

Definitive Technology Invents the Future!

Extraordinary New Speakers from Definitive Technology

- New Flagship BP7000SC & BP7001SC Bipolar SuperTowers™
- New Mythos™ On-Wall, Shelf & Tower Systems
- New SuperCube® Reference Subwoofer



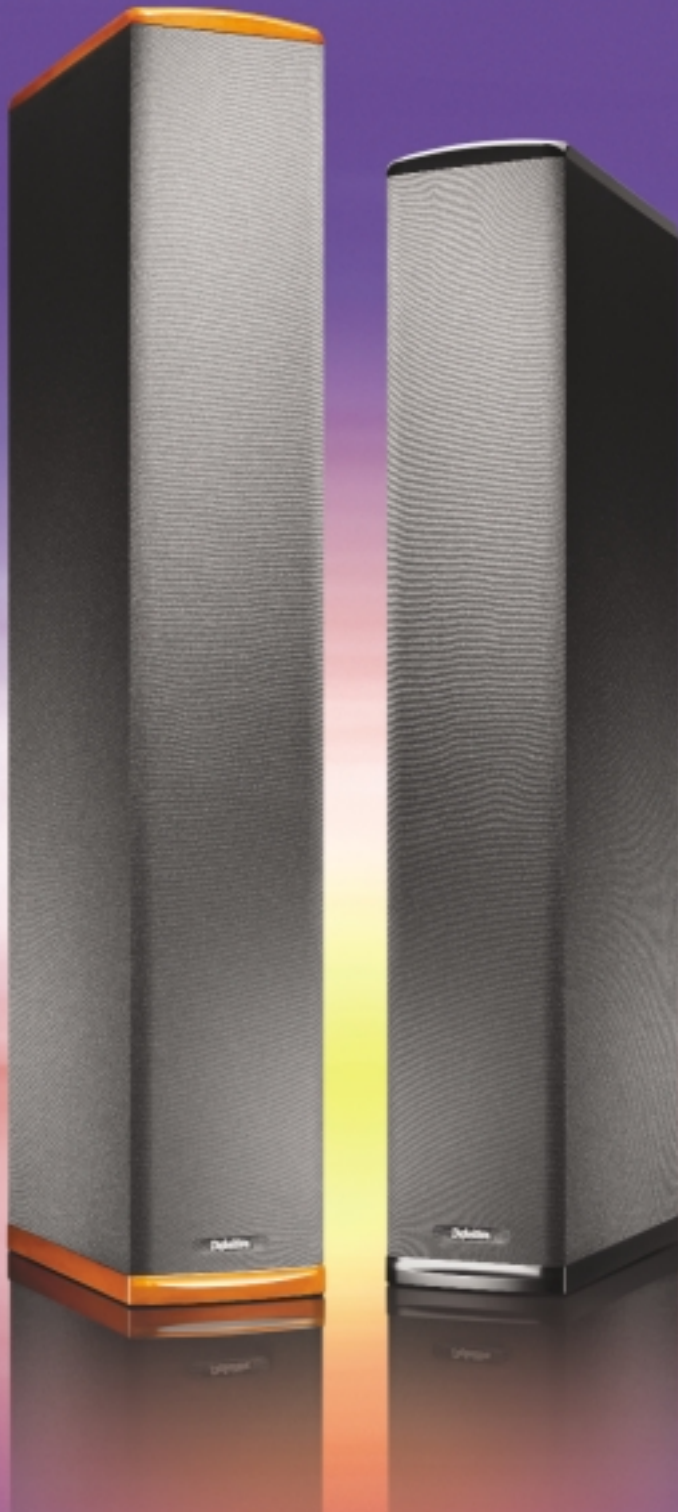
Definitive Technology®
The Leader in High-Performance Loudspeakers®

Definitive Technology Invents the Future!

Definitive Technology's legendary commitment to sonic superiority and unequalled value has made us the leader in high performance loudspeakers. Our latest groundbreaking new products go beyond anything which has come before with dramatic breakthroughs in sound quality, build quality and styling. Welcome to the future!

