

 SpeakerCraft®



LIFE by AIM CINEMA



# MODERN LIVING

VERSATILITY • SCIENCE • FIDELITY • REDEFINED

## SpeakerCraft

Thirty years ago, SpeakerCraft was formed by a group of dedicated individuals with a passion for sound. After inventing the in-wall speaker and manufacturing them for the most prominent companies in the business, we developed our own brand to address the ever-expanding need for quality sound in the home. Today, we are proud to be the largest supplier of custom-installed audio/video products in the world, having manufactured and sold millions of loudspeakers.

## AIM CINEMA

The home theater has become an indispensable part of daily life. No longer do we simply watch TV. We want a theatrical experience with bigger pictures, brighter colors, and incredible sound. In fact, the amount invested in sound production on the silliest of sitcoms is a dramatic indication of how important sound quality has become to the viewer. And, even more attention is being paid to the sound of prime-time dramas and sporting events, not to mention the millions spent creating the sonic presentation in feature films.

We believe everyone deserves to experience movies and music in their homes that's so incredible, visiting brick and mortar theaters becomes a novelty. Understanding that no two rooms are exactly alike explains the AIM™ CINEMA depth of model range. With 36 ultra premium home cinema loudspeakers, AIM CINEMA delivers an amazing audio experience to nearly any room. These speakers provide outstanding bass response, beautifully balanced midrange, and exquisitely accurate high end notes.

AIM CINEMA speakers are marvels of modern technology. Available with Kevlar™ woofers, independently aimable drivers and liquid-cooled magnesium/aluminum tweeters, it's no wonder their sound is simply phenomenal. With AIM CINEMA and your professional SpeakerCraft authorized installer, any room can be a quality home theater.

AIM CINEMA. *Listen to Life.*

A photograph of a man and a woman lying in bed, seen from behind, watching a television. The man is on the left, and the woman is on the right. The TV screen shows a blue-toned image. The background is a plain wall. The overall mood is relaxed and intimate.

# IN-GENIUS

IN-VISIBLE • IN-TRIGUING • IN-TIMATE • IN-CEILING

## Innovation

The ability to place a loudspeaker in the ceiling was a monumental leap in speaker technology. SpeakerCraft made that leap look like child's play with the introduction of the first pivoting in-ceiling speaker, AIM. Our tradition of innovative design, combined with one of the most extensive and continuous engineering efforts in this industry's history, has made the AIM series of fully directional in-ceiling loudspeakers leaders in their class. Each model can be entirely pivoted toward the listener while remaining discretely recessed behind a flush-mounted grille.

What does this do for you? If listening position or tastes change, the AIM speaker can be easily adjusted in any direction with a simple push of the hand. SpeakerCraft's innovation, excellence in engineering, and American designed quality makes the AIM series one of the most exceptional loudspeakers ever.

Available in twenty models, SpeakerCraft has an AIM in-ceiling speaker to suit any need and any location. From the room-filling power of the massive AIM8, to the awesome performance of the super-compact AIM5, the cutting-edge sound handling of the entirely new AIM Wide, and the versatility of the AIM DT series, there is no excuse not to have AIM in-ceiling technology blanketing your home with sound.

AIM in-ceiling speakers, make them part of your new AIM CINEMA.



# WORLD CLASS

CINEMA • BEDROOM • LIVING ROOM • ANY ROOM

## Musicality

Music involves the physical aspects of numerous instruments, percussive devices, and human voices. Various woods, metals, and organic materials create sonic vibrations that reach our ears and are translated by our minds into cohesive harmonic elements that we perceive as a musical performance. Once music is captured and recorded, the subtle details must be reproduced with extreme care to create the illusion of being present at the original event. The most critical component in this process is the loudspeaker.

Speaker design is a unique undertaking, part technology and part artistic interpretation. At SpeakerCraft, we employ a group of individuals who have dedicated their lives to this endeavor. Through decades of education and experience, they are able to use the latest technological developments and materials to produce speakers that do more than just create sound. These speakers will completely immerse you in the experience.

