

JAMO HAS BEEN REIMAGINED

ICONIC SCANDINAVIAN BRAND REVEALS FRESH STRATEGY,
BRAND REDESIGN, AND NEW SPEAKER RANGE



Jamo[®]

PURE SCANDINAVIAN SOUND
SINCE 1968



NEW STUDIO7 SERIES

Jamo®

A NEW BEGINNING

Today marks the official rebirth of JAMO. With a new brand strategy and recalibrated positioning, the renowned Scandinavian maker enters a bold new chapter with the Studio7 series launch.

Jamo®

JAMO, MORE THAN 50 YEARS OF LEGACY

The Jamo story starts in 1968 in Glyngøre, a tiny fishing village nestled on Denmark's north shore. Here, two brothers-in-law combined skills and went into business together. Preben Jacobsen was a talented craftsman blessed with excellent woodworking skills, a broad knowledge of acoustics, and a passion for pure sound. Julius Mortensen was an experienced salesman from the fishing industry. The two men used the first two letters of their surnames to form the company moniker: Jacobsen + Mortensen = JAMO.

TWO VISIONARY FOUNDERS LEADING EUROPE

Within two years of the brand's creation, the hen house where Jamo started was history, and Preben and Julius constructed their own purpose-built research, development, and production facility. By 1978, over one million speakers had rolled off the Glyngøre assembly line. By 1994 Jamo had grown to become Europe's largest speaker brand and was the first European company to release THX Certified speakers.



JACOBSEN + MORTENSEN





2005, JAMO PASSES UNDER THE AMERICAN FLAG

In 2005, Klipsch acquired Jamo and, under the new venture, launched the iconic R909 the following year. The following year, this product was voted European High-End Loudspeaker of The Year 2006-2007 by EISA. A product like no other – complete with its pioneering open-back design – the R909 to this day invokes respect and nostalgia.

During the next decade, Jamo continues to innovate – e.g., Dolby Atmos metal connectors on the Studio 8 ATM speakers – and extends its product portfolio to include custom installation speakers, soundbars and digital solutions. But the business is treading water, and Jamo has lost its pioneering spirit.

EST 1968 - REBORN IN 2022

Today the audio world celebrates an exciting new chapter in the long life of this revered brand: Jamo's rebirth!

«We have fully updated our brand mission, positioning and vision while keeping the fundamentals and DNA of Jamo». «Our mission is to offer contemporary speakers that are easy to use and deliver high-performance sound in a package that will seamlessly find its place in your home. We will achieve this goal by offering exceptional audio solutions with a timeless Nordic design, attention to detail and sustainability.» said Franck Blondel, Head of Jamo worldwide

Jamo is committed to preserving and promoting its heritage, uniting the richness of the past with the ambition of the future. Thanks to its new positioning – bringing the brand back to its origins – Jamo aims to satisfy a modern and demanding audience with exceptional audio solutions and a timeless Nordic design. With Jamo's rebirth comes a new logo. The marketing team has carefully reworked the original design to represent a modern, elegant, authentic manufacturer. The a and the o have been reshaped to echo the shape of the woofers. A new marketing campaign has also been developed to showcase the new Studio7 range.

**The reborn Jamo is ready to take
on a new dimension and regain control of its future.**



S7-25F



S7-25C



S7-17B

STUDIO7 SERIES



S7-27F



S7-43C



S7-15B

LAUNCH OF THE NEW STUDIO7 SERIES

STUDIO7 is Jamo's new range of passive loudspeakers and is a worthy successor to the Jamo legacy. The richness of Nordic nature inspired its Scandinavian design, and the new line owes its name to the 7° tilt that makes its look and sound so distinctive. Our engineers have worked tirelessly to offer a rare combination of aesthetics and audio performance.

THE NEW JAMO STUDIO7 SERIES COMPRISES SIX MODELS:

Two sizes of floor-standing speakers
(S7-27F, S7-25F)

Two types of bookshelf speakers
(S7-17B, S7-15B)

Two centre channel speakers
(S7-25C, S7-43C)



EUROPEAN DESIGN SCANDINAVIAN ROOTS

With its minimalist aesthetic, clean lines, and meticulous attention to detail, the Studio7 series is a textbook example of form following function and ushers in a new era of performance for Jamo. Brimming with technical innovation, Jamo has created a timeless speaker design that would grace any home. Inspired by nature, the Studio7 series is a tribute to its two founders, Preben Jacobsen and Julius Mortensen.

