

On Sunday, November 28, 2021, the monthly meeting of the Atlanta Audio Club was held virtually via Zoom. Our guest speaker was the owner and CEO of Emotiva Corporation, Dan Laufman. Emotiva is located in Franklin, Tennessee (a suburb of Nashville). The company sells quality gear at a very reasonable price, and their product line includes electronics (pre-amps, amps, AV processors, and DACs), speakers (book shelf speakers, towers, and subwoofers), and accessories such as cables and headphones. There were about 15 or more members and guests present at the meeting. It started at 3 pm and lasted until 5 pm.

Chuck Bruce introduced our speaker and then it was Dan's turn to talk about his company and its current and future products. Dan covered many topics, which I will summarize here.

Emotiva is suffering from the "supply chain" issue, but not as bad as others are. Their shipping of materials has gone from 6 weeks to 5 months, for example. Fortunately, they build most of their products in Franklin now. They are raising prices, but only as needed, unlike other manufacturers that are just raising all their prices by 20%.

Emotiva took "advantage" of the Covid pandemic to develop new products since they were unable to host visitors or travel much. They are developing a new 2.1 channel integrated amplifier and new pre-amp for their BasX model line (their low cost line). Dan said that this line of products is selling very well – they cannot keep up with demand. This seems to be a "sweet spot" in the market, and all pieces retail for under \$1000.

They are working on an update to the XPS-1 preamp for release (as the XPS-2) in the summer of 2022. Also in the works are a series of amplifiers using DR or DX technology, including a 17 (!) channel amp to drive speakers in a home theater. They are updating their RMC-1 and XMC-1 processors, and plan to introduce a new processor which will cost less, the RMC-1L.

A new line of subwoofers for the XR series will be coming out in the summer of 2022. They will be introducing the AirMotiv A2 Dolby Atmos speaker and the AirMotiv B2 speaker. Also in the pipeline for the future is a powered speaker similar to the Stealth 8's they offered a while ago. This will be a "higher end" active model with 6 inch (versus 8 inch) woofer. They are also introducing the T3+ tower speakers with 3 8-inch woofers, 2 5-¼ midrange drivers, and AMT tweeters, and these will cost \$1600 per pair.

All the speakers produced by Emotiva use the AMT tweeter, and they use a higher quality AMT tweeter part than other manufacturers (part price is \$25 versus \$5). In Dan's opinion, AMT tweeters offer less breakup than other types of tweeters.

Dan said that Emotiva will not be creating tube gear, there is no business justification for a tube line. He tried working with Bob Carver on a tube line last year, but the relationship did not work out. Emotiva is also working on a "Nostalgia" line of products (speakers).

Overall, they are experiencing about 30% growth in business each year, and more than half of their sales were to new customers. Dan spoke about the future of trade shows. They are expensive to participate in (as a vendor), and he and other smaller manufacturers are looking at creating the Independent Audio Alliance group. This group of about a half a dozen companies may put on their own shows.

At the end of the meeting, John Morrison reminded folks about the December 12 meeting at Evolution Home Theater with Lyn Stanley, recording artist. The club's winter party will be January 9 (tentative date).

The club sincerely thanks Dan for giving up his Sunday afternoon to speak to us.

Minutes written by Thomas Horner, Secretary, Atlanta Audio Club.

Addendum:

This secretary missed a one meeting, at which no minutes were taken. This was a discussion of various DAC's and how they sound, given by David Snyder, a member who now lives in California. It was a virtual meeting. The name of the topic was "All DAC's Sound Alike – or Do They?"