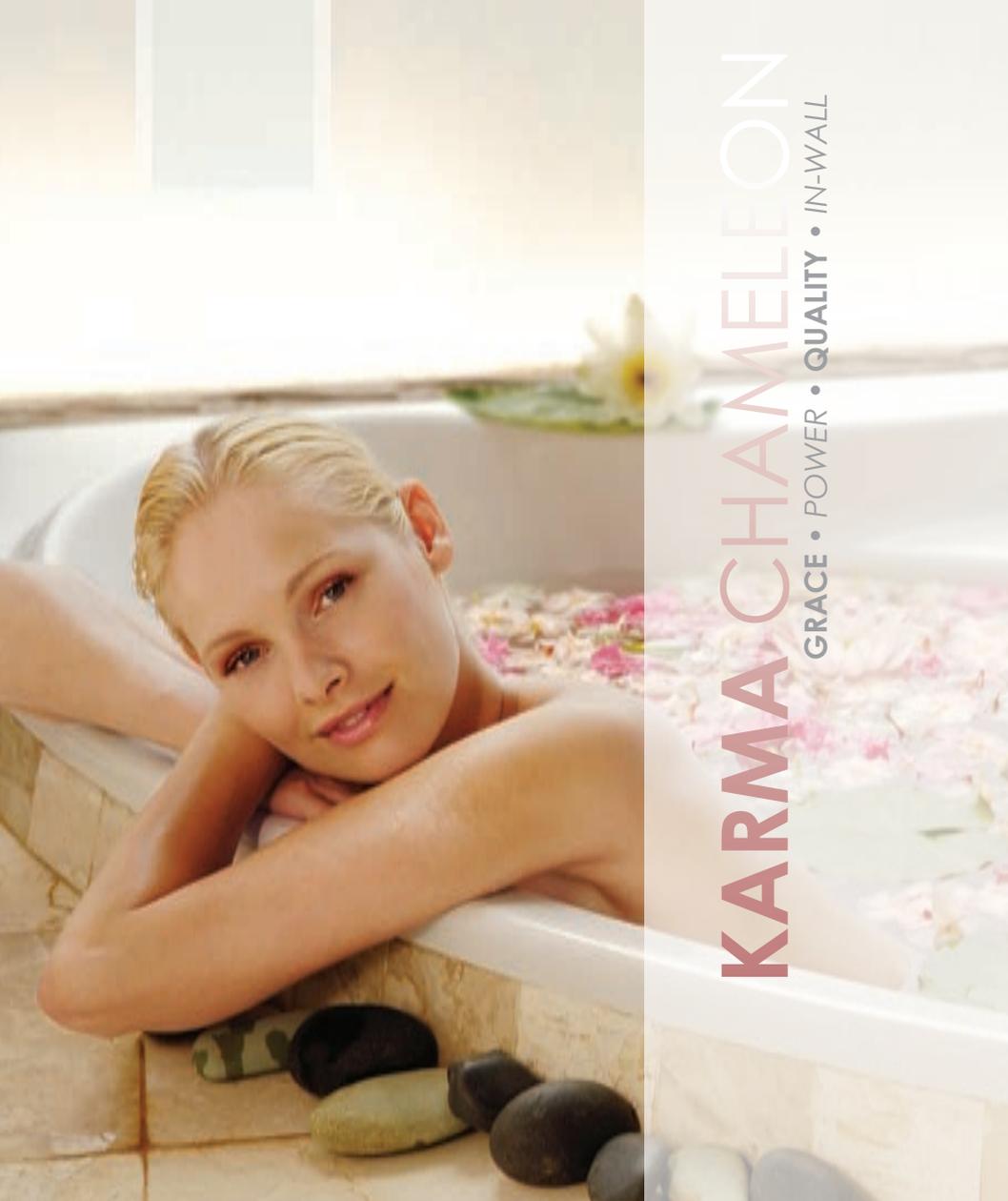
Having invented the in-wall speaker some twenty years ago, we have

gone on to develop several world-class innovations, which have led to our dominance in the market. From AIM technology that allows a flush-mounted speaker to focus sound at a targeted area, to the WavePlane® which allows music from a single point in the ceiling to fill an entire room, SpeakerCraft's innovation and quality is second to none.

Using advanced materials like Kevlar and aluminum-magnesium alloys, we have improved performance and reliability when speakers are asked

to produce extreme volume levels. At the same time, our speakers are tuned like fine instruments to allow for the exquisite detail and precision needed when listening to a solo violin or a sharp intake of breath.

SpeakerCraft invites you to experience this exciting technology that literally becomes part of your home and, in so doing, becomes part of your life.



