afield as Austria, Germany, Poland, the Czech Republic, Turkey, the United Arab Emirates, Jordan, even Afghanistan. With new distribution deals for Scandinavia, Taiwan, and new wider US distribution, Krix became an undeniably international brand. Back in Australia the run of award-winning consumer speakers continued, while the company also created an entirely new range of concealed audio products for multiroom and home theatre installations, which continues today in a concealed and architectural range topped by the high-performance Epix Series 3.



# WELCOME TO KRIX

The Krix factory complex at Hackham has expanded through the years, from the 120 sq m building built back in 1979 (now used as the company's administration centre) to the giant spaces and state-of-the-art machinery on the site today.

"After building the workshop, we went 'hi-tech' with the purchase of a panel saw with a tilt blade, an edge-bander, and an overhead router," remembers Scott Krix. "Several years later we added an additional 500 sq m of factory space, and subsequently purchased our first CNC machine — since then we have upgraded several times and we now have two of the latest CNC machines. Our painting/polishing department was upgraded when we added an identical 500 sq m factory space to house two large fully enclosed gas-fired spray booths, one for high gloss finishes and the other for timber veneers, along with the final assembly department. In 1996 we added a further 900 sq m of factory space to house our warehouse and R&D department, bringing total floor space to 2000 sq m including the office.

"In the last few years we reconfigured the final assembly department, incorporating a U-shaped assembly cell along with a quality control acoustic test chamber, which we believe is one of the largest and most advanced in the world — we can measure distortions reliably down to the 11th harmonic.

"At the same time the skill level of our employees right through our organisation, from our research and development department to our manufacturing department, has been raised to meet the demands of these new technologies."



## 40 YEARS

As Krix reaches its 40th anniversary, its domestic and international cinema installations and upgrades continue, and its consumer and concealed products and systems gather more accolades and awards from customers and press at home and abroad. So how does founder Scott Krix see the audio market today?

"Audio for me encompasses home audio — where we started — but also cinema, home cinema, public address, nightclubs, all those sorts of things, and we've been involved in nearly all those, and that's where it lies for us. Competitively it's difficult for an Australian manufacturer to compete — the costs here are high, however, we have developed some very innovative and efficient manufacturing techniques to ensure that we do remain competitive, and the majority of our products are still made in Australia at Krix, complemented by our overseas manufacturing resource. We're probably teaching our overseas manufacturers some of our secrets! [Laughs.] But we are proud that all the intellectual property, the engineering, the quality control all still starts and ends here, at Krix in Australia."

# KRIX NEUPHONIX

## *Special 40th Anniversary Edition*

**Forty years ago**, in the garage of a rented property in the suburbs of Adelaide, Scott Krix built the first pair of loudspeakers to carry the Krix logo using only hand-held power tools. This year, to celebrate his company's 40th anniversary, Krix has designed and built 40 very special pairs of loudspeakers in a state-of-the-art factory in those self-same suburbs... though this time with the assistance of his brothers Gary and Ashley, and, indeed, the entire Krix workforce, plus an array of precision computer-controlled machines.

The speakers he's built are custom-designed 40th Anniversary Edition versions of the famous Neuphonix design, currently the company's flagship model. However, whereas the current Neuphonix was originally 'voiced' primarily for use in home theatre systems, the 40th Anniversary Edition Neuphonix has been voiced primarily for use in two-channel systems, and with high-resolution audio sources in mind.

This is one reason that it features a brand new tweeter for Krix — the famous 'Revelator' 25mm ring dome diaphragm tweeter designed by Danish driver specialist Scan-Speak. It has a patented symmetrical-drive

(SD-2) neodymium motor system, a non-resonant aluminium rear chamber and a patented phase plug design.

"This revolutionary ring radiator tweeter offers unrivalled performance, clearly superior to that of ordinary dome designs," says Scott Krix, "and the particular model we're using has additional enhancements that reduce distortion and power compression, so that it's superior to other tweeters that use the ring radiator principle."

Although the bass drivers in the 40th Anniversary Edition Neuphonix look similar to those in the standard version, it's only the cone that's the same: the underlying motor system is completely different, with 130mm coated paper cones, a 26mm voice-coil wound on an

aluminium former and an oversized magnet system, all mounted on a solid cast alloy frame.

The midrange cone is identical to the one that's proved so successful in the Neuphonix, which has a 130mm coated paper cone and 26mm voice coil on an alloy former, to ensure tonal coherency across the entire audio band.

