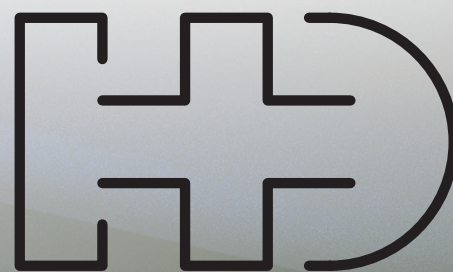


www.swisshd.ch



SWISS HiFi DESIGN



Innovation created in Switzerland

SWISS HiFi DESIGN AG - Dorfchärn 1 - 5037 Muhen - Phone 062 724 11 22

DYNAVOX Electronics SA - Route André-Piller 21 - 1762 Givisiez - Phone 026 466 73 73



PRODUCTION IN AARGAU

A portrait of the company Herzig AG Raumdesign.

p. 3 - 5



INNOVATION AND PASSION

The impressive story of DYNAVOX.

p. 6 - 9



FROM SWITZERLAND

Highest precision created in Switzerland.

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WHERE IS THE ENTERTAINMENT?

Symphonic Sound without visible high-end cabling.

p. 12 - 13



YOUR PERSONAL TOUCH

Design your Swiss HD furniture to suit your taste.

p. 14 - 15



THE HIGHEST QUALITY AUDIO

Swiss HD stands for high-end custom-made speakers.

p. 16 - 21

3 REASONS WE CHOOSE SWITZERLAND AS A PRODUCTION CENTRE.



Claudio Straripa
CEO and Founder



Wichithanant Pluess
Business Development Director

The prerequisite for the production of high-quality products in Switzerland could not be better, because both partners of SwissHD (Herzig AG and Dynavox SA) have been living this philosophy successfully for years.

This is an essential part of our corporate culture. I was able to sell Swiss products very early in his professional career (Rowen 1986), Mr. Straripa knows and appreciates high quality, continuity and longevity. Short procedural methods allow us to respond flexibly to customer true requirements and new market circumstances. With our products, we meet the needs of the Swiss market in all respects.

Switzerland is known for well-trained professionals who strive for the satisfaction of their customers. Our idea is

not only to offer good overall solutions and high-quality products, but also to create interesting jobs for motivated employees from the region. Despite strong competition from abroad, it is evident that a large number of consumers still value craftsmanship, competent advice and the background knowledge of a specialist retailer.

To ensure the highest customer experience, our products are sold exclusively via Audio-Video, TV, Hi-Fi and High End specialist dealers who can offer individual total solutions.