**KARMA CHAMELEON**  
GRACE • POWER • QUALITY • IN-WALL

## Custom Design

Music has become a part of our every day modern lifestyles. Be it classical strains that flow through the home to create a calming influence at the end of a hectic day, or a driving beat to spice up the party after a big game, AIM CINEMA has your needs covered. Whatever you listen to or wherever you are in your home, AIM CINEMA loudspeakers will be there out of sight, in just the right place, delivering uncompromising performance.

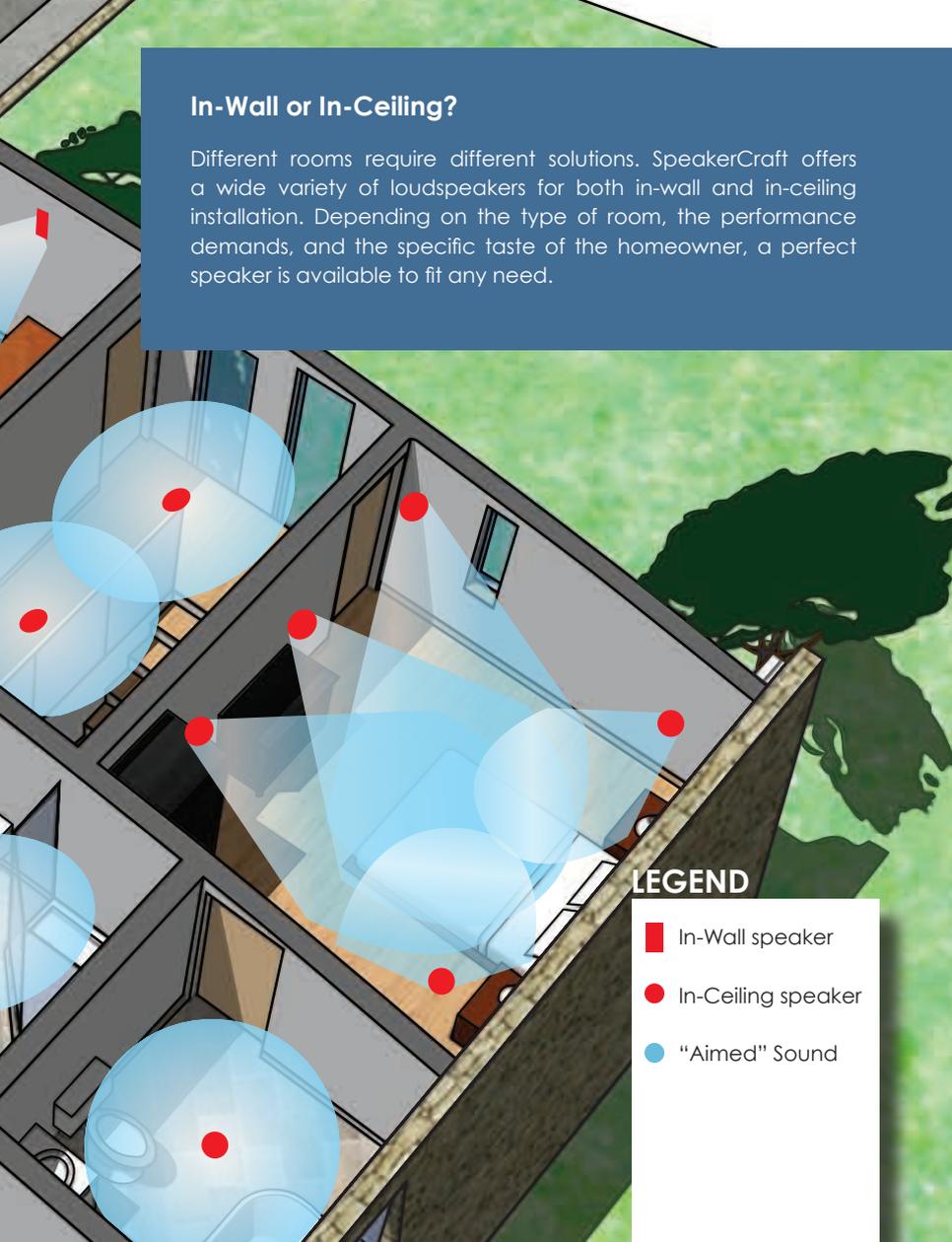
However, custom designed audio/video systems are not a "one size fits all" proposition. The variables presented by room size, architecture, and diverse wall and ceiling surfaces make using the same speaker in each application virtually impossible. This is why SpeakerCraft offers such a broad range of choices in our AIM CINEMA Series. Whether it is a dedicated home cinema, a music room, or even a guest bathroom, AIM CINEMA has your perfect solution.