**"A mind-boggling
sonic achievement"**

— Gary Merson, *HDTV Insider*



New Flagship BP7000sc & BP7001sc Bipolar SuperTowers™

The new 7000 Series Bipolar SuperTowers™ combine the benefits of our revolutionary bipolar technology with built-in side-firing SuperCube® technology powered subwoofers. This unique combination of technologies is exclusive to Definitive and patented (US Patent #5,887,068). These astounding new speakers continue the tradition of the highly acclaimed BP3000TL and BP2000TL with dramatically improved performance, elegant refinements to Definitive's signature styling and an aesthetically appealing reduction in overall size. Both new models are designed for use in two-channel systems of the highest quality as well as state-of-the-art home theaters when used in combination with Definitive's C/L/R 3000 center channel and bipolar surround speakers.

Top-of-the-Line BP7000sc Bipolar SuperTowers™

Each BP7000sc combines a new built-in SuperCube Reference subwoofer (driven by an 1800-watt class D amplifier, two pressure-driven 14" infrasonic radiators) and bipolar dual D'Appolito front and rear mounted driver arrays each consisting of two high-definition cast-basket 6.5" Definitive bass/midrange drivers surrounding a 1" annealed pure aluminum dome Definitive tweeter (four 6.5" bass/midranges and two dome tweeters total). Newly designed Linkwitz-Riley crossover networks do a superlative job of seamlessly blending the drivers for totally homogeneous sonic output as if radiating from a full-range pulsating sphere. The low-frequency performance sets new standards for speakers priced under \$50,000 a pair, with extension below 11 Hz, extremely low distortion and fantastic transient response. A pair of BP7000scs goes lower than and has the bass impact and output level capability of seven SuperCube I subwoofers combined. Plus the dual built-in powered subwoofers achieve dramatically better blending, integration and timbral accuracy than could ever be achieved with separate subs.

This extraordinary speaker sets a new reference standard for ultra-dynamic high-accuracy loudspeakers and achieves equally superb performance with both music and movies. They will reproduce a silky smooth, incredibly detailed wall-to-wall, floor-to-ceiling sonic image with superb dimensionality at lifelike volume levels (and beyond) with a sense of ease which is truly remarkable. As with all Definitive's bipolar speakers, they have an almost magical ability to recreate a stunningly realistic holographic soundfield. The elegant styling features beautiful sculptural refinements to Definitive's signature look with a choice of our classic piano-gloss black or new piano-gloss golden cherry finish.

Dimensions: 52.5"H x 8.9"W x 16.6"D. **Freq. Response:** 11 Hz – 30kHz. **Rec. Assoc. Amp.:** 20 – 1000 watts/channel.

BP7001sc Bipolar SuperTowers™

The engineering team responsible for the new BP7001sc is especially proud of their work on this second landmark member of the 7000 Series. It was designed to make many of the performance breakthroughs spearheaded by the BP7000sc available to a broad range of enthusiasts. In fact, considering its smaller size and lower price, the new BP7001sc is in some ways almost as impressive as the BP7000sc. It combines a bipolar array similar to that used in the BP7000sc with what is basically a built-in SuperCube I (10" SuperCube technology sub driver, two 10" infrasonic radiators and a 1500-watt class D amp) in each stylishly sleek cabinet. The sonic performance of the BP7001sc is actually dramatically superior to the former flagship system, the BP3000TL, which makes it a tremendous value as well as an outstanding performer. It also features the new signature styling as well as a choice of piano-gloss black or piano-gloss golden cherry finish.

Dimensions: 48"H x 8.4" W x 15"D. **Freq. Response:** 13 Hz – 30 kHz. **Rec. Assoc. Amp.:** 20 – 600 watts/channel.

New Mythos™ On-Wall, Shelf & Tower Systems are the Plasma Solution™

Feast your eyes and ears on Mythos! Mythos™ is a revolutionary new concept in high-performance super-elegant lifestyle loudspeakers. It begins by answering the need for upscale on-wall and shelf loudspeakers to go with plasma TVs and then proceeds from there to provide a cutting-edge styling statement tower loudspeaker which sounds even better than it looks, complements everything and literally redefines the concept of floor-standing loudspeakers.

Mythos™ One Tower



Flash: Mythos™ One Tower has been honored as the Best of Show/Top New Audio Product-of-the-Year in the CES 2003 Innovations Design & Engineering Competition.

