

The Eve of a launch

Frankfurt Pro Light & Sound will witness the debut of a brand new studio monitor range as start-up manufacturer Eve Audio introduces itself to the industry

IT'S BY NO MEANS UNUSUAL TO encounter a wealth of new products at a show like Frankfurt Pro Light & Sound, but discovering an entirely new company is a little more out of the ordinary. Yet that is precisely what visitors to this year's PL&S should expect, as a new manufacturer of studio reference monitors makes its debut appearance not only at the exhibition, but for the very first time anywhere.

The manufacturer in question is Eve Audio, a Berlin-based company newly founded by industry veteran Roland Stenz. He will be awaiting visitors on stand D73 in Hall 5.1 of the super-show, accompanied by his new range of eight active studio monitors and four active subwoofers. The appearance is likely to mark a strong start for Eve, but Mr Stenz is already looking to the future.

'The initial aim of Eve Audio is to enter the market and establish a strong worldwide network of dealers and distributors,' he explains, whilst extending an open invitation to



Kerstin Mischke and Roland Stenz look to the future

interested parties to drop by the stand and discuss the new products. 'We are expecting a great deal of interest from international distributors at Frankfurt, especially since six of the eight Eve monitors will be available for

immediate shipment after the show. 'We want potential customers to be able to test and buy our products easily, in whichever country they happen to live. Because Eve is based in the heart of Europe, we expect

to quickly establish a network of dealers in Europe first, and then in all other regions of the world. The order in which the expansion happens is actually not important to us. We are confident in the quality of our

products, so we believe they will reach everyone in a small amount of time.'

Mr Stenz is no stranger to the challenges of creating a new brand. He started his career in the mid-1980s in the R&D department of Rundfunk und Fernsehtechnisches Zentralamt RFZ, East Germany's biggest supplier and developer for components used in television and broadcast. A high-profile and storied career within the world of reference monitors followed, quickly making Mr Stenz one of the best-recognised faces in the industry. Much more recently, a newly-acquired MBA, combined with his expertise as an electronics engineer and passion for audio quality, led to the development of the Eve Audio monitor range.

'I never miss a chance to improve things, so I set up my own business to turn my ideas into reality,' he says. He is joined by Kerstin Mischke, who is handling international sales and marketing, as well as a team of administration, logistics, bookkeeping, R&D, production and testing staff.

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The Eve Audio SC307

We believe that is what will make Eve Audio stand apart. Generally speaking, we understand design as a marriage between form and function. That's why we've invested a great deal of effort in trying to build a product that not only sounds very good, but also looks good and is made for a human user.'

Mr Stenz is particularly proud of what he considers an intuitive, user-friendly design, citing the ease

of use of the DSP filter section as an example: 'One push button on the front adjusts all the speaker settings. Volume and room settings can be fixed with separate dip switches on the backside separately. It's simple and clean. The LEDs can be dimmed so you don't have to constantly look at them. This might seem like a small detail, but it's something that is ignored over and over again. Having

in mind the person that is going to use the product, instead of telling the person how the product should be used, is an important step for us, because we also use these products ourselves.'

In terms of specific technologies, it's the range's re-engineered AMT (Air Motion Transformer) that Mr Stenz is most excited to discuss. 'It's different from anything that can be found on the market at the moment,' he says. 'The slots in the faceplate are more open for less sound colouration. This altered construction makes the reproduction more precise.'

'The woofers were especially built for Eve according to our R&D team's specifications. They are super-light

but very stiff, providing a very tight and accurate bass response. The amplification uses PWM amplifiers with DSP-based filters, but the amps are connected directly to the filters, with no D/A converter in between.

I could go on about the technical details at great length, but with Eve speakers the total is more than the sum of the parts. People have to listen to them with their own ears.'

By the end of Pro Light & Sound, a great many people will have done exactly that. It will be an important show for Eve Audio, but as far as Mr Stenz is concerned, it's just the beginning.

www.eve-audio.com

Based in Berlin's Media City region, Eve is well-placed to benefit from the media companies and broadcast studios in its immediate environment, as well as the kudos of being located in the complex which prominent East German broadcaster Fernsehen der DDR called home prior to the fall of the Berlin Wall. Crucially, the facility is also just 10 minutes from the new Berlin Brandenburg 'Willy Brandt' international airport, due to open in June, with direct connections to many destinations worldwide.

'Our production area was one of Europe's biggest painting studios for theatre and cinema posters when promotional material for entertainment was still hand painted and not printed like nowadays,' reflects Mr Stenz. 'For historic reasons, we decided to keep the three huge lifts, which are still functional and able to transport huge screens up and down. Recently we started renting them to theatres and stage building companies for special projects.'

It is within these premises that all Eve Audio products are engineered, with a degree of assembly also taking place onsite to complement the company's bigger manufacturing effort in Asia. Quality control is also located in Berlin, with each individual monitor undergoing rigorous testing before leaving the German factory.



The Eve Audio SC205 reference monitor

Indeed, the quality of the company's output is understandably right at the top of Mr Stenz's list of priorities. The founder is claiming new technologies for his designs - an air motion tweeter and a DSP filter section are found in every model in the range - and he believes that the same enclosures should appeal to every end of the market, from bedroom engineers to high-end studios.

'We're not talking about creating inferior products with inferior components just to make them less expensive,' he clarifies. 'We think of each product in our line as a professional tool, which means the build quality and engineering is applied in the same way to the whole range.'

'What this means is that the smallest speaker in the range will not only be found in private rooms and home studios, but also in professional studios and post-production facilities.'

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