Along with an absolute and biological need for music, our desire for intense theater experiences has skyrocketed. SpeakerCraft understands this demand because we feel it too. We understand it is impossible for you to be satisfied with a "theater in a box." You require performance from everything you own, why should your home theater be any different?

SpeakerCraft's AIM CINEMA in-wall series delivers everything you could possibly want or even imagine in a home cinema speaker. Offering jaw dropping performance while blending perfectly into your decor, AIM CINEMA is second to none. Contact your local authorized SpeakerCraft dealer today and ask for an AIM CINEMA demonstration. Never be dissatisfied with your home cinema again.

## In-Wall or In-Ceiling?

Different rooms require different solutions. SpeakerCraft offers a wide variety of loudspeakers for both in-wall and in-ceiling installation. Depending on the type of room, the performance demands, and the specific taste of the homeowner, a perfect speaker is available to fit any need.



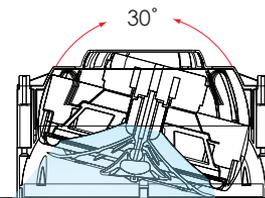
### LEGEND

-  In-Wall speaker
-  In-Ceiling speaker
-  "Aimed" Sound

## Aimable

Speakers hidden away in walls or ceilings are a huge step toward a more attractive living space. However, sound travels in very predictable patterns. Directing sound to an exact position in a room requires that these patterns converge properly. The introduction of a speaker that actually pivots to the correct position while remaining flush in the wall or ceiling is one of our greatest technological achievements.

The award-winning AIM Cinema series delivers amazing sound quality while providing the flexibility to place the speakers wherever the layout or architecture of a room demands. This is important in stereo music applications and even more critical in home theater situations. Every speaker can be carefully placed and aimed to create the perfect sound field.





Model	Woofer	Tweeter	EQ Switches	Efficiency	Frequency Response
<b>AIM Cinema Five</b>	(2) 5.25" Kevlar	1" Aluminum	Front Mounted	91dB 1W/1m	35Hz-20kHz ± 3dB
<b>AIM Cinema Three</b>	(2) 5.25" Aluminum	1" Aluminum	Front Mounted	91dB 1W/1m	39Hz-20kHz ± 3dB
<b>AIM Cinema One</b>	(2) 5.25" IMG	1" Silk	Front Mounted	91dB 1W/1m	40Hz-20kHz ± 3dB
<b>AIM Cinema Dipole Five</b>	(2) 5.25" Kevlar	(2) 1" Aluminum	Front Mounted	91/82dB 1W/1m	48Hz-20kHz ± 3dB
<b>AIM Cinema Dipole Three</b>	(2) 5.25" Aluminum	(2) 1" Aluminum	Front Mounted	90/82dB 1W/1m	50Hz-20kHz ± 3dB
<b>AIM Cinema Dipole One</b>	(2) 5.25" IMG	(2) 1" Silk	Front Mounted	89/81dB 1W/1m	55Hz-20kHz ± 3dB
<b>AIM LCR Five</b>	(2) 5.25" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	48Hz-20kHz ± 3dB
<b>AIM LCR Three</b>	(2) 5.25" Alum./Mag.	1" Alum./Mag.	Front Mounted	90dB 1W/1m	50Hz-20kHz ± 3dB
<b>AIM LCR One</b>	(2) 5.25" IMG	1" Silk		89dB 1W/1m	55Hz-20kHz ± 3dB

As we incorporate design improvements, specifications may change without notice.  
 All AIM Cinema speakers come with a lifetime warranty.  
 Kevlar is a trademark of the Dupont Corporation.

