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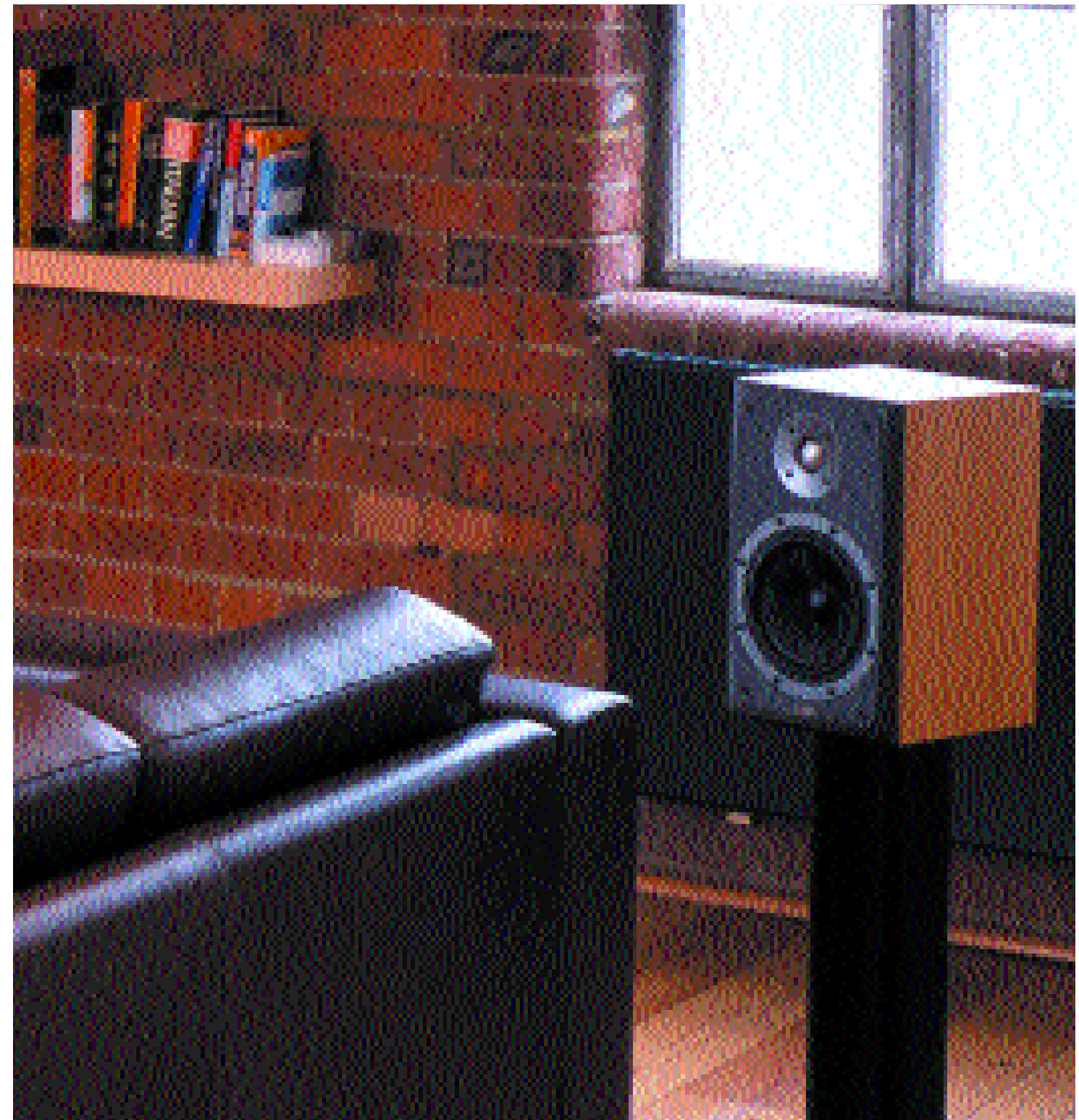
So much for so little...

It is time to raise your expectations. The Bowers & Wilkins 300 Series rewrites the rulebook on entry-level speaker definition. Until now, a gulf has existed between what most of us aspire to in terms of audio, and what many of us can afford. The 300 Series dramatically reduces the gap between aspiration and acquisition. Quality can no longer be measured in direct proportion to price. On features where rival ranges would make sacrifices, the 300 Series refuses to compromise. But how?

The simple fact is that the acoustic engineers at Bowers & Wilkins who brought groundbreaking technology to the acclaimed Nautilus™ 800 Series were not prepared to abandon all they had learned when they came to design more affordable ranges. They raised the stakes and you reap the benefit. Let's take a closer look at the three models that make up the 300 Series.



Formerly available only in the more exclusive ranges, the 300 Series incorporates for the first time in a speaker of its class the Nautilus™ tube-loaded tweeter technology, producing the hallmark B&W clarity.