Ruby is the gem most often used to celebrate 40th anniversaries, so Krix has finished the cabinets of the 40th Anniversary Edition Neuphonix models in a real-wood veneer finish that reflects that ruby colour, made from a unique Australia timber. Each pair of these Limited Edition speakers will be numbered and will come with a Certificate of Authenticity, signed by Scott Krix.



The Krix logo is displayed in white, bold, sans-serif capital letters on a blue background.

ALL ABOUT THE  
EXPERIENCE



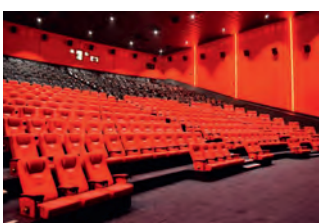
# THE PURSUIT OF THE OPTIMUM SOUND EXPERIENCE IS A PASSION AT KRIX.

Whether you are looking for your first pair of stereo speakers or your ultimate home theatre experience, Krix will exceed your expectations. Combining over 90 years of audio expertise with cutting-edge modelling and computer simulation technology, Krix's range of multi-award winning speakers deliver room-filling sound with exceptional clarity and smooth, deep bass. With more than 3000 commercial cinema installations globally, you have possibly experienced Krix sound already.

Whether you're listening to your favourite music, or immersing yourself in the latest blockbuster, **Krix delivers the sound experience you've always wanted.**



# KRIX COMMERCIAL CINEMA



*These pictures are from Krix's installation for a Vox 10 screen complex in Beirut, one screen incorporating the new Dolby Atmos 61.3-channel format, which incorporates speakers everywhere, including along the back wall and ceiling.*

**If you know Krix** only as a company producing loudspeakers for the home, you may be surprised to discover that the company is highly active in professional cinemas, installing sound systems not only through Australia but around the world. Krix speakers have been used in over 3000 cinemas, in 30 countries worldwide.

From its early days the company introduced ideas for professional cinema sound that had never been seen (or heard) before, and Krix continues to innovate today, being at the cutting edge of the latest '3D immersion sound technology', working with Dolby to develop speakers specifically for the new Dolby Atmos format, and recently installing five full Dolby Atmos theatres featuring surround sound with up to 61.3 channels of sound.

## WALL OF SOUND

Krix's professional cinema work began in 1980, when Scott Krix was invited to solve an acoustics problem in the auditorium of the Capri Theatre in

Goodwood, South Australia (pictured above). His solution of an Infinite Baffle Wall was unique, never before used anywhere in the world, and news of the innovation soon reached the ears of the major cinema chains in Australia — Hoyts, Greater Union and Village Roadshow. It wasn't long before Krix Speaker Systems were supplying speakers and building Infinite Baffle Walls into theatres all over Australia.

By 1990 some 250 cinema screen installations had been undertaken, boosted by the growth in multiplex cinemas around the country, and soon by the innovation of surround sound. In 1993 Krix received THX accreditation from Lucasfilm in the USA for its cinema surround model, the KSX-1, and subsequently for an extensive range of models. Exports of Krix cinema speakers began in earnest, with shipments being sent to New Zealand, Singapore and Thailand. In 1996 Krix was the first company in the world to introduce a dual 18-inch subwoofer model to the industry.

## WORLD-FIRST FOUR-WAY RANGE

A further innovation was delivered in 2004, when after three years of development, Krix became the first company in the world to release a comprehensive range of 4-way cinema screen speakers.

