

# GENESIS 1+



## GENESIS 1+, THE BEST COMPACT BOOKSHELF SPEAKER SYSTEM

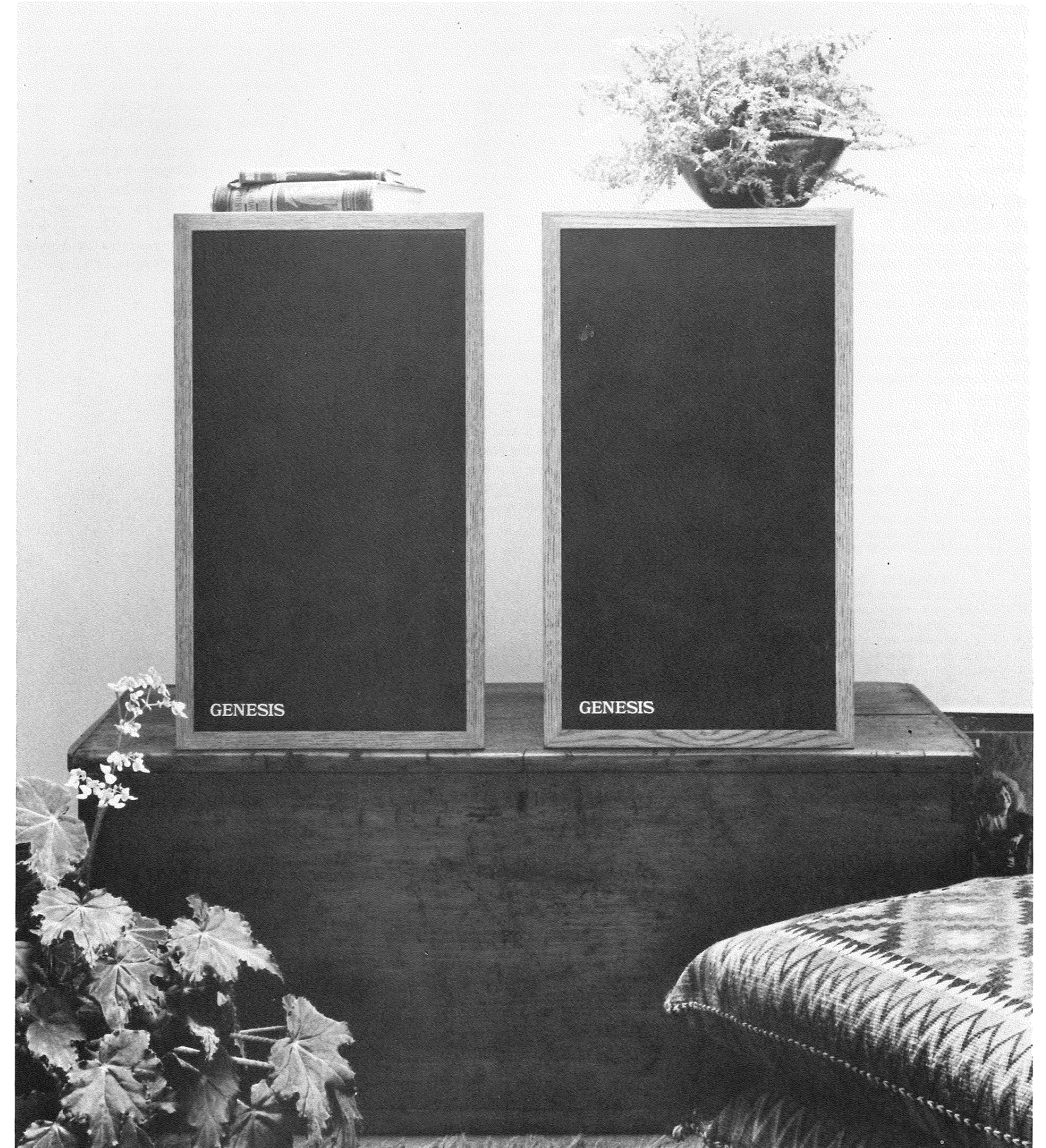
The success with which the Genesis 1+ meets important technical performance parameters is impressive. The on-axis measured frequency response of every Genesis 1+ is flat within 4 dB from 35Hz to 20,000 Hz. More importantly, it maintains that kind of performance at 60 degrees off axis to 15,000 Hz. We know of no speaker at its price and size that has its wide bandwidth and its dispersion. In fact, very few speakers at any price meet both important criteria as well as it does.

Limitations normally associated with compact systems are hardly noticeable in the Genesis 1+. Thanks to use of a small diameter, long excursion woofer, the Genesis 1+'s bass response extends very deep and at the same time is highly damped and defined. Efficiency is appropriate for economical amplifiers, yet Genesis 1+ comfortably accommodates powerful amplifiers. Our small diameter drivers disperse naturally, and are low mass for superb transient acceleration and definition.

The Genesis 1+ has been engineered and built to last. Genesis precision hand-made drivers are among the most durable made anywhere and backed by a unique warranty that has no time limit. We don't know of a better built speaker. On music, Genesis 1+, despite its modest size and price, is a speaker to listen *through*. It starts and stops as quickly as the music, and makes little sound of its own. We think you'll find it the most convincing speaker anywhere near its price.

## GENESIS 1+ SPECIFICATIONS

Frequency Response .....	35 Hz to 20 KHz $\pm$ 4DB
Driver Complement .....	One 1" diameter inverted dome phenolic tweeter. One 8" diameter woofer.
Crossover Frequency .....	1800 Hz
Impedance .....	8 ohms nominal 4 ohms minimum
System resonance .....	45 Hz
Q at resonance .....	.85
Recommended amplifier power, per channel .....	12 to 100 watts, rms
Dimensions .....	22" high, 12 1/2" wide, 9 1/2" deep
Finish & grill cloth .....	Vinyl walnut, brown doubleknit oak veneer, brown doubleknit
Net weight .....	28 pounds



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# GENESIS 1+

# A POWERFUL AND PRECISE VERSION OF HI-FI'S BEST SELLING SPEAKER DESIGN

## THE MOST SUCCESSFUL SPEAKER DESIGNS HAVE BEEN 2-WAY BOOKSHELF SYSTEMS

Since the popularization of hi-fi the best selling speaker models have been compact 2-way systems. The AR-4, the KLH 17, the Advent, and the EPI 100 are famous examples.

The reasons for the success of these 2-way systems are not only convenient size and cost, but disproportionately high performance. The use of two high quality drivers (a woofer and tweeter) has always produced better sound than three or more ordinary drivers, especially in small enclosures.

## THE FIRST GENESIS, THE GENESIS 1

Attracted by the opportunity to apply new technologies in loudspeaker design, several young, experienced loudspeaker professionals (from companies like EPI and Advent) formed Genesis in 1975. Their first product, the Genesis 1, applied new technology to the proven compact 2-way design format. The Genesis 1 was an exceptional value and an immediate sales success.

Reviewers praised its performance and value:

"The response curve above 63 Hz is one