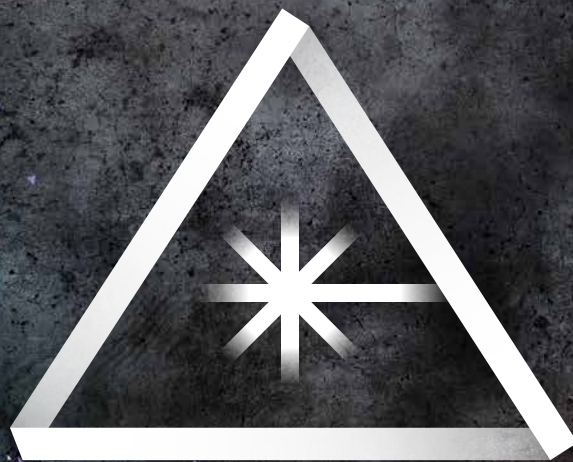


Magnat / **LZR** *



LAZER IMPACT



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Magnat.LZR

THE LEGEND LIVES ON

Magnat, which is one of the leading international providers of high-quality home and car audio equipment in more than 50 countries, offers a comprehensive range of products. Numerous accolades and test victories highlight Magnat's „way of success“. The company's main maxim is: It's better to explore new methods and set standards rather than follow the beaten path.

Ideas often give rise to legendary products, particularly in the high-end sector: The premium Quantum Signature sound transducer and the RV 3 hybrid amplifier really caused a sensation during our 40th anniversary year. We are ready to continue the success story of legendary Magnat products – in addition to introducing some exciting new innovations. Our third product line is the Magnat.LZR headphones series, which has been developed using state of the art laser measuring technology. Only stringently selected high-end components are used for our headphones.

Magnat: ready for the next legend!



TECHNOLOGY OF THE FUTURE FOR THE PRESENT

Magnat.LZR headphones feature an unprecedented high-tech cocktail that encompasses Magnat's Lazer technology, advanced drivers and perfect workmanship and material quality. Precise analysis of each individual component enables a product quality that sets new standards.

Expert jury honours headphones, loudspeakers and electronics from Magnat with the PLUS X AWARD in the product category "Consumer Electronics Audio"

The headphone models LZR 980, LZR 760/765 and LZR 580 were awarded for their technology, sound quality and wearing comfort for High Quality, Design and Ease of Use. During the development of these headphones Magnat relied on cutting-edge laser metrology to optimise the vibration behaviour of the diaphragms. Notably partial oscillations, which are detrimental to the sound, could be reduced significantly. The LZR 980 headphone, designed by Pininfarina, is already regarded as a classic which also sets a new benchmark in its class in terms of sound.



5012
BRAND

MAGNAT LAZER TECHNOLOGY

Listening – redefined from the very beginning: The world's first headphone drivers that have been developed using state of the art laser measuring systems! Conventional acoustic testing methods fall well short of the precision and depth offered by a laser system. The result is a listening experience that is like no other: Enhanced dynamics! Reduced distortion factor! Higher resilience! „Magnat.LZR sounds better“ – experience a new listening dimension!



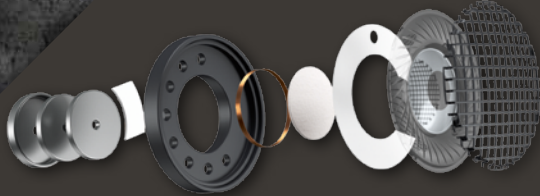
LAZER-SHARP MEASURING TECHNOLOGY

At the heart of the LZR measuring technique is the Klippel measuring system. This utilises a laser beam in a specially designed vacuum chamber. It enables the fundamental aspects of the chassis to be analysed, with the slightest discrepancies being brought immediately to light. In terms of acoustic measurements, a classic artificial head microphone is used. A cutting-edge ear&cheek simulator, which accurately forms the anatomy of the human ear, is also used to produce extremely realistic measurement results.

MAGNAT LAZER-TECH-DRIVER

The world's first headphone drivers that have been developed using state of the art laser measuring systems! Conventional acoustic testing methods fall well short of the precision and depth offered by a laser system. Our best speaker technology is now used by the LZR headphones, albeit on a greatly reduced scale.

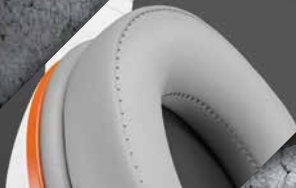
The result is a listening experience that is like no other: Enhanced dynamics! Reduced distortion factor! Higher resilience! „Magnat.LZR sounds better“ – experience a new listening dimension!