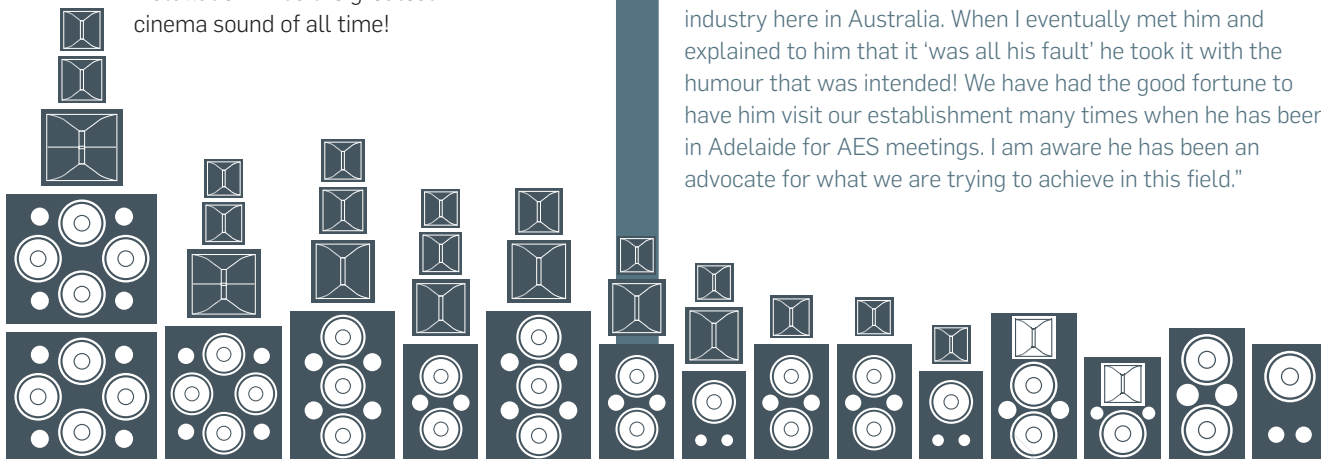
A well-designed 4-way system can further separate the bandwidth of a film soundtrack, spreading it over additional custom-designed speaker components to improve clarity and power handling of a system. Boosted by this world first, Krix's installations continued apace, with supply of speakers to Hoyts Melbourne Central and Blacktown in 2005 taking the number of cinema screens in Australia using Krix to more than 650. The following year, 2006, saw Krix finalising distribution in Japan with Xebex Corporation, whose engineers visited Krix for product evaluation and training. Two large Krix installations followed in Kawasaki and Saga.

## DOLBY ATMOS

The latest and greatest audio format today for professional cinemas is Dolby Atmos, labelled as "3D immersion sound technology" because it dramatically increases the traditional 7.1 channels of cinema sound. Those seven channels normally include three front channels behind the screen and four surround channels — two at the side, two at the rear. The "point one" is a dedicated subwoofer channel for bass.

Enter Dolby Atmos, which specifies up to an astounding 61 channels of sound plus three differentiated subwoofer channels for bass. There are up to five screen channels and up to 56 separate surround channels, including two rows of speakers in the auditorium ceiling. Finally the three subwoofer channels can direct bass down to 25Hz at the screen, or surround bass down to 40Hz from subwoofers typically mounted on either side of the auditorium near the rear wall. Sound engineers can now mix their effects and sound elements with unparalleled accuracy, placing effects precisely where they are needed. The sense of realism is extraordinary.

Krix has been working with Dolby to develop speakers specifically for Dolby Atmos, and installed one of the first projects of its type in the world in Beirut in 2013, and most recently has been selected by Village Cinemas in Crown Casino, Melbourne. If you get the opportunity, don't miss the chance to hear a Dolby Atmos-encoded movie delivered through a Krix installation — it's the greatest cinema sound of all time!



David Murphy



## DAVID MURPHY & NEVILLE THIELE

David Murphy is Krix's guru for commercial cinema design. An Adelaide-based chartered professional engineer, he's been designing loudspeaker systems for Krix since 1996.

"He's one of the world's experts when it comes to designing loudspeaker systems for commercial cinemas," says Gary Krix. "He's the brains behind that part of the business — he developed the new designs when we introduced four-way systems, supported as always in the R&D department [also known as 'Krix Scientifix'] by Andrew Bennett and Jon Scott, who are primarily on the hi-fi side of things."

David Murphy's expertise stretches back to his work as a radio apprentice and technician at the Philips Hendon works, but today he is as likely to be presenting papers around the

world at meetings of the Audio Engineering Society, for which he was Vice President of the International Region for some years after being nominated by fellow Society member Neville Thiele. Krix has hosted a number of visits by the audio legend Neville Thiele, who passed away in 2012. As one of Scott Krix's original

inspirations when starting the company, Thiele had long been supportive of Krix's activities.

"One of the major contributing factors right back at the beginning of Krix was Mr Neville Thiele," says Scott. "I read his papers, along with Mr Richard Small's, with keen interest in my Uni days and decided that Australia had some exceptional academics in this field — with that sort of calibre here I saw no reason why we couldn't establish a world-class loudspeaker industry here in Australia. When I eventually met him and explained to him that it 'was all his fault' he took it with the humour that was intended! We have had the good fortune to have him visit our establishment many times when he has been in Adelaide for AES meetings. I am aware he has been an advocate for what we are trying to achieve in this field."