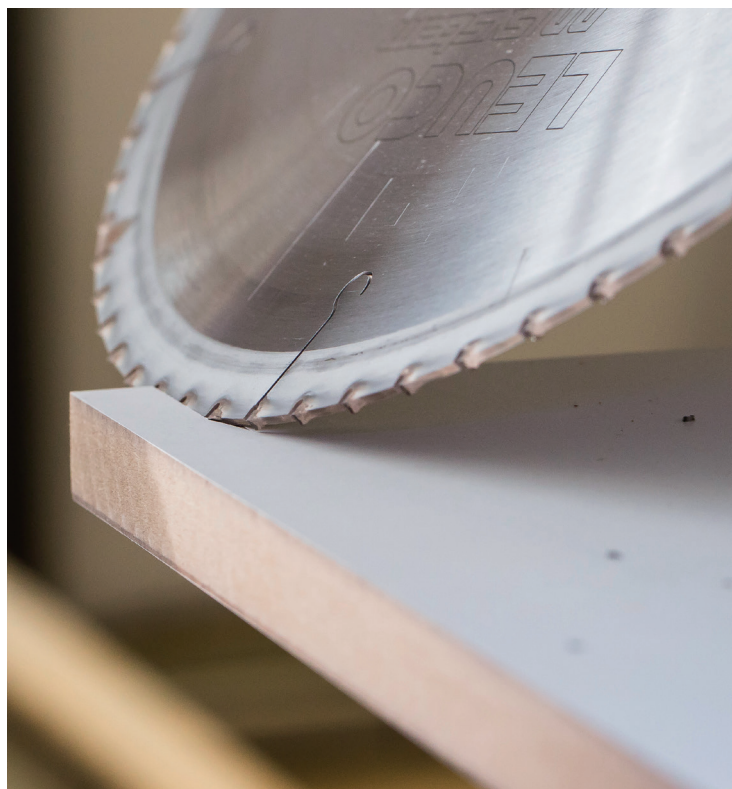


Aargau makes smart furniture.

Aargau – Situated in the Northern part of the Midland region with 653'317 inhabitants, it is the fourth most populous canton in Switzerland in terms of culture, agriculture and industry. For example, the canton is a source for small and medium-sized enterprises, while in earlier years the focus was on agricultural straw-weaving crafts. History has been written here, and the canton also has a lot to offer from history with its numerous castles and

palaces. Stories were not only written in the past, however, but also in the here and now. Aarau, the capital of Aargau canton, is situated in its centre – cosy, natural, yet lively. Not far from the roofs of the cosy town of Aarau,

is Unterentfelden, where the company Herzig AG Raumdesign is located, the production site of the Swiss **HD** brand. Craftsmanship and uniqueness do not require a big city, but rather Switzerland as it lives and breathes.



DESIGN WITH CORNERS AND EDGES.

After moving into a new building in 2003, the company was formed as it remains today. The company excels in using state-of-the-art technology, while new investments in software and hardware are made time and again. With these ambitious objectives, Herzig AG Raumdesign is in a position to offer individual products quickly and in line with the market, which is why they have already established themselves strongly within the industry. Herzig AG Raumdesign keeps up with the times – nothing stands still. The products are constantly being developed, and in particular, integral solutions have recently been designed and manufactured for Home Entertainment. Production does not take place in a vague manner. No – in the joinery there

is a unique possibility to machine 45 degree edges. This means that discerning customers who enjoy high quality sound and pictures will not miss out on the final results!

”THE MAGIC
IS IN THE
DETAIL.”

THEODOR FONTANE





HERZIG AG

**WE ARE NOT JUST
A COMPANY.
WE ARE A LARGE
FAMILY.**

What may sound like a cliché is an undisputed fact at Herzig AG Raumdesign. The young and ambitious company in Unterentfelden has a total of 26 employees who bring best self to work with passion and willingness. In addition to life as a large family, however, we also work hard, with commitment, joy and modernity at the forefront.



Innovation and



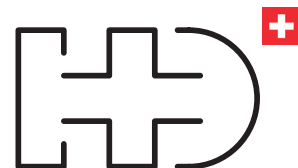
Developer Anton Aebischer with his sons Ivo and Pascal

ALMOST 50 YEARS AT THE SERVICE OF GOOD MUSIC

DYNAVOX electronics AG, based in Givisiez, is one of the leading providers of high-quality hi-fi and high-end products in the Swiss market, with a success story that is unparalleled. Dynavox has significantly shaped the Swiss hi-fi market for decades and has always been at the forefront when it came to real innovations on the hi-fi scene. For example, in

1980, the NAD 3020 was the first truly affordable amplifier with truly high-end quality, which suddenly made good quality hi-fi available to music lovers with limited resources. Or in 1982, when Dynavox presented the first CD player at an exhibition. Or the first fully digital high-end amplifier in 1998, highly complex DSP room acoustic correction or the first

affordable 24Bit/192kHz multi-room streaming for high quality requirements 4 years ago – the high quality standards and the tireless spirit of innovation of the minds responsible for this extraordinary company have always been the driving force behind this success story.



SWISS HiFi DESIGN

passion.