Model	Woofer	Tweeter	EQ Switches	Efficiency	Frequency Response
AIM LCR3 Five	(2) 3" Kevlar	.75" Alum./Mag.	Front Mounted	86dB 1W/1m	60Hz-20kHz ± 3dB
AIM LCR3 Three	(2) 3" Aluminum	.75" Aluminum	Front Mounted	86dB 1W/1m	78Hz-20kHz ± 3dB
AIM LCR3 One	(2) 3" IMG	.75" Silk		85dB 1W/1m	80Hz-20kHz ± 3dB
AIM7 MT Four	7" Alum./Mag.	1" Alum./Mag.	Front Mounted	92dB 1W/1m	37Hz-20kHz ± 3dB
AIM7 MT Three	7" Aluminum	1" Aluminum	Front Mounted	91dB 1W/1m	40Hz-20kHz ± 3dB
AIM7 MT Two	7" Glass Comp.	1" Silk	Front Mounted	90dB 1W/1m	40Hz-20kHz ± 3dB
AIM7 MT One	7" Polypropylene	1" Silk		92dB 1W/1m	40Hz-20kHz ± 3dB

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Model	Woofers	Tweeter	EQ Switches	Efficiency	Frequency Response
<b>AIM8 Five</b>	8" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	33Hz-20kHz ± 2dB
<b>AIM8 Four</b>	8" Alum./Mag.	1" Alum./Mag.	Front Mounted	90dB 1W/1m	35Hz-20kHz ± 2dB
<b>AIM8 Three</b>	8" Aluminum	1" Aluminum	Front Mounted	89dB 1W/1m	37Hz-20kHz ± 2dB
<b>AIM8 Two</b>	8" Fiberglass	1" Silk	Front Mounted	89dB 1W/1m	40Hz-20kHz ± 2dB
<b>AIM8 One</b>	8" Polypropylene	1" Silk	Front Mounted	88dB 1W/1m	40Hz-20kHz ± 2dB
<b>AIM7 Five</b>	7" Kevlar	1" Alum./Mag.	Front Mounted	92dB 1W/1m	35Hz-20kHz ± 3dB
<b>AIM7 Four</b>	7" Alum./Mag.	1" Alum./Mag.	Front Mounted	91dB 1W/1m	37Hz-20kHz ± 3dB
<b>AIM7 Three</b>	7" Aluminum	1" Aluminum	Front Mounted	91dB 1W/1m	40Hz-20kHz ± 3dB
<b>AIM7 Three</b>	7" Fiberglass	1" Silk	Front Mounted	91dB 1W/1m	40Hz-20kHz ± 3dB
<b>AIM5 Three</b>	5.25" Aluminum	.75" Aluminum	Front Mounted	89dB 1W/1m	50Hz-20kHz ± 3dB
<b>AIM5 One</b>	5.25" Poly	.75" Silk	Front Mounted	88dB 1W/1m	50Hz-20kHz ± 3dB

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Model	Woofers	Tweeter	EQ Switches	Efficiency	Frequency Response
<b>AIM Wide Five</b>	8" Kevlar (2) 2" Midrange Kevlar	(2) .75" Aluminum	Front Mounted	91dB 1W/1m	33Hz-20kHz ± 2dB
<b>AIM Wide Three</b>	8" Aluminum (2) 2" Midrange Aluminum	(2) .75" Aluminum	Front Mounted	91dB 1W/1m	37Hz-20kHz ± 2dB
<b>AIM Wide One</b>	8" IMG (2) 2" Midrange IMG	(2) .75" Silk	Front Mounted	88dB 1W/1m	40Hz-20kHz ± 2dB
<b>AIM8 DT Three</b>	8" Aluminum	(2) 1" Aluminum	Front Mounted	92dB 1W/1m	40Hz-20kHz ± 2dB
<b>AIM8 DT One</b>	8" Polypropylene	(2) 1" Silk	Front Mounted	91dB 1W/1m	45Hz-20kHz ± 2dB
<b>DT8 Zero</b>	8" Polypropylene	(2) 1" Silk		91dB 1W/1m	48Hz-20kHz ± 3dB
<b>AIM7 DT Three</b>	7" Aluminum	(2) 1" Aluminum	Front Mounted	92dB 1W/1m	50Hz-20kHz ± 3dB
<b>AIM7 DT One</b>	7" Polypropylene	(2) 1" Silk		91dB 1W/1m	55Hz-20kHz ± 3dB
<b>DT6 Zero</b>	6.5" Polypropylene	(2) 1" Silk		91dB 1W/1m	55Hz-20kHz ± 3dB

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**AIM**  
CINEMA SERIES

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