

Hi Everyone Firstly we would like to welcome the new members to this email newsletter. With all to doom and gloom in the marketplace we are happy to report that the last 2 months are near record months for Linn New Zealand. This is probably due to the stunning new DS products plus the fact that we are again offering our services direct to the public just like we used to when we owned Absolute Sound.

Also "The Linn Hi-fi Shop" (Linn New Zealand) is possibly the only hi-fi store in New Zealand offering true "Single System Demonstrations" The Single System Demonstration was considered the only way to get a fair comparison between the quality of different components and systems when hi-fi was in it's heyday.

Unfortunately with the advent of home theatre and sales staff getting lazy this method of demonstration is now very rare in New Zealand. Many of the top European stores are basing their business on Single System Demonstrations and are doing fantastic business, empowering their clients with the knowledge to make their own decisions.



Only the very best retailers carry this sign.

The only valid and fair method of evaluating audio components involves assessing their performance in circumstances which approach a domestic environment. This implies that only one set of loudspeakers can be in the room at any time.

The presence of any other loudspeaker will distort the sound and will significantly degrade the performance of

any audio system. This makes it difficult to hear the difference between systems or components

The best retailers realize that modern equipment demands higher standards of demonstration than the familiar wall of speakers on wobbly stands.

The best retailers employ only single system demonstration rooms

FUTURE OF MUSIC PROMOTION

(See Tone advertisement on right)

1st October until 31st December 2008

Not since the Sondek LP12 has a specialist Hi-Fi product captured the imagination of our customers like our new generation of Linn DS players. Without exception, those who have experienced a demonstration have been simply overwhelmed by how convincingly Linn DS outperforms *any* CD player.

Don't just take our word for it. Audition Linn DS against CD and hear for yourself just what a leap in performance Linn DS offers. Not to mention the fact that your entire music collection is accessible from the palm of your hand.

Once you've heard Linn DS you'll never go back to CD. To make it easier for you to trade up to Linn DS, we're offering 10% off any Linn DS player when you bring in and compare your old CD player, turntable or Digital Player. We will also offer a trade in on your old CD player regardless of condition between 1st October 31st December 2008.

NEW PRODUCTS

The Classik Music has been replaced by a new model in a similar case as the Classik Movie. This product has similar features to the old model but has been completely redesigned, significantly improving performance using a Switch Mode Power Supply. (RRP \$3995) This means the only product left in the Linn range with a conventional copper transformer is the Roomamp 1.

Klimax 350A Speakers. The Artikulat 350A has now been upgraded and renamed. The 3K array has been improved and crossovers replaced to match. The cast aluminium stands have been replaced with a one piece plasma cut armour plate stand. (RRP \$75K Aktiv) We have a demo pair arriving today and are really looking forward to listening to them. There is supposed to be a very significant improvement. Upgrades will be available for Artikulats.

Klimax Kontrol Upgrade. The Klimax Kontrol has now been available for 6 years and is still regarded as one of the best pre amps available. However since the development of the analogue stage in the Klimax DS, Linn have realised that the performance could be significantly improved. Hence a new analogue board has been fitted and an upgrade will be available shortly for older units.



LINN DS OUTPERFORMS ANY CD PLAYER ...
YOU'LL NEVER GO BACK



10% OFF A LINN DS PLAYER

When you bring in any CD player
i-pod or turntable for comparison

THE FUTURE OF MUSIC

WHAT IS A DIGITAL STREAM PLAYER?

A DS player is a digital music player from Linn. It is an audio source, like a CD player, but rather than playing music from a CD, it retrieves music from a hard drive or storage device over a standard Ethernet network.

THE BENEFITS OF A LINN DS PLAYER

- * Your existing collection of CD's can be recorded onto your computer, and when played back through your hi-fi, the music will sound noticeably better
- * You can download music through the internet at up to "Studio-Quality", well beyond the performance achievable by CD.
- * Playlists can be compiled and played back to suit your moods and social requirements.
- * All your music is stored in one central location for easy access from any computer or compatible control device.
- * Saves space as CD storage will not be required in the usual convenient position near your hi-fi.
- * Safe independent storage of all your music when stored in a NAS drive.
- * A Linn DS player will improve any hi-fi system!



Akurate DS



Sneaky Music DS



Majik DS



Klimax DS

Phone or email now for an appointment for a DS experience.

To appreciate the complete Linn experience we see clients by appointment, one client at a time, Monday - Friday, 9:30 to 6:00 (other times by special appointment)

THE LINN HI FI SHOP

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Recent Linn Reviews

MAJIK DS



Hi-fi News, UK
Aug 2008

'With the ability to stream CD, DVD-A and SACD quality audio across a home network, does Linn's Majik DS spell the end of conventional disc-based formats?'

Last year Linn Records began to offer DRM-free hi-res music downloads and the initiative has proved a great success...Linn is leading the way on the hardware side too...It introduced the first [streaming network player], the Klimax DS, less than a year ago and such has been its success that there are already three others in the range: the Akurate DS, Majik DS (reviewed here) and new Sneaky Music DS which combines a streaming player and amplifier in one box.

In...choosing to make network audio players instead, Linn is quite deliberately leaving hard disk technology out of the design equation so that it can concentrate on the job it knows best, making good sounding audio electronics. It has also quite deliberately chosen to use open-source computing solutions throughout. The network technology is standard, UPnP is used to provide seamless device compatibility, Linn's hi-res downloads are losslessly compressed using the FLAC algorithm, and even its own DS player software is open-source, allowing code-capable users to develop enhancements (see <http://oss.linn.co.uk>).