HIGH QUALITY. FUNCTIONAL. SOPHISTICATED.

Quality - Comfort - Practicality. These are three essential properties for a successful product. We have perfected the product's ergonomics through practical case studies. Memory foam in the ear cups enables the headphones to adapt to any individual head shape. This results in an optimum fit and precisely defined contact pressure.

Long-term comfort is also ensured thanks to the Air-Tech ventilation system! Breathable materials and ventilation openings in the ear cups mean you will be able to keep a cool head at all times. The patented headband and hinge system means all LZR headphones can be folded and transported easily.



LZR QUALITY

Technological excellence, especially when it comes to material selection and build quality! Elements that are subjected to high mechanical stress are constructed of metal. Plastics and coatings exhibit a specifically defined degree of flexibility. The LZR 980 has been equipped with breathable LZR-Pro fabric. In terms of colour fastness, skin-friendliness, UV-resistance and abrasion resistance, this material is the benchmark for future product generations. Visual highlights of all LZR components include an exquisitely processed high gloss finish – soft-touch surfaces – brushed and matt metal elements.



LZR SOUND CONCEPT

THE **Magnat.LZR** HEADPHONES

... are simply brimming with high-tech in every audio aspect. This begins with the complex equalisation of the frequency response in accordance with the latest research findings. Moreover, we utilise a sophisticated laser-based Klippel Analyser system to significantly reduce the distortions caused by the drive system.



THE **SYMMETRY** AND LINEARITY

...of the mount have been greatly improved. Another advantage is that the driving force of the magnet system has been considerably enhanced. What are the immediate consequences of this, however, for enjoying music in practice? Optimum pulse fidelity, finely-graduated spatiality and an enormous amount of detail – for listening in a new dimension. The Magnat.LZR dimension.



THE **Magnat.LZR** DIMENSION

...ensures a perfect listening experience, even with this complex issue. Thanks to an elaborate design and unique analytics, all LZR headphones offer a balanced, clear reproduction with a multi-faceted degree of spatiality - and an incomparably clear experience with an airy and free virtual sound space.



AT THE **SAME TIME**, THE LISTENER

...is also able to enjoy an optimum dynamic range. The drive, which has been perfected by using Klippel technology, together with the elimination of factors that impair dynamics, ensures a full, vibrant and ambitious sound. An optimum coarse and fine dynamic range is thus another hallmark of the Magnat.LZR dimension.



Magnat *ZR* 980

ITALIAN DESIGN AND
GERMAN TECHNOLOGY



DESIGN BY

pininfarina

PRECISION BY
LASER TECHNOLOGY

 av magazin.de

12/2014

Magnet LZR 980
very good - outstanding

*"A VERY LIVELY ACOUSTIC
EXPERIENCE THAT
IS SIMPLY JUST A
LOT OF FUN."*

av-magazin 12/14



PREMIUM OVER-EAR HEADPHONES

*Breathtaking shapes, premium quality materials and exclusive technology.
The birth of a new legend: The LZR 980 reference headphones!
Our claim: State of the art technology. Optimum ergonomics.
An audiophile sound. And the look? Exclusive!*

*Developed in collaboration with world-renowned Italian design company Pininfarina.
The LZR 980 is our reference – our benchmark. Experience the difference!*

DESIGN BY

pininfarina

HEADPHONES Magnat.LZR 980 BY PININFARINA

Pininfarina and Magnat started a collaboration to develop a new line of high-end headphones in order to create a line of products able to combine German high technology in the reproduction of sound and exclusive Italian design.

Pininfarina Extra, is part of the world-famous design house Pininfarina, whose history traces back to 1930 when the company was established by Battista Pinin-Farina, who became the most acclaimed car designer of his time. The main activities of the company include Industrial design, Architecture, Interiors and Transportation design.

The Pininfarina team conceived the LZR 980 headphones as a unique shape characterized by sculptural and dynamic surfaces.

The outstanding design is combined with an innovative laser technology able to guarantee high performances and fidelity in the reproduction of sound. This combination gave life to a brand new product able to satisfy the dreams of music lovers who take style in high consideration.



PININFARINA LIFESTYLE WORLD



CARBONGRAFITE
PEN



CAMBIANO
CONCEPT CAR



FUORISERIE
BIKE

FEATURES

LAZER **HEAR THE DIFFERENCE!**

LZR – Laser! The basis of the product name!
Excellent dynamics. Brilliant trebles. Rich bass lines. Realised through exclusive components & laser technology. Our „Metal Core“ drivers deliver maximum sound precision: Authentic, natural, clear & detailed. The result: High-end audio in a pocket format.