CRYSTAL CLEAR HIGHS

An all-new 1-inch tweeter featuring a copper faraday ring which increases sensitivity and reduces non-linear distortion carries out the high-frequency duties. The tweeter and surround are made from fabric and exhibit excellent distortion characteristics and wide bandwidth for a non-fatiguing yet detailed sound. The High Frequency waveguide was optimised using Jamo's exclusive COMSOL software model. The Danish maker validates the waveguide and tweeter performance through countless hours of real-world testing to ensure consistency, reliability, and performance even at high sound pressure levels for extended periods.





NATURAL BASS

The bass drivers feature embossed paper cones, high strength motor assemblies incorporating aluminium inductance shorting rings that enhance power handling and lower distortion. The aluminium shorting ring lowers distortion for clean, dynamic bass and increases power handling as the aluminium ring acts as a heat sink. The embossed paper cone with “Thor’s Hammer” detailing increases the rigidity to improve the transient response for that snappy yet natural bass.

7° TILTED CABINET A DISTINCTIVE DESIGN FOR A NEW SOUND EXPERIENCE

Seven really is the magic number for the new Studio7. To ensure a coherent sound stage, we have time-aligned the acoustic centres of the drive units by tilting the cabinet back and mounting it on a plinth that houses the speaker crossover. This implementation helps minimise the timing anomalies that can occur in a more traditional enclosure.



REDUCING DIFFRACTION

When a speaker driver produces sound, energy spreads across the speaker’s baffle towards the edge of the cabinet. If that energy hits a hard cabinet edge, a smaller version of this energy reflects towards the driver, causing a time-shifted low-level signal that can corrupt the sound of the driver leading to distortion. To help prevent colouring of the driver’s signal, Jamo rounds the cabinet edge, meaning the energy gently dissipates naturally.





QUIET CABINET FOR INCREASED RESOLUTION

The Jamo Studio speakers' cabinet walls are thicker (15 mm MDF with 18 mm Front baffle) and critically braced to ensure a low degree of « self-noise ». This design allows you to hear more low-level detail and increases resolution when playing at any output level compared to competing products in their class. In short, you get to hear more of what you want and less of what you don't.



HIGH-QUALITY CROSSOVER

Jamo houses the crossover in its sealed plinth to minimise the possibility of any interaction between the large bass driver magnet and the inductors in the crossover. The Studio7 design also pays particular attention to the topology and component selection. Using Mylar and non-polarised electrolytic capacitors, along with iron and air core inductors and 25 W resistors, perfectly blends the speaker drivers delivering the highest level of transparency throughout the audio band.



TWO COLOURS INSPIRED BY NORDIC NATURE

Jamo chose the Studio7 range's colours from the chromatic palette of Scandinavian landscapes. Norwegian fjords inspire the dark blue, while the grey finish channels the hue of fog hanging over a Finnish forest. Studio7's signature Blue Fjord brings an emotional touch to your interior, whilst Grey Cloud integrates seamlessly into the modern home. The Jamo Studio7 will enhance your living space no matter which colour you choose.



ABOUT JAMO

Established in 1968 in Glyngore, Denmark, Jamo is an audio company that offers beautifully designed speakers that are easy to use and deliver high-performance sound in a package that will seamlessly find its place in contemporary homes.

ABOUT PREMIUM AUDIO COMPANY

Established in 2020, Premium Audio Company is the most innovative, complete and premium audio solutions provider in consumer technology. We connect people to their passion for entertainment. Premium Audio Company includes some of the most legendary and revered brands, such as Klipsch, Jamo, Magnat, Heco, Onkyo, Pioneer, Pioneer Elite, and Integra. Premium Audio Company, LLC is a wholly owned subsidiary of VOXX International Corporation (NASDAQ: VOXX).

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