What Linn supplied for this review was a network set-up in miniature: the Majik DS itself, a Netgear NAS (network attached storage) drive, Toshiba laptop and a 3Com router via which everything was connected using short Ethernet cables.

Anyone who has used media player software will be familiar with the approach Linn has adopted for its own music streaming application, Linn GUI. Track files from hard disk folders are first added to a playlist, and these shortlisted files can then be replayed. Playback is controlled via the software itself or a hand-held remote and scrolling dot-matrix display on the front of the Majik DS.

...the Majik DS is compatible with 16- or 24-bit files of up to 192 kHz, in WAV or AIFF uncompressed PCM formats or FLAC losslessly compressed format. It will also play MP3s.

Among the tracks I used for this part of the listening were two fine, minimum-intervention recordings that put a premium on system clarity and control. On these two tracks the Majik DS excelled, its ability to dissect out the minutiae of the performances winning me over....If the Akurate DS and Klimax DS can improve on this, I really can't wait to hear them.

Verdict: Editor's choice

For those willing to embrace computer network technology, the Majik DS offers a taste of audio's future today...it delivers a detailed, analytical sound that vies with that of conventional high-end sources and sets it apart from lesser streaming players. It's gratifying to see a respected audiophile name entering this increasingly important market. '



Linn DS System comprising of:
Linn Majik DS, Majik-I integrated amplifier
& Majik 140 speakers

CLASSIK MUSIC

Hi-fi Choice, UK
Sep 2008

Synopsis:

'Classik Reborn

Linn is back with the all-new Classik and it's better than ever!

A full Linn electronics kit for £1250? If this is from the same stable as the company's standalone items, it has got to be one of the most attractive bargains of the age...Getting all this functionality into a case this size is quite an achievement, even in this age of miniaturisation...Unlike other single-box systems we've seen (Arcam Solo etc.), the Classik Music has output sockets to feed as many as four other rooms in a home via Linn's 'Knekt' system...a nice feature to have.

We've nothing but praise for the standard of build and finish of this unit. The CD drawer is perhaps the most discreet we've yet seen, it fits into the panel so well that one could easily miss it altogether. The rest of the fascia is very smart and other details, like the feel and consistency of the buttons, have been well attended to...This is a rather tasty bit of kit.

VERDICT: FIVE STARS. Highly convenient and well featured, but the big attraction is sound which really involves the listener, giving a sense of scale and immediacy which few budget systems can rival.'

Read the full review in the November issue of Hi Fi Choice.



The new Linn Classik Music
Available in silver or black

MAJIK LP12

Hi-fi Choice, UK
Sep 2008

Synopsis:

'The new super-affordable Majik version is a full LP12 turntable with the standard armboard and solid base as well as the "extremely low-noise patented noise bearing" and Mazak 8 platter.'

'The LP12 is also probably one of the most upgradable turntables on the market: the Majik package can be modified, one element at a time, all the way to fully-blown status.'

Verdict:

'High build quality and plenty of upgrade options for a highly engaging and musical turntable that will hold its value a lot longer than most.'

'The Majik LP12 makes this classic turntable more affordable, which means more people being turned on to the thrill of vinyl.'

Read the full review in the September issue of Hi-fi Choice.



Majik LP12 cherry

MAJIK LP12

Hi-fi World, UK
Sep 2008

Synopsis:

'The Majik LP12 is the twenty first century version of that [Basik]...you can then take advantage of the large amount of official (and unofficial) modifications available for this great deck...It was a good idea then, and it's a good idea now...'

'Well, what we have here is a very nice, accessible LP12 experience. To my ears, it's certainly the best sounding 'entry level' Sondek yet made...It crystallises everything that's great about this deck – and reminds me why Linn have kept it in production for so long.'

'The LP12 gives an unalloyed musical experience, taking you into the spirit of the song and singing its heart out. In this respect, I've still to hear any other turntable at this price that does this...'

'...audiophiles who happen to believe 'it don't mean a thing if it ain't got that swing' must hear this. The Majik LP12 brings its own unique and charming way of making music to the £2,000 plug and play party...'

'Nothing at the price sounds anywhere near as musical as this refreshingly affordable version of an iconic turntable.'

Read the full review in the October 2008 issue of Hi-fi World.



Majik LP12 rosenut

MAJIK LP12, SONDEK LP12

Monocle, UK
Sep 2008

Synopsis:

'THE PERFECT...Record player and music.

Toss the MP3 player and turn your living room into a sonoric salon with the following hardware.

An iPod and a Bose speaker really shouldn't be the sole music source at home. We suggest you save it for the commute or the long-haul.

Enthusiasts know that vinyl is the only true musical medium and investing in an analogue outfit will raise the bars.

As turntables go they don't come much better than the British Linn Sondek LP12 designed in 1972 and hardly touched since.'

See this month's issue of Monocle (October) for further info.

About Monocle Magazine

Edited by *Wallpaper** founder and *Financial Times* columnist Tyler Brûlé, Monocle is a global briefing covering international affairs, business, culture and design, written by a team of award-winning editors and correspondents from *The New York Times*, *The Independent on Sunday*, the BBC, CBC and other major news outlets. Monocle magazine was launched in February 2007.

www.monocle.com



LP12/Keel, EkosSE, Akiva