Dynavox Electronics was founded in **1969** by Joseph Marchon with the goal of offering high-quality hi-fi on the Swiss market. Anton Aebischer has been in charge of import and sales right from the start. His central concerns were providing the perfect service and competent advice to the dealers, meaning that he has always known how to serve the customers optimally. Even today, contrary to the current trend of "outsourcing", Dynavox deliberately runs its own "in-house" service department. This is the only way to ensure that the customer is always optimally served and can count on a smooth and cost effective repair process. Customers can also call Dynavox directly if they have any questions and will immediately be able to speak to competent contact persons. Anton Aebischer took over Dynavox together with his son Ivo (electronics engineer) in 1999. A few years later, his second son Pascal (computer scientist) joined the

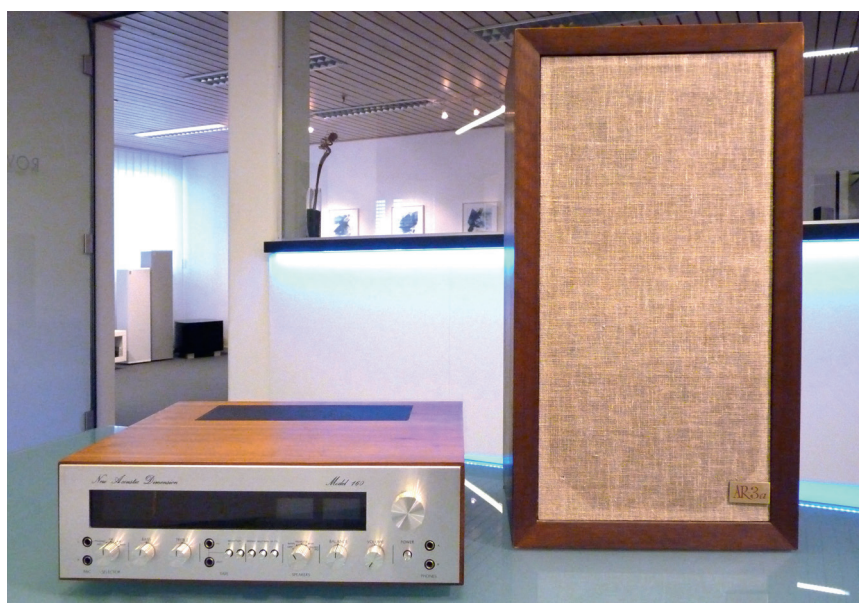
company as a partner. Back then, Dynavox started with famous brands such as Acoustic Research (AR) and Marantz. After the retirement of company founder Saul Bernard Marantz in 1967, Marantz began to focus on growth, which inevitably led to a dilution of the original quality requirements. After Marantz was sold to Philips in 1980, Dynavox concentrated on NAD and sold Marantz's import rights to Philips in 1987.

In 1972, Anton Aebischer, an electrical engineer and an enthusiastic music lover himself, built his first amplifier of his own and launched ROWEN. At the same time, Dynavox founded the brand NAD (New Acoustic Dimension) together with 6 other distributors. Marty Borish, who had been a sales manager at Acoustic Research for a long time, was in charge. At that time there was a lack of affordable, high quality amplifiers. With



Anton Aebischer with his first preamplifier, the ROWEN 6a, manufactured in 1972

Björn Erik Edvardsen, Marty Borish was able to win over one of the most successful developers of high-quality amplifiers to his idea of producing affordable, high-end amplifiers with NAD.