The LCR3 is magnetically shielded so that it can be placed right next to a TV without distorting the picture. The symmetrical driver configuration gives a choice of orientation for a truly versatile home theatre speaker; horizontally as centre channel on top of the TV, or in vertical position to left and right.



With a powerful bass frequency output generated from inside a compact and stylish cabinet, the ASW300 subwoofer is the ideal partner for any 300 Series home cinema or stereo system.



All three models incorporate Flowport. The dimpled surface of the flared ends of the tube use golf ball aerodynamics to smooth the airflow through the port, reducing turbulence noise to negligible levels.

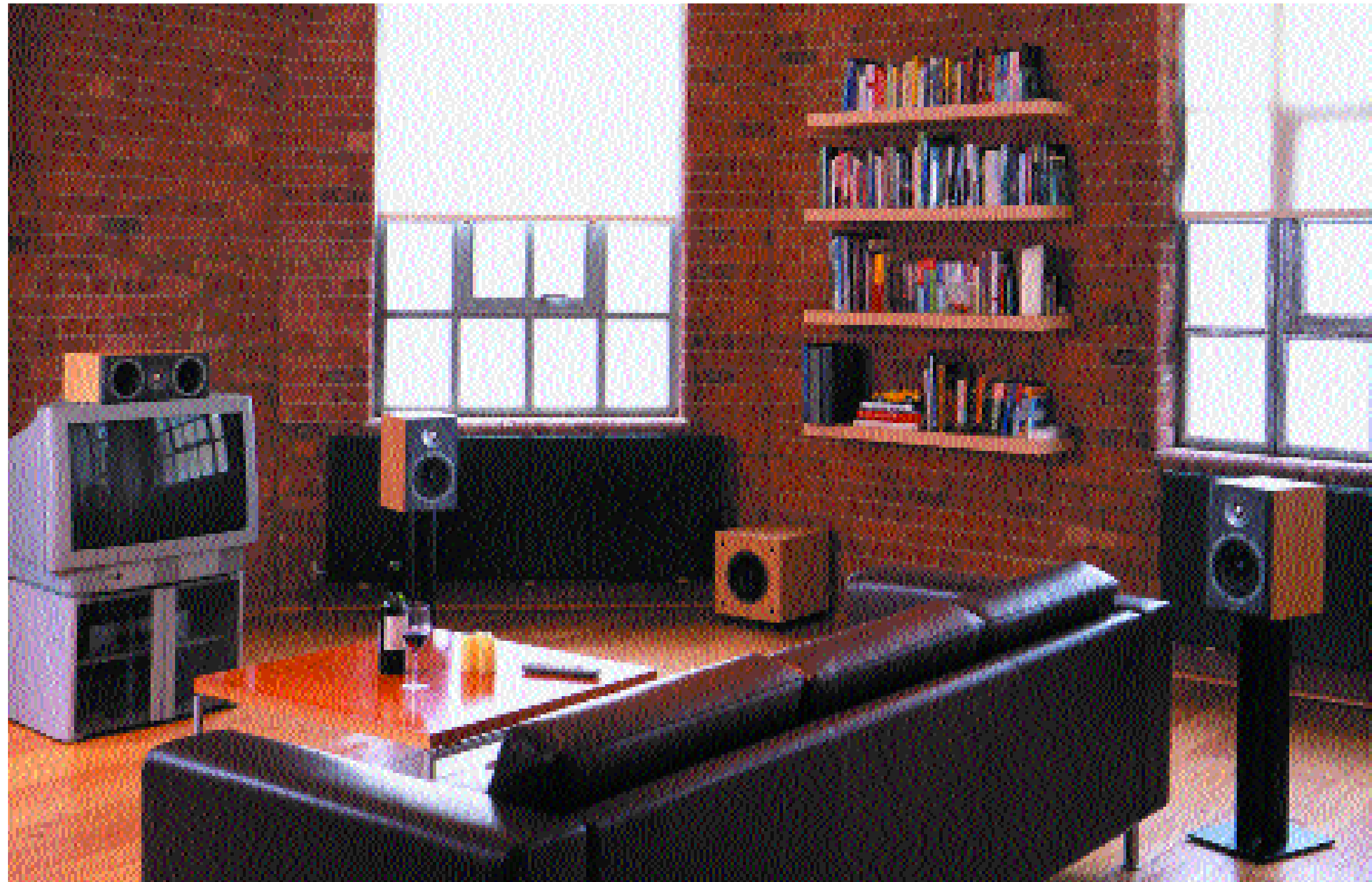
There's the DM303 2-way speaker, which is equally at home with two-channel stereo or as a front left/right or surround speaker in a home theatre installation where magnetic shielding is not required. The LCR3 speaker is designed primarily for home theatre, and its magnetic shielding allows it to be positioned on or close to the TV without affecting the picture. Finally, the ASW300 subwoofer delivers an added kick to the bass output of your 300 Series system. Featuring a 200mm paper/Kevlar® cone, the ASW300 will sit discreetly in your room, its internal 100w amplifier generating a noticeably more powerful sound environment, whether from a stereo or home theatre system.