Scott Krix and David Murphy with Neville Thiele (centre)

# NATURAL MODERN EXTERIORS

## KRIX SPEAKER FINISHES



*Go crazy! — Krix can custom finish any of its loudspeakers*



*The Acoustix Mk2 in the new Ironwood plantation finish*

### Two new plantation-grown timber veneers

have just joined Krix's range of standard finishes, extending our veneers and colour finishes to complement any home environment.

On the domestic speaker range there is always a basic black vinyl option as a starting point — it's the most cost-effective solution if your speakers are going behind a screen or in cabinetry where a premium finish would be wasted. But for speakers on display, Krix offers beautiful veneer finishes in Black Ash and Atlantic Jarrah, and now in the two new finishes of real wood 'Cola' and 'Ironwood'. Both these beautiful new tones will suit modern home décors and are environmentally sustainable, being obtained from plantation-grown sources.

For some ranges, such as the Atomix, Rhythmix and Sonix speakers, Krix is able to offer a gloss black finish, a stunning option for a home cinema package. The Seismix Cube subwoofer is available in a matching gloss black, and in a special gloss white.

The X-Series high-end home cinema speakers, recipients of Krix's extensive professional transducer experience, are available in a virtually endless range of colour paint options.

Indeed whatever your interior decoration requirements, Krix's custom finish experts can provide a bespoke solution via an extensive palette of tonal finishes.

"For example, they may want to match the wood used in a favourite piece of furniture," says Scott Krix, "or their favourite painted colour like Ferrari Red. This is something that others can't offer. Our ability to manufacture our own products leads into lean manufacturing philosophy, which in turn leads to the ability to respond quickly and offer this service."

Be it a modern apartment, a period lounge or a state-of-the-art home cinema installation, Krix can provide a finish that will not only enhance your musical experience but also enrich your home and lifestyle.



*The Harmonix Mk2 in custom Ferrari Red paint finish*



*The Phoenix Mk2 loudspeaker in the new Krix 'Cola' veneer*



# HEARD, NOT SEEN...

## KRIX CONCEALED AUDIO

**Increasingly, Australians** are wanting to experience great hi-fi and home theatre sound in their homes, but don't want the inconvenience of placing large speakers on the floor, or positioning multiple speakers around the room, either for visual amenity or because of limited space... or both.

Krix is the only Australian loudspeaker manufacturer that specialises in building loudspeakers that can be hidden away from view. Here at Krix we build models specifically designed to fit inside walls, special models to hide inside ceilings... even speakers that can be concealed almost anywhere, such as inside furniture items.

Installing concealed speakers also means you won't see any unsightly speaker wires in your room... anywhere!

One important feature you'll find on all Krix Concealed Audio products is that the rear of all our speaker systems are fully enclosed, and the great majority fully sealed, because this is the best way to guarantee that every Krix system delivers true high-fidelity performance in your room. The performance of any in-wall or in-ceiling speaker that does

not come with a designed rear enclosure will always vary dramatically, depending on where and how it's installed in your room. Having a fully-enclosed back not only provides predictably high quality audio, it ensures minimal possible sound leakage, so sound will not spread into other rooms in your home.

As with our standard hi-fi speakers, Krix Concealed Audio products come in a wide variety of sizes and styles, ranging from the tiny Holographix speakers, so small they will fit into the ceiling space occupied by a standard halogen down-light, up to the mighty Epix, a concealed in-wall version of our flagship award-winning Neuphonix stand-alone loudspeakers. Yet despite its huge sound, the Epix will still fit inside a standard wall cavity.

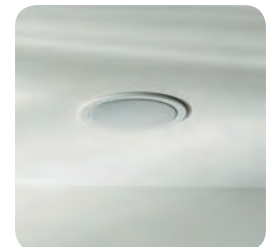
Krix Concealed Audio speakers are unique because each multi-way system is supplied with a full crossover network rather than the simple blocking capacitor found on lesser designs. Pivoting tweeters on selected models enable you to

aim the high-frequency sound exactly where you want it to go... and all Krix models use state-of-the-art ring radiator and dome tweeters powered by neodymium magnets, so you can be sure of pure, crystal-clear high frequency sound, no matter where you are in the room.

All Krix Concealed Audio speakers come with paintable grilles, so you can perfectly match the colours of the parts of the speaker that can be seen so they will vanish into your existing colour scheme... and can be repainted if, at some time in the future, you decide to change the colour of your room.