NAD made its real breakthrough in **1980** with the legendary 3020, which at its modest purchase price of only 390 CHF is still considered a real sensation in amplifier production today. Acoustic Research continued to generate strong sales for Dynavox for a long time and, together with NAD, made particularly competitive and outstanding sounding hi-fi systems possible. Little by little, Acoustic Research also strove to find more and more new markets. Eventually the glamour of bygone times faded

HiFi of the early 70s, NAD 160 receiver with AR 3a loudspeaker

DYNAVOX – AT THE SERVICE OF GOOD MUSIC



The NAD 3020, launched in 1980, is still considered a real sensation in amplifier manufacture.

and an era came to an end. Dynavox quickly found a worthy successor in the Danish loudspeaker brand DALI, which still had a fine, manageable range of models in 1995. But even there, the desire for worldwide recognition was great, which, as before at Acoustic Research, inevitably led to compromises in quality. Today, Dynavox relies on a smaller, excellent loudspeaker company from Denmark, which at times aims towards sound quality and not marketing – System Audio.

In 1987, Anton Aebischer presented his first loudspeaker with an extraordinary full bipole principle – the ROWEN Reference 1&1. Thanks to the omnidirectional acoustic properties of the full bipole and the closed design without bass reflex, the 1&1 was inspirational with its musical authenticity even when installed close to the wall

in a living room. The elegant sound pillars have a simple design and are available in many colours. The current Symphony models with their timeless design guarantee long-term pleasure and still look as fresh as they did on the first day even after 30 years.

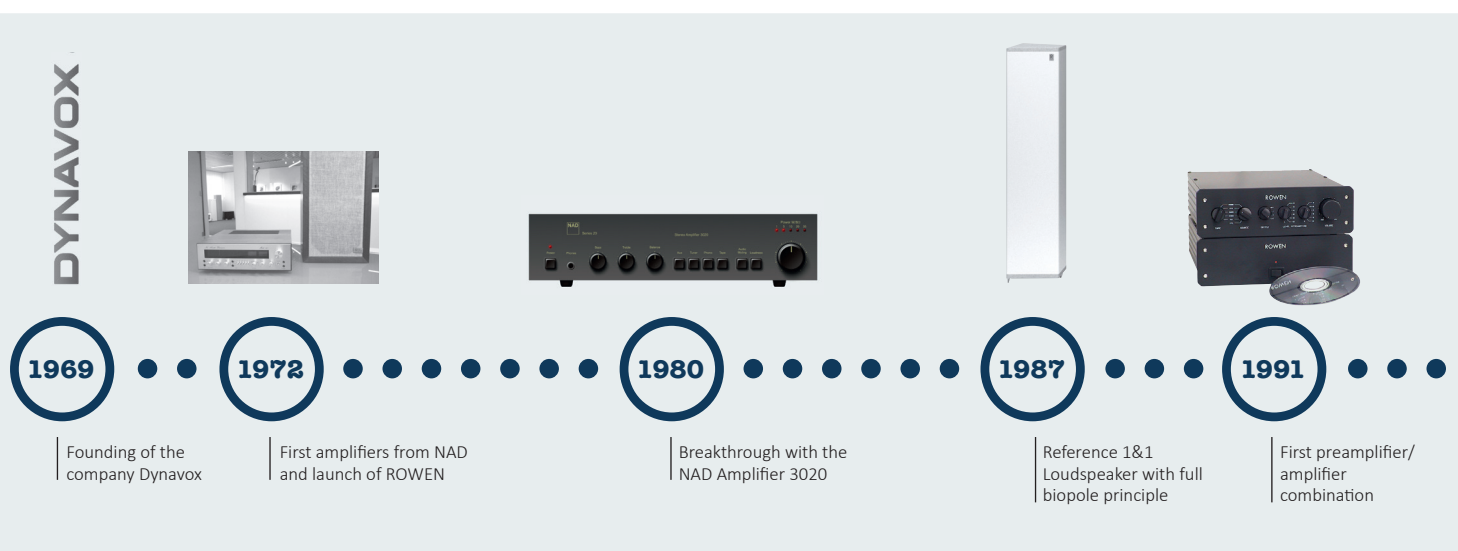
In 1991, a whole series of amplifiers followed the first model. Again Anton Aebischer went his own unconventional way in designing his preamplifiers and amplifiers. Total control, and free of discolouration of all kinds was the aim that he declared. This lent tonal lightness and transparency to the music.

