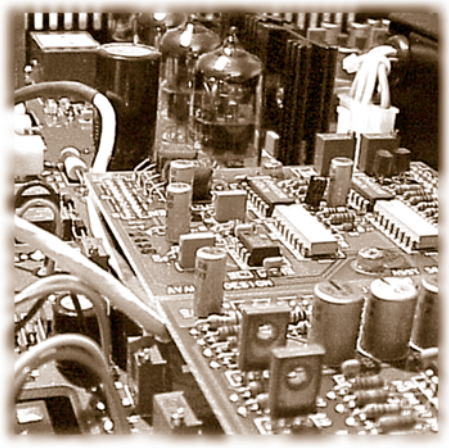
The Avalon Sound

Part 1

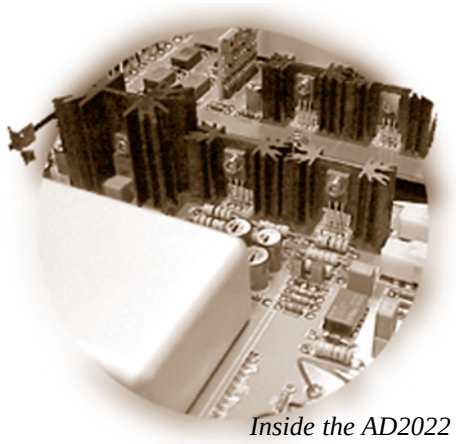
Why does Avalon recording equipment have that exciting, big, rich sound? Is it the Class A operation? Is it the fact that the amplifier stages are made of discrete components and not IC op-amps? Why does Avalon cost more than the "colored variety" of consumer level processors? These are a few of the questions asked over the years as Avalon has reached a more diverse range of clients including high-end music recording studios, live sound reinforcement and project studios, and all seeking "that special sound."

Wyn weilds the axe in Australia - circa 1982

Many of our customers are not electrical engineers and don't know the difference between a transistor and a diode (and don't care to learn.) However many would like to know in layman terms how Avalon breathes life into each and every product. The underlying principle behind the Avalon sound is a cumulative effect of many decisions made by Avalon's founder Wynton Morro. At every stage of development Wyn makes his decisions based on sonic performance and musical integrity - not cost. This "no compromise" design approach enables Avalon's carefully engineered systems to enhance the creative senses and become one with the music itself.



Military tubes and discrete components



Inside the AD2022

There are three design principles that form the foundation for all Avalon products.

1. Pure Class A, 100% discrete topology
2. High voltage, high current design
3. The best components available

Pure Class A, 100% discrete

Class A operation (voltage biased at optimal level), **delivers a smoother sound** than Class A/B designs where voltage jumps between optimal and non-optimal levels producing non-musical crossover distorion. Class A amplifiers are more expensive to manufacture and are inefficient in regards to electricity usage and heat dissipation. This results in larger and more expensive transformers as well as custom designed heatsinks to dissipate the heat.

"100% discrete" means that Avalon uses individual electronic components in the primary audio signal path. Special metal film resistors, transistors, capacitors and military spec tubes are utilized in the audio stream. Avalon does not use integrated circuits (IC's) in the audio path. IC's and op-amp's have distinct characteristics of undesirable coloration, distortion, or a muffled sound. **Well designed, Class A discrete electronics ensure a pure and dynamic sound.**

To be continued in next issue...

Win a Vt-737sp!

Each future issue of the Avalon Times will include an "Avalon Story" written by an Avalon user. The story will be chosen based on content and entertainment value. ***The writer of the best "Avalon Story" will win a Vt-737sp!***

To enter:
email (avalon@avalondesign.com) or fax (949) 492-4284 an article approximately 150 words or less about an Avalon experience, unique recording technique(s) or how Avalon has improved your sound. Please be sure you include your phone number so we can notify you if you win. Entries must be received by September 1, 2001. The first winner will be announced at AES in New York on September 24th. Good luck!

Avalon Design
PO Box 5976
San Clemente, CA 92673

AVALON DESIGN
PURE CLASS A MUSIC RECORDING SYSTEMS

Tel: 949-492-2000
Fax: 949-492-4984
email: avalon@avalon.com
www.avalondesign.com