DESIGN BY

pininfarina

MAXIMUM **COMFORT**

Perfect ergonomics & unrivaled comfort are ensured through practical tests & case studies. Memory foam ensures a perfect fit for your head & ears.

The optimum positioning of the headphones also provides the best possible insulation for your outer ears.

What about sweating? No chance!

The Air-Tec ventilation system ensures you keep a cool head.



COMPROMISE? **NEVER!**

Magnat.LZR stands for quality. Without exception. Stringent material selection and meticulously precise production quality are benchmarks of the LZR 980 series. Sensitive joints are made of metal. The breathable LZR-Pro fabric used for the ear pads sets new standards! The headband & ear cups have been coated in multiple layers. Stylish: Mother of pearl white. Cool: Rubber paint black.



HIGH PERFORMANCE **CABLES**

Only high performance components are used, even when it comes to the cables! High-purity OFC copper and gold-plated connectors ensure optimum signal transfer. What about cable breaks? This isn't an issue, thanks to anti-kink protection at all transitions. The cables used for the LZR 980 are „tangle-free“: Thanks to a special design and optimised surface, tangled cables are a thing of the past.

Magnat **LR**
560

ITALIAN **DESIGN** AND
GERMAN **TECHNOLOGY**



PEARL WHITE

CHAMPAGNER

TITANIUM

DEEP BLACK



SPECIFICATIONS

Magnat **LZR**
980

SOUND
PRESSURE LEVEL
120 dB

FREQUENCY
RESPONSE
12 - 28.000 Hz

THD
< 0,10 % THD

IMPEDANCE
32 Ω

WEIGHT
268 g

HIGHLIGHTS

- Developed in Germany •
- Designed by Pininfarina •
- Klippel® optimized Laser Tech driver •
- Metal Core Technology •
- Foldable for secure transport •
- 2 changeable premium cables with/without remote control, Apple certification •



Accessories as shown.

Made for

iPod iPhone iPad

TEST HIGHLIGHTS



12/2015



Audio Video HD
03/2015



Magnat / **ZR**
765 ✨



PRECISION BY
LASER TECHNOLOGY

HiFi Test TV-HIFI	Top Class	Note 1/2015
	Price/Performance	
	Excellent 1,2	

„THIS IS A REALLY,
REALLY GOOD ON-EAR...“

HiFi Test 01/15



PREMIUM ON-EAR-HEADPHONES

*We are redefining on-ear headphones with the LZR 760/765!
Elegant. Classy. Sophisticated. Unique!*

The Magnat.LZR series is for individualists with high standards! Special attention has been given to ergonomics & design, state of the art technology & a perfectly balanced sound pattern. The lightweight design makes it the perfect travel companion. Long-term comfort: Top class. In addition, you're also ensured of an excellent sound „on the go“: Precise, dynamic, detailed! Powerful and naturally balanced.

Magnat *LZR*
760 



PREMIUM ON-EAR-HEADPHONES

dwx

*Technology and design for premium product quality
– a combination that makes the Magnat.LZR 760/765
series simply beyond comparison.*

*For dwx and designer H. Thiele created a lightweight
and slim design for urban people.*

d w x t h i e l e



FEATURES

SOUNDS LIKE LAZER

LZR – Laser! The basis of the product name: The ultra-precise Klippel laser measuring system. This ensures a completely transparent soundscape and spatially accurate staging. More dynamics! Less distortion! Maximum resilience! All of this is coupled with optimum precision thanks to „Metal Core Technology“ – the name given to the ingenious ring-shaped titanium coating of the cone.



INDIVIDUAL. ELEGANT. COMFORTABLE.

Ergonomics is a key element of the LZR product philosophy! A perfect fit for any head size. Memory foam in the ear cups ensures a perfect fit on your head and ears. The result: Optimum comfort & good passive noise isolation. The Air-Tec ventilation system ensures you keep a cool head!

Magnat

**BUILD QUALITY?
TO THE MAX!**

Flexibility. Robustness. Comfort.
These are essential characteristics of a coherent overall package. It's all made possible using exclusive materials and finishes. Concrete: Plastics with optimum rigidity and resistance to breakage, solid articulated mechanisms and spring steel in the headbands!

**FLEXIBLE &
EFFICIENT!**

High performance cables prevent annoying tangles. Special anti-kink protection protects all cable transitions against breakage.
High-purity OFC copper inside the cable guarantees lossless signal transmission. All connectors are gold-plated for maximum contact reliability. A clear concept for a clear sound.