The range features a host of Nautilus™-derived technologies. Inside both the DM303 and LCR3, hidden away behind the tweeter, is a damped tapering tube. The tube-loaded tweeter ensures far greater absorption of unwanted radiation from the rear of the dome, giving rise to a cleaner, more focused and natural high frequency sound.

The bass/midrange drivers of the DM303 and LCR3 use woven glass fibre cones, which function in a similar fashion to the Kevlar® cones used in B&W's more exclusive ranges by cancelling out unwanted sound waves. Distortion and signal degradation are minimised by an audiophile-quality crossover featuring air core inductors and plastic film capacitors.

All of these ingredients are skillfully blended to offer a level of performance unprecedented at this level, and matched by a stunning design. The front baffle, moulded in inert mica-filled polypropylene, has a subtly curved outline and is dimpled to echo the theme of the Flowport at the rear; itself elegantly combined with the easy-access terminal panel that accepts all common terminations, from spades to banana plugs to bared wire-ends.

Versatile and affordable, beautifully designed and easily expandable, the 300 Series is the perfect introduction to the world of Bowers & Wilkins.



DM303

Technical features	Nautilus™ tweeter Flowport	
Description	2-way vented-box system	
Drive units	1x ø160mm (6 in) woven fibreglass cone bass/midrange 1x ø26mm (1 in) metal dome high-frequency	
Frequency range	-6dB at 52Hz and 30kHz	
Frequency response	72Hz – 20kHz ±3dB on reference axis	
Dispersion	Within 2dB of response on reference axis Horizontal: over 40° arc Vertical: over 10° arc	
Sensitivity	88dB spl (2.83V, 1m)	
Harmonic distortion	2nd and 3rd harmonics (90dB, 1m) <1% 90Hz – 20kHz	
Nominal impedance	8Ω (minimum 4.3Ω)	
Crossover frequency	4kHz	
Recommended amplifier power	25W – 100W into 8Ω on unclipped programme	
Max. recommended cable impedance	0.1Ω	
Dimensions	Height:	331mm (13 in)
	Width:	201mm (7.9 in)
	Depth:	242mm (9.5 in)
Net weight	5 kg (11 lb)	
Finishes	Cabinet:	Black Ash vinyl Maple vinyl
	Grille:	Black cloth



LCR3

Technical features	Nautilus™ tweeter Flowport Magnetic shielding	
Description	2-way vented-box system	
Drive units	2x ø110mm (4.5 in) woven fibreglass cone bass/midrange 1x ø26mm (1 in) metal dome high-frequency	
Frequency range	-6dB at 60Hz and 30kHz	
Frequency response	80Hz – 20kHz ±3dB on reference axis	
Dispersion	Within 2dB of response on reference axis Horizontal: over 40° arc Vertical: over 10° arc	
Sensitivity	90dB spl (2.83V, 1m)	
Harmonic distortion	2nd and 3rd harmonics (90dB, 1m) <1% 70Hz – 20kHz	
Nominal impedance	8Ω (minimum 3.3Ω)	
Crossover frequency	4kHz	
Recommended amplifier power	25W – 100W into 8Ω on unclipped programme	
Max. recommended cable impedance	0.1Ω	
Dimensions	Height:	152mm (6 in)
	Width:	418mm (16.5 in)
	Depth:	221mm (8.7 in)
Net weight	5 kg (11 lb)	
Finishes	Cabinet:	Black Ash vinyl Maple vinyl
	Grille:	Black cloth



ASW300

Technical features	Bass Overload Suppression Circuitry Flowport	
Description	Active vented-box subwoofer system	
Drive unit	ø200mm (8 in) paper/Kevlar® cone	
Frequency range	-6dB at 23Hz and 180Hz adjustable (EQ at A)	
Frequency response	-3dB 27Hz–150Hz adjustable (EQ at A)	
Amplifier	Power output:	100W continuous
	Input impedance:	22kΩ
	Signal / noise:	>90dB
	Functions:	Output level Low-pass filter frequency Low-pass filter bypass Bass roll-off alignment Auto sense on/standby
	Inputs:	Line In (RCA Phono) Speaker level (binding posts)
	Outputs:	Line Out (RCA Phono, high-passed) Link Out (RCA Phono, parallel to Line In) Speaker level out (high-passed)
Low-pass filter	Active 2nd-order, variable cut-off frequency	
High-pass filter	Line level: Active 3rd-order at 80Hz Speaker level: Passive 1st-order at 80Hz (into 8Ω load)	
Dimensions	Height:	405mm (16 in) including spike feet
	Width:	330mm (13 in)
	Depth:	375mm (14.8 in) including grille and controls
Net weight	15kg (33 lb)	
Cabinet finish	Black Ash Vinyl Maple Vinyl	
Grille	Black cloth	



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