Mythos One is a sleek and sexy 48.5" tall tower with striking contemporary styling which combines a beautiful polished aircraft-grade extruded aluminum cabinet (available in silver or black) with a tempered glass base. Special care has been taken to assure total rigidity of the cabinet and PolyStone™ baffle, which along with the utilization of proprietary damping guarantees a totally inert and non-resonant structure. Inside the cabinet is a D'Appolito array of two 5.25" cast-basket high-definition upper bass/midrange Definitive drivers surrounding a 1" pure aluminum dome Definitive tweeter. A separate chamber houses a woofer section with two 5.25" bass drivers and two pressure-driven 5.25" planar low-frequency radiators. A newly designed Linkwitz-Riley crossover network perfectly blends the drivers into a sonically seamless whole. The Mythos One's styling is designed to perfectly complement flat panel TVs (whether the TV is stand-, shelf- or wall-mounted), stand or cabinet-mounted CRT TVs, and rear projection or front projection TVs. Of course they also look and sound terrific as stand-alone audio-only speakers.

Mythos One's high-definition clarity combines with its outstanding three-dimensional imaging to deliver an extraordinary level of sound quality equally adept at bringing both movies and musicians to life. Although the Mythos One is a full-range system, they are also designed to be combined with Definitive powered subwoofers such as Definitive's new SuperCubes. Mythos One Towers can be combined with Mythos Three Center Channels along with a Definitive sub and a pair of Mythos Two or other Definitive rear surrounds to complete a state-of-the-art home theater system.

Dimensions: 48.5"H x 6"W x 6"D.
Freq. Response: 20 Hz – 30 kHz.
Rec. Assoc. Amp.: 20 – 250 watts/channel. Magnetically shielded.

Mythos™ Two

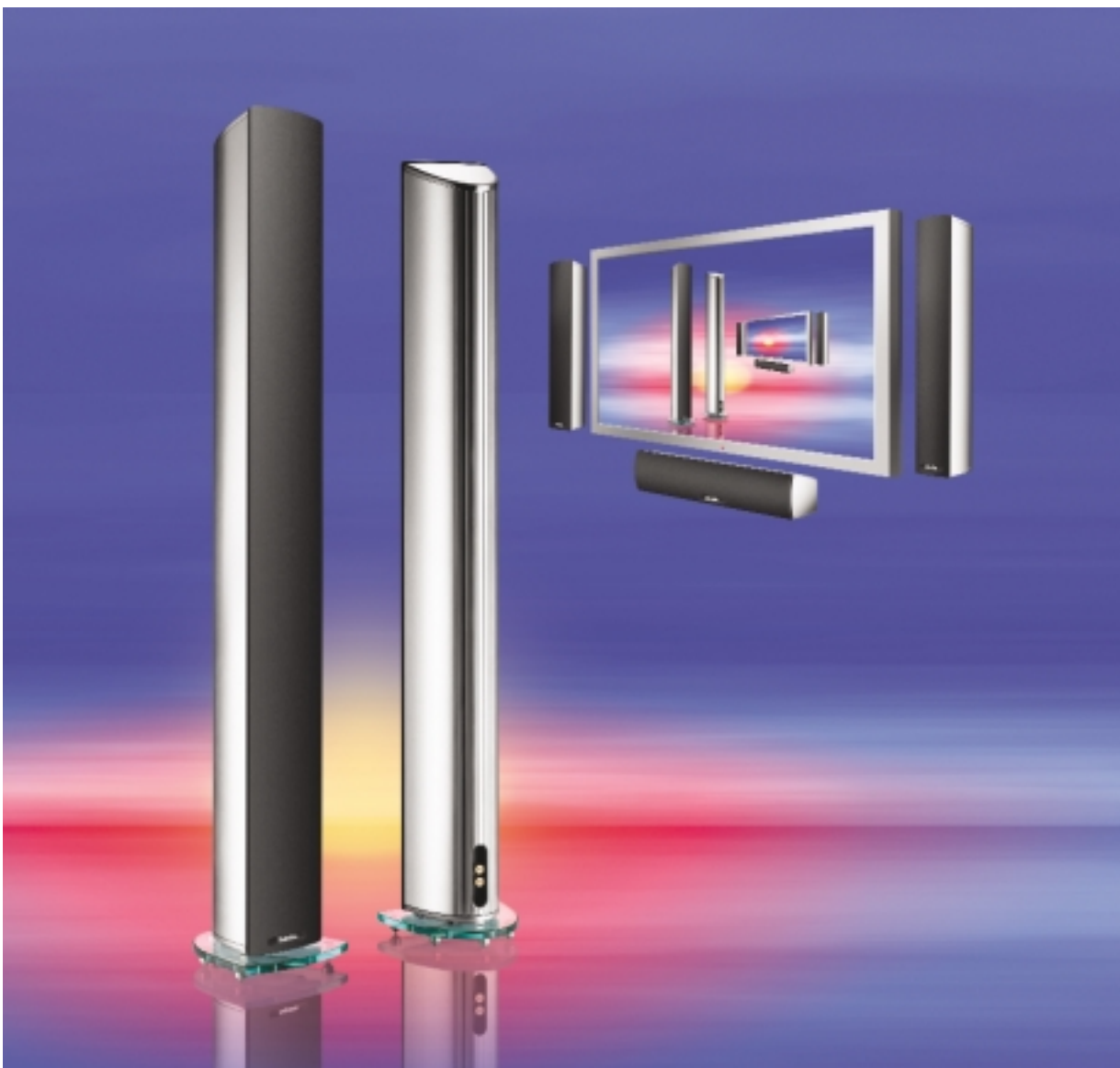
Mythos Two is an equally sleek and sexy left and right main or surround speaker which is designed to be easily wall, cabinet or shelf-mounted. Mythos Two's extremely shallow depth makes it a perfect match for any flat panel plasma or LCD TV. Its construction is very similar to Mythos One with a polished extruded aluminum cabinet (black or silver) joined to a PolyStone baffle to create