EXECUTIVE METALLIC



PURE WHITE



PURE BLACK



SPECIFICATIONS

Magnat **LZR**
760/765

SOUND

PRESSURE LEVEL

119 dB

FREQUENCY RESPONSE

14 – 25.000 Hz

THD

< 0,15 % THD

IMPEDANCE

32 Ω

WEIGHT

152 g (LZR 760)
156 g (LZR 765)

HIGHLIGHTS

- Developed in Germany •
- Designed by dwx •
- Klippel® optimized Laser Tech driver •
- Metal Core Technology •
- Foldable for secure transport •
- 2 changeable premium cables with/without remote control, Apple certification •



Accessories as shown.

Made for



iPod



iPhone



iPad

TEST HIGHLIGHTS



12-1/2015

Magnat / **ZR**
500 ✨

PRECISION BY
LASER TECHNOLOGY

Magnat LZR 588 BT

EAR IN **1,3**
Upper Class
The Hi-Fi Magazine
Price/Performance **Very Good**

**“EXCELLENT FEEL, HIGH
TECHNICAL QUALITY AND
AN APPEALING, UNTIRING
SOUND THAT IS RIGHT
AT THE TOP OF
THIS PRICE CLASS.”**

Ear In 01/16



Magnat presents the LZR 500 series - headphones for style-conscious audio enthusiasts with an eye for an optimum price/performance ratio. Young, modern, dynamic - with an exquisite performance at any volume. The LZR 500 series stands for fun, style and, of course, excellent sound quality. Rich bass lines, clear trebles and a balanced, detailed midrange are typical of LZR products. Over-ear, in-ear, wired & wireless: The LZR 500 headphones are captivating through their form, function and flexibility.

Magnat LZR 500



Magnat LZR 500
Bluetooth



Magnat LZR 500



Magnat LZR 500



Magnat LZR 540

dwx

*Technology and design for premium product quality
– a combination that makes the Magnat.LZR 500
series simply beyond comparison.*

*For dwx and product designer Helmut Thiele the
design embodies the modern style of
a new generation.*



Magnat **LZR**
Bluetooth **588**

BLACK VS. SILVER

SILVER VS. ORANGE



BLUETOOTH OVER-EAR-HEADPHONE

You want excellent sound but no tangled cables? Understandable. The solution: Bluetooth® & aptX®! The LZR 588 BT is the Bluetooth version of the LZR 500 range. The LZR headphones with wireless freedom – and built-in battery! And the sound performance? Full, dynamic and powerful as usual! The look? Fresh with a touch of elegance. Price/performance Unbeatable!



QUALITY SOUND PERFORMANCE

LZR – Laser! LZR means more dynamics, more power, more liveliness. More sound! Wireless? Sure! aptX® guarantees crisp, distortion-free bass lines and clean transparent treble range, this ensures the integrated precision stereo amplifier with Bluetooth® 4.0 and aptX®. Typical LZR!

HIGH BATTERY POWER

The battery lasts up to 19 hours - and is fully recharged in just 2 hours. But where do you charge it? On any USB interface!



UNLIMITED
LISTENING PLEASURE

And what happens when the battery is empty? Easy! Continue enjoying sound and making phone calls - in passive mode with the cable. And „tangle-free“, of course, with the flat ribbon cable supplied.



**FLEXIBLE.
PRACTICAL. LZR.**

Design, comfort and practicality combined in the LZR 588 BT. High-quality surfaces with leather & Soft-Feel-Paint – stylish and chic! Easy and safe transport with the clever folding mechanism. The plastics used ensure optimum rigidity and resistance to breakage, while the patented headband and hinge system guarantees an optimum fit!



SPECIFICATIONS

Magnat **LZR** **588**
Bluetooth

SOUND

PRESSURE LEVEL

15 – 23.000 Hz

FREQUENCY RESPONSE

(1 kHz, 1VRMS)
118 dB

THD

(1 kHz, 106 dB)
< 0,18 % THD

IMPEDANCE

32 Ω

WEIGHT

239 g

HIGHLIGHTS

Developed in Germany •
Designed by dwx •

Klippel® optimized Laser Tech driver •

Bluetooth operation from many smartphones
via control elements on the headphone •

Integrated high-performance lithium-ion
battery: lasts up to 19 hrs, rechargeable via
USB in less than 2 hrs •

Operation in passive mode possible via the
supplied audio cable •

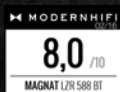


Accessories as shown.