This was followed in **1995** by the ROWEN R4, the first loudspeaker without passive filters. Thanks to the elimination of dynamic losses, a comparably high degree of homogeneity was achieved here, as it

was in the case active loudspeakers. This only works with tweeters and woofers, which have a specifically tuned acoustic/mechanical self-filter. The quasi-active technology is still successfully used in various models of ROWEN and Swiss HD. Thanks to the elimination of typical cross-over discolourations, these loudspeakers play with a breathtaking three-dimensionality – almost like being in a concert hall.

In 2000, Anton Aebischer presented the ABSOLUTE ONE, his new "high-flyer" in a completely new generation of amplifiers; a power amplifier with an overcompensated damping factor and almost endless power reserves up to 4000 watts. In the years that followed, all preamps and power amplifiers were technically perfected step by step and redesigned.

ROWEN ABSOLUTE ONE
A completely new generation of amplifiers



”2016:
cooperation
with
Swiss HD.”

In 2006, ROWEN introduced its first flat loudspeaker for wall mounting. Bit by bit a whole range of elegant stainless steel loudspeakers for InWall and OnWall was created, which today serve as technology dispensers for the SwissHD loudspeakers.

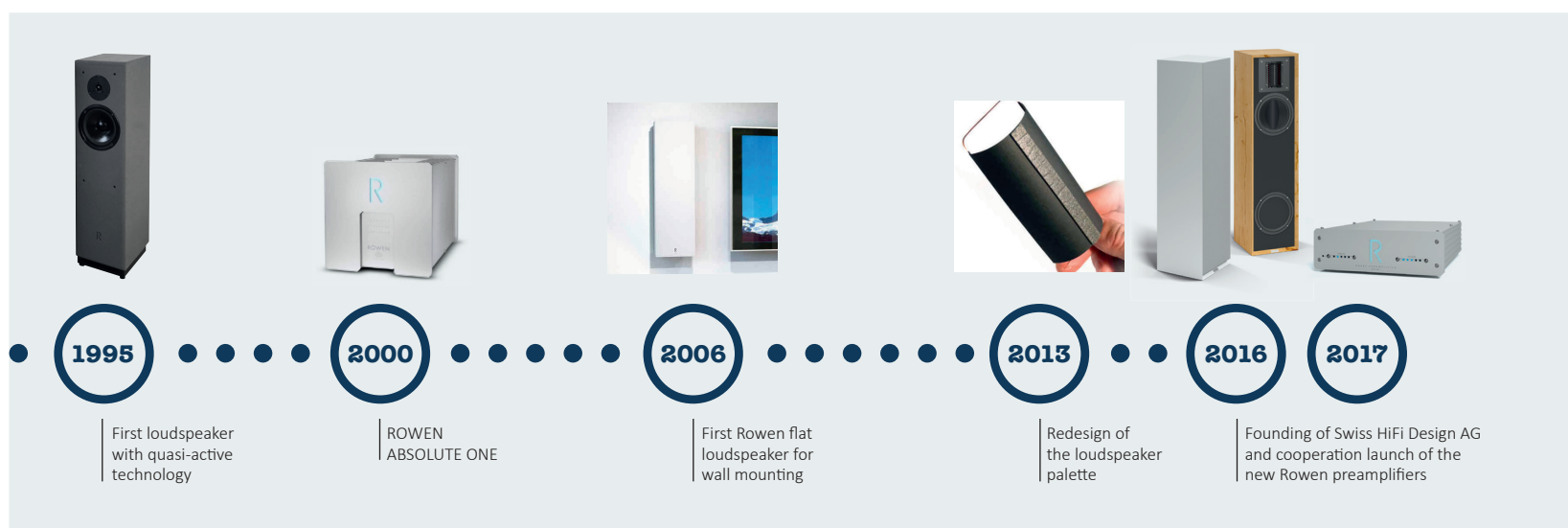
In 2013, ROWEN redesigned its range of loudspeakers. The background for this was a completely new type of tweeter system, called LMT or Linear Motion Transformer. The tweeter system, which is fully assembled in Givisiez, plays over 5 octaves from 1'000 to 28'000 Hz. In terms of sound technology, this corresponds to an ideal point source without phase errors and, thanks to the complete absence of transitions, all problems related to changing characteristics are eliminated. What remains is the total homogeneity in the reproduction of music.