a stiff and totally inert monocoque structure. Driver complement is two 4.5" cast-basket bass/midrange drivers in D'Appolito array configuration with a 1" pure aluminum dome tweeter. Surrounding the array are two 4.5" pressure-driven low-frequency radiators. Mythos Two is designed to perfectly blend with the SuperCubes or our other subs and can be used with or without a Mythos Three Center Channel in home theater systems of the highest quality. It is also a perfect surround. A Mythos Two based system will deliver superb reproduction of both music and movies with spacious lifelike imaging, remarkable clarity and all the you-are-there excitement that have earned Definitive Technology loudspeakers the experts' highest raves. A stainless steel wall-mounting bracket and an optional tempered glass base for shelf mounting are included.

Dimensions: 25.1"H x 5.4"W x 4.3"D. **Freq. Response:** 45Hz – 30kHz. **Rec. Assoc. Amp.:** 10 – 200 watts/channel. Magnetically shielded.

Mythos™ Three Center Channel

Mythos Three is designed as a high-definition center channel for on-wall or set-top mounting to match either Mythos One or Mythos Two. Dimensions and specifications are the same as Mythos Two; however, the crossover has been optimized for center channel use and both the left and right sides of Mythos Three have our distinctive and stylish angled cut. In addition, whereas the bottom of the Mythos Two is flat to allow for shelf mounting, both the left and right sides of Mythos Three have a distinctively stylish angled cut. A stainless steel wall-mounting bracket is included.



SuperCube® Reference Subwoofer

The SuperCube I & II have set new performance standards for high-output ultra-compact subwoofers. With the new SuperCube Reference, Definitive sets new performance standards for subwoofers period! The Reference incorporates a 14" version of the 10" SuperCube technology driver pressure-coupled to two 14" infrasonic radiators. All this is powered by an 1800-watt class D amplifier. The result is astounding high-definition bass performance extending effortlessly down below 11Hz. Each SuperCube Reference goes lower than and has dynamic impact and output capabilities almost equivalent to that of four SuperCubeI subwoofers combined. Slam, pace and rhythm are exemplary as is the ability to actually shake cement slab foundations. A complete complement of inputs and controls, including continuously variable level, high-pass, low-pass and phase controls, speaker and line level in and out, and LFE Direct in, are included on this surprisingly compact and stylish cube. The SuperCube Reference is available in piano-gloss black or golden cherry.

Dimensions: 16.9"H x 16.7"W x 16.7"D. **Freq. Response:** 11 – 200Hz.
Specifications subject to change without notice.