TEST HIGHLIGHT



12/15



02/2016



02/2016



01/2016



Magnat *LZR*
580



WHITE VS. ORANGE

GREEN VS. PURPLE

BLACK VS. BLUE

RED VS. BLACK

FULL-SIZE OVER-EAR HEADPHONES

*Do you want your product to be stylish, cool and modern?
But with an excellent sound? Perfect! We have just the thing:
The Magnat.LZR 580. Cool colours, a youthful look & a dynamic, powerful sound.
The entire series, including the LZR entry model, boasts state of the art technology.
All products feature selected components, optimum material and perfect styling.
What's that? You don't think style can be comfortable?
Far from it: The LZR 580 is also extremely ergonomic – comfort at its best.*



SPECIFICATIONS

Magnat **L7R**
5.80

**SOUND
PRESSURE LEVEL**
118 dB

**FREQUENCY
RESPONSE**
15 – 23.000 Hz

THD
< 0,18 % THD

IMPEDANCE
32 Ω

WEIGHT
213 g

HIGHLIGHTS

- Developed in Germany •
- Designed by dwx •
- Klippel® optimized Laser Tech driver •
- Foldable for secure transport •
- Premium cable with/without remote control •



Accessories as shown.

TEST HIGHLIGHTS



Magnet *LZR*
580s

GREY VS. GREEN



PINK VS. WHITE



BLACK VS. BLUE



FULL-SIZE OVER-EAR HEADPHONES

*We know: you like it stylish - cool - modern! With excellent sound!
You know the perfect answer already! Now the LZR 580s has arrived - with even more style.
New colors, new surface! Leather and „matt“ varnish. The young look and the
dynamic power sound remain! The entire series, including the LZR entry model, boasts
state of the art technology. Selected components, best materials, perfect style!*

SPECIFICATIONS

Magnat **LTR**
500g

**SOUND
PRESSURE LEVEL**
118 dB

**FREQUENCY
RESPONSE**
15 – 23.000 Hz

THD
< 0,18 % THD

IMPEDANCE
32 Ω

WEIGHT
213 g

HIGHLIGHTS

- Developed in Germany •
- Designed by dwx •
- Klippel® optimized Laser Tech driver •
- Foldable for secure transport •
- Premium flat cable including remote control for steering basic functions •



Accessories as shown.

Magnat **LZR**
540



BLACK VS. BLUE

WHITE VS. ORANGE

TITANIUM

HIGH PERFORMANCE IN-EAR-HEADPHONES

*Over-ear? Too much! Too much ballast for your daily city expeditions?
No problem – Magnat.LZR goes in-ear! The LZR 540 is a set of
high-performance in-ear headphones with laser technology! A 9.2 mm Laser-Tech
driver produces full, dynamic and powerful sound – Klippel-optimised, of course!
You can find the perfect playing partner in three different colour combinations.
In fresh black vs. blue, stylish white vs. orange & cool titanium!*

ERGONOMIC & INDIVIDUAL.

The Magnat.LZR high-quality in-ear headphones with optimum fit and ergonomic perfection.

Three different ear tip sizes guarantee maximum wear comfort without any annoying pressure points!



SOUND ENJOYMENT INDOORS AND OUTDOORS -

the noise-cancelling ear-canal headphones silence any ambient interference. Comfort & noise reduction for a perfect Lazer feeling!

FEATURES

REMOTE AND MIC INCLUDED

The premium cable with remote control and hands-free function guarantees loss-free signal transmission – and is tangle-free thanks to the flat ribbon cable design.



LESS WEIGHT. GREAT SOUND.

*High performance in a compact format!
In-Ear Headphones for more dynamic, more power,
more liveliness. More Sound! The LZR 540 provides
a transparent soundscape and spatial staging -
Maximum Precision!*

SPECIFICATIONS

Magnat **LR**
540

**SOUND
PRESSURE LEVEL**
115 dB

**FREQUENCY
RESPONSE**
17 - 23.000 Hz

THD
< 0,24 % THD

IMPEDANCE
16 Ω

WEIGHT
16,5 g

HIGHLIGHTS

- Developed in Germany •
- Designed by dwx •
- 9,2 mm Klippel® optimized Laser Tech driver
- Tangle-free flat ribbon cable •
- Premium flat cable including remote control for steering basic functions •



Accessories as shown.



Magnet Audio-Produkte GmbH
Lise-Meitner-Str. 9
50259 Pulheim
Germany

www.magnet-LZR.com

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D5981020GB

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