MANUAL CRAFTS are a top priority at Swiss HD.

Swiss HiFi Design AG was founded in Muhen in 2016 in cooperation with Claudio Straripa and Herzig Raumdesign AG. Dynavox supplies electronics and with ROWEN supplying the high-quality technology for the loudspeakers, Herzig Raumdesign constructs the speaker cabinets and the individual, customer-specific furniture. Swiss HD is a completely new solution for the perfect integration of audio/video in the living room.

2017 The preamplifier is revolutionised in its function: With the new ROWEN preamplifiers, the music signals of the connected devices are detected individually and are automatically switched on and off. The preamplifier remembers the respective volume and balance settings of the individual analogue and digital inputs. Fully smart, the SP1 and ABSOLUTE SMART PRE guarantee comfort in a new dimension.



FROM SWITZERLAND

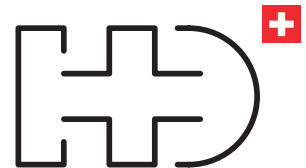
Hello Switzerland

”WE FOCUS ON
VALUE CREATION
IN SWITZERLAND.”



Quality is one of the top priorities of SWISS HD. Nothing is left to chance, everything is well thought-out and especially functional. The high-quality craftsmanship underlines the durability. Quality which meets the highest demands.

and! 



SWISS Hi Fi DESIGN



What does SWISS HD stand for?

SWISS **HD** stands for maximum precision. Perfect craftsmanship down to the smallest detail is combined with a sound experience of absolute superlatives. True to our name, all our products are created by Swiss manufacturers. Harmony and quality are a true elixir for a positive attitude to life, creativity and performance. And that is precisely why we focus on the living room as a place of comfort, relaxation, entertainment and enjoyment. The space where the foundation for a retreat from everyday life is recreated and our batteries is recharged.

SWISS QUALITY CRAFTSMANSHIP.

You can hear it,
feel it and see it.

Smart made-to-measure furniture from a Swiss manufacturer.

Developed by experts in consumer electronics together with wood experts.



20 different real wood variants in stock



Handicrafts are in demand

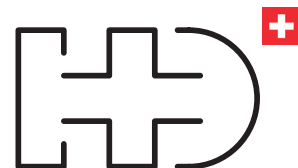
It may be that we are perfectionists. And we are proud of it! This is what sets us apart from our competitors.

Be it the perfectly integrated hinges or the particularly high-quality drawer systems, the absolutely

dust-free coating or the perfectly machine-cut and glued edges at 45 degrees mitre.

Where is the entertainment





SWISS HiFi DESIGN

it?
"PURE
ELEGANCE.
ALMOST
MAGICAL."

SWISS **HD** creates neatness in any room, without visible high-end cabling. **SCENE** stages entertainment so perfectly that even without a picture there is the danger your breath being taken away. The fully integrated high-end loudspeakers transform your living room in a concert hall that guarantees goosebumps.



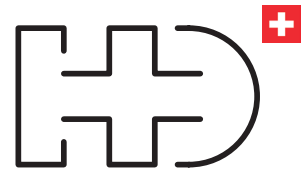
EXPERIENCE ENTERTAINMENT WITH ALL YOUR SENSES.

