

## Two Decades of Excellence, Made in Berlin: ADAM Audio celebrates 20th anniversary.

**The Berlin-based company has been developing and manufacturing studio loudspeakers for sound professionals for 20 years.**

Twenty years ago, in March 1999, ADAM Audio was founded in Berlin, Germany. And with its very first studio monitors, the company set a new benchmark in professional audio technology. “We’re very happy and, of course, also a bit proud that our studio monitors have been part of countless music productions over the last twenty years,” comments Christian Hellinger, CEO at ADAM Audio. “It’s a challenge – a wonderful and gratifying challenge – to be part of a creative process and to help artists, producers and audio engineers make decisions by providing them with innovative new technology when recording, mixing or mastering their material,” Hellinger adds.

ADAM Audio became widely known in the 2000s thanks to a technology that caused a sensation among audio professionals. Its innovative new tweeter employed a folded membrane technique to achieve a high-resolution, unerringly precise sound that established a new standard. “Our ART tweeter still reveals details, even to experienced audio engineers, that the listener hasn’t heard before,” Hellinger continues. “The X-ART and S-ART tweeters are still made by hand at our HQ in Berlin. But they’re far from being the only ADAM Audio innovation. Years of research and development continue to result in future-oriented technologies, such as our new driver concepts, digital signal processing and software solutions.”

ADAM Audio achieved its breakthrough on the international stage back in 1999 with its ADAM S3A active studio monitor, with many still serving faithfully in renowned recording studios. The A7 (2007) and A7X (2010) models wrote new chapters in the company’s ongoing success story. Among the latest ADAM Audio innovations is its flagship S series tailored to the needs of the most discerning audio professionals and the first ADAM Audio speakers to feature DSPs. In 2018, ADAM Audio launched the T series, providing newcomers on a limited budget with the coveted ‘ADAM sound’. In the same year the company also introduced its SP-5 headphones, a mobile professional monitoring solution.

“Because our company isn’t embedded in a larger corporation, we can concentrate completely on developing studio monitors and other pro audio products. We’re an independent manufacturer with the ability to react quickly and flexibly to the changing expectations of our customers. The most important driver for our development was and is our excellent team who are passionate about our aspiration to develop, build and distribute the best studio monitors. Our customers have now trusted us for twenty years, showing us that we’re on the right path.”

And, of course, we want to celebrate our continuing success story. ADAM Audio has created a limited edition of its legendary A7X speakers in a luxurious white finish, in a production run totalling only twenty units. This special version will be available through several channels throughout 2019. One pair awaits the winner of our Instagram competition (<https://www.adam-audio.com/en/20yearsadamaudio/>), while another pair will be auctioned via eBay with all proceeds going to the charity Doctors Without Borders.

### **About ADAM Audio**

ADAM Audio monitors have earned a reputation for sonic excellence and unrivaled quality since the company was founded in 1999. With the development of the X- and S-ART tweeter, which is characterized by an extended frequency range up to 50kHz and a higher efficiency compared to dome tweeters, this unique tweeter design has become the embodiment of a transparent, highly defined and authentic sound that is the most defining development of ADAM's proprietary designs today. Being designed and tested by hand in the Berlin factory, ADAM's high frequency driver is a rare exception in these days of automated mass production.

ADAM Audio is focused on creating precise monitoring solutions for audio production professionals. The S, AX and T Series of studio monitors are available worldwide through a network of distributors and dealers in more than 75 countries. ADAM also has offices in Nashville, London and China. [www.adam-audio.com](http://www.adam-audio.com)