HOME Theater

Definitive Technology BP7000SC SuperTower Speaker System

"Sound as if you spent three to four times as much ... these new creations are simply extraordinary."

"What a leap this is ... Definitive Technology has taken an evolutionary step to the next level ... Speakers that will be equally welcome in a symphony conductor's home or the wildest frat house ... They are quite simply the most sublime DefTech speakers ever ... these speakers are that good"

"Gorgeous, softly sculpted ... a much more prestigious look ... You'll be instantly smitten with the life and energy (and bass) that come from the BP7000SCs"

"SuperCube technology is one of the latest and in my opinion, most successful methods of producing prodigious amounts of bass in a small enclosure ... From a value standpoint, the BP7000SCs are large, bipolar speakers with beautiful aesthetics and the equivalent of two steroidally enhanced, powered subwoofers"

"It takes up only a bit more than a square foot of floorspace ... It's a tremendous amount of speaker for the money"

"The sense of space and honest fidelity you'll hear ... is especially breathtaking"

"I have always liked DefTech speakers because they were really fine-sounding speakers that were exceptionally exciting and fun to listen to"

"A fundamentally moving experience ... will make the screws in your sheetrock come out ... Likewise, the center channel's extra sonic reach, courtesy of that powered subwoofer, made the opening narration of *The Lord of the Rings* sound authentically rich and deep"

"Those BPVX/P surrounds can rock! ... The system's qualities shine—the high energy, the excitement, the bass and the pinpoint accuracy ... You'll experience a rare treat: truly refined high-end caliber speakers with huevos the size of Volkswagen Beetles"

Excerpted from Home Theater



Definitive Technology SUPERCUBE REFERENCE



"This subwoofer is as perfect as they come ..."

"If you want to add the ultimate horsepower to your home theater system, purchase a SuperCube Reference Subwoofer and buckle up ... finally a single woofer that delivers the performance of two ... I am amazed that such strength on the low end can come from such a tiny enclosure—stunning ... My entire home felt as though it was sliding off the foundation ... I pushed this woofer harder than I've ever tested ..."

The compact build and complete feature set of the SuperCube Reference make it an easy choice for integration into high-end installation or entry-level theaters"

"This sub offers excellent transition between bass frequencies creating a smooth and musical demeanor ... Movies are a whole new experience with the SuperCube Reference ... The bottom end of the SuperCube Reference is absolutely rigid ... astounding results."

Excerpted from DVD ETC.

Consumer Guide Definitive MYTHOS ONE TOWERS

"Incredible speakers ... absolutely gorgeous with sound that is even more impressive."

BEST BUY!

"The Mythos One Tower speakers are absolutely gorgeous, with a sound that is even more impressive."

"Mythos One Towers are incredible speakers, with a sound that you will be proud to show off."

SOUND & VISION BP7001sc SuperTower

"Awesome ... frighteningly real ... Definitive's BP7001SC-based system demands your attention."

"Great performance with both movie soundtracks and music ... warm, seamless, and natural ... striking clarity and presence ... thunderous bass ... a tuneful tight low-end"

"The DefTech system did a great job of conveying the full sweet tones of strings and woodwinds ... at the same time it delivered the extended highs and dynamic snap of the percussion instruments ... a seamless soundfield from front to rear ... the punchy

rap soundtrack of the 8 Mile DVD sounded awesome ... the DefTech speakers injected life ... conveying an exciting sense of continuous motion."

"If you're looking to take your audio rig to the next level ... Definitive Technology's BP7001SC-based system demands your attention."

Excerpted from Sound & Vision

TPD HOME TECHNOLOGY Definitive MYTHOS SPEAKERS

"Mythos speakers will join plasma displays as the center of attention."

"It is obvious that the people who work for Definitive love music"

"Full and realistic ... a big-band recording showed how forceful the slender speaker system could sound ... the horns threw a massive wall of clear sound at us"

"The Mythos line of speakers offers a striking visual statement while honoring the heritage of the Definitive brand"

"Listeners were treated to two scenes from *'Gladiator'* ... the Mythos line is designed for home-theater use as well as for music ... The thundering of the Roman soldiers drove that point home ... his voice rang clear through the listening room. I looked around for a shield and sword so that I could join the fight."

Excerpted from TPD Home Technology

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