A classical piano concert, an atmospheric string orchestra, the first concert of a new rock band. All this can take place within your own four walls. The high-end speakers promise a sound experience for all of your senses. The sounds should not be limited to the ear, but should also be felt. The room can take any form you wish: be it a cinema or a concert hall. There are no limits!



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SWISS HD
www.swisshd.ch



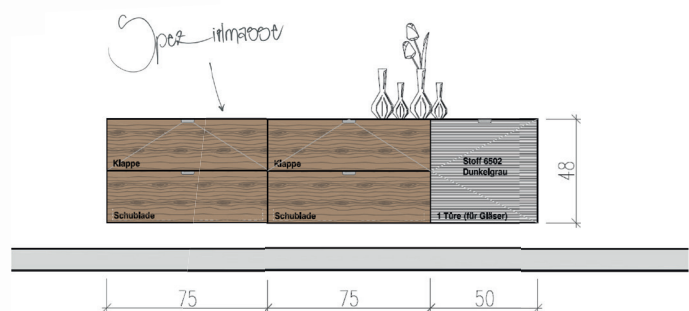
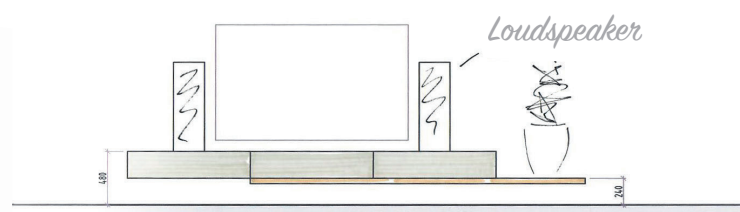
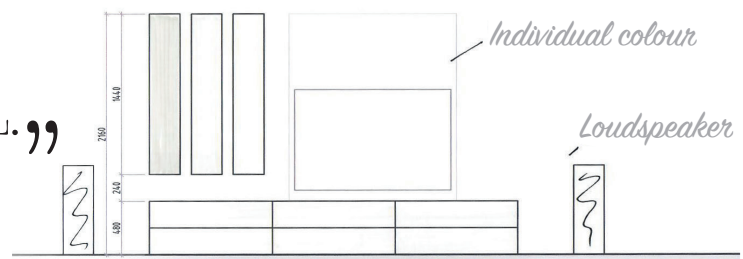
SWISS HiFi DESIGN

AN IDEA BECOMES REALITY.

Do you want to combine different elements? No problem. Put together your desired combination now – your specialist dealer will support you in doing so. With our 3D Color Studio at www.swisshd.ch, you can combine speakers, bases, fabrics, walls and the floor in different colours.



„WELL THOUGHT-
OUT – DOWN TO
THE LAST DETAIL.“



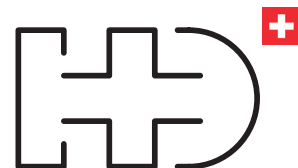
ouch.



THE FINEST AUDIO

A symbiosis of aesthetics and son





SWISS HiFi DESIGN

ound.



CUSTOM-MADE HIGH-END LOUDSPEAKERS.

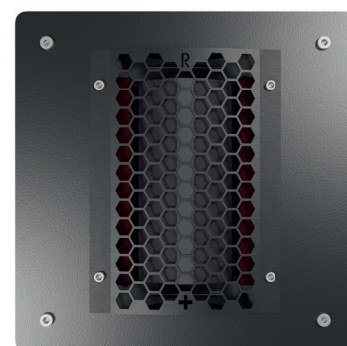


The loudspeakers are produced by the renowned Swiss high-end manufacturer ROWEN. For over 30 years, ROWEN speakers and amplifiers have enjoyed an excellent reputation among critical music listeners far beyond our borders.

”A VERY SMART
CONCERT HALL.”

100% SWISS-MADE.

LMT stands for Linear Motion Transformer – the ROWEN full range mid/high frequency system sets a standard for realistic music reproduction, 100% Swiss-Artisanship.