*Krix Hemispherix AS*



*Krix Holographix*



*Krix Atmospherix AS*



*Krix Ecliptix*

**THE**

**KRIX  
SERIES X  
HOME  
CINEMA**

**FACTOR**



**Krix has had** enormous success in the commercial installation industry, with a large percentage of state-of-the-art cinemas specifying Krix loud-speaker systems.

Such innovative solutions and the high levels of engineering expertise involved trickle down to all of Krix's home speaker ranges, but none more than Krix's flagship Series X.

Series X has been designed for spare-no-expense home cinemas where only the best speaker systems will do. As such, the range incorporates the technologies which have made Krix's professional systems famous around the globe. There are four left/right channel speaker systems — also available as single speakers for centre-channel duties — augmented by two surround models and a massive subwoofer system. All share common drivers and voicing techniques to maintain sonic coherency and a seamless soundfield. Easy-to-drive and essentially resistive 4/8-ohm loads and high efficiency levels across the model range — from 96dB to 101dB for mains, 88dB to 99dB for surrounds — allow the use of a wide variety of amplifiers, even moderately-powered valve-based units.

The starting point on the Series X journey is the two-way Pix, with its professional high-power 15-inch bass driver, which seamlessly crosses to

the 1.75-inch voice-coil professional high-frequency compression driver with our patented 90 by 40 degree short-throw horn. Both drivers have been designed for ultimate dynamics, resolution and detail retrieval, which make for clear speech intelligibility and a superbly immersive movie experience.

Still retaining the 2-way configuration, the next model up the Series X ladder is an expansion of the Pix. A second 15-inch bass driver in the Flix extends low-end power capabilities still further. The frequency response of the Flix system spans across 36Hz to 16kHz with -10dB points, and the speaker is capable of withstanding 1000 watts of maximum power.

The entry-point of the three-way systems is the massive Theatrix. A single 15-inch woofer seamlessly crosses over to a 6.5-inch midrange driver loaded via a short-throw horn, which hands over to our patented high frequency arrangement.

A second 15-inch bass driver features in the range-topping Cinematix, a massive high-powered speaker which can handle a maximum of 1000 watts.

The entire structure of the Cinematix, and that of its lesser siblings, uses a laser-cut mild steel bracketing system that solidly supports the drivers' Dough Moulding Compound (DMC) horn flares.

The aptly-named Cyclonix subwoofer has been designed for the highest quality and deepest bass frequencies. A massively engineered 18-inch bass driver features a 4.5-inch voice coil coupled to a large vented magnet system. The bass enclosure features front-mounted dual reflex ports designed to extend the low frequencies while allowing easy placement close to room boundaries.

The importance of the surround channels should not be underestimated if a system is to achieve an appropriately immersive soundfield. To this end Krix offers an extensive range of Series X surround models — for example the smaller Phonix and larger Megaphonix.

The Phonix features an angled baffle designed to aim the speakers' dispersion characteristics squarely at the audience location.

The Megaphonix surround speaker employs a horn tweeter mated to a 10-inch bass driver, with a frequency range extending between 45Hz and 18kHz at minus 10dB.

Krix can also customise each product in the Series X range, if required.

For home cinema installations requiring the most powerful, dynamic and all-enveloping theatre experience there is only one option — Krix Series X. For full details and specifications, please visit [www.krix.com](http://www.krix.com).

## HOME CINEMA SPOTLIGHT

Here's a system that used the Krix X Series to spectacular effect — extraordinary sound from invisible speakers as part of a full AV and systems automation integration by custom design and installers Suite Control.

Krix engineers and acoustics experts specified a sonically transparent screen with a full Series X speaker array to be installed behind it and across the front stage (shown right, sans screen).

A floor-to-ceiling equipment rack housed the sources, comprising DVD and Blu-ray, while a whole host of automation system control electronics put it all under easy remote control. A bank of high power pro-level amplification was used to drive the three-way biamped Krix Series X installation.

The result was an award-winning theatre — it won CEDIA's award for Best Home Theatre over \$100,000 — and one very happy owner.



# to be heard not seen

Atmospherix - Concealed



## Why is an enclosed backbox so important?



### Protection and Durability

Lasts longer, and protects the components against debris from the ceiling or wall cavities.



### Controlled Performance

The enclosed backbox ensures optimal and consistent performance, no matter the installation.



### No Sound Leakage

The enclosed backbox isolates the sound, stopping it from leaking through the ceiling or walls to other rooms.

**Why Krix?** used in Over 3000 cinemas, in 30 countries worldwide

**KRIX**<sup>®</sup>  
experience sound



1300 005 749



listen@krix.com

www.krix.com