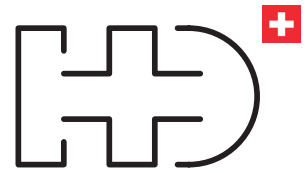
semble 2 loudspeakers black with 55" TV

THE FINEST AUDIO

A very smart con



Ense



SWISS HiFi DESIGN

concert hall.

”NEW SOUND
DIMENSIONS
FOR YOUR TV.”



Ensemble 8 loudspeakers black with 65" TV



Ensemble 8 loudspeakers with individual finish

COMMITMENT TO HIGH DEFINITION.

SWISS **HD** has a clear commitment to High Definition. A dreamlike sound experience like in a concert hall inspires the senses and cinema evenings at home become a lasting experience.

THE FINEST AUDIO



NAD C388 with BluOS
Multiroom Streaming App.



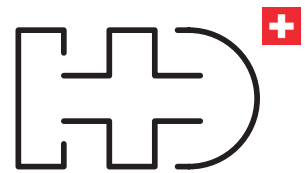
BLUESOUND

audioquest®

Our solutions guarantee a level of operational comfort you will never want to miss again. Thanks to Audio Sensing Control, the amplifier switches onto the source from which a music signal is detected as if by magic. All classes of NAD and Bluesound amplifier are available.

Ensemble loudspeakers
E2, E4, E6, E8 and E10





SWISS HiFi DESIGN

Bluesound
Pownode 2.



Simple operation via APP.

Bluesound Flex
active loudspeakers.



”ENTHUSIASM
ACROSS THE
BOARD.”



ENSEMBLE: A POWERFUL SOUND.

The Ensemble loudspeakers are inspirational all across the board; with powerful sound, they can be designed in any material and colour, or perfectly matched to suit your furniture.

FROM OUR SHOWROOM

Let the show



EXPERIENCE THE DIFFERENCE.



The Swiss **HD** showroom is only a few kilometres away from the production site in Unterentfelden. In Muhen, where all office work also takes place, the doors

are always open for retailers with their customers, or direct customers across the globe who want to experience the overall atmosphere of the entertainment

live. In the showroom, you can enjoy the entertainment with all your senses! This experience can consciously be called an ode to entertainment at its best.



FOR THE KNOW-LEDGE-HUNGRY.

In our showroom in Muhen, specialist dealers can be inspired by design and innovation or expand their expertise through further training.

begin!



SWISS HiFi DESIGN



NEW: Set your desired colour combination online individually together with our 3D Color Studio to www.swisshd.ch

Heads will turn.

This system consists of a longboard with 2 standard flaps next to each other and a holder for the TV. Dimensions: 165 x 240 x 525 mm.

System: **from 2490.-**

Loudspeaker Ensemble 8: **from 2490.- per unit**

” COLOURFUL, SIMPLE, DISCREET OR FLASHY – ANYTHING IS POSSIBLE. ”

CLAUDIO STRARIPA AND WICHITHANANT PLUESS - SWISS HiFi DESIGN



A genuinely special longboard.

This special system consists of a longboard with 2 drawers and 1 flap next to each other and a longboard with 3 standard drawers. Dimensions: 3025 x 360 x 525 mm.

System: **from 6750.-** Loudspeaker Ensemble 2: **from 1395.- per unit**



Simple elegance.

This complete solution is impressive with its clear lines and symmetry, consisting of a longboard, a back panel and perfectly matching loudspeakers. Dimensions: 220 x 240 x 575 mm.

System: **from 2990.-**

Loudspeaker Ensemble 2: **from 1390.- per unit**



SWISS HiFi DESIGN

Picture sound in Swiss perfection

Reflect your elegant style with high-end furniture and
made-to-measure loudspeaker systems from Swiss craftsmanship



Your retailer:

SWISS HiFi DESIGN AG
DYNAVOX Electronics SA

www.swisshd.ch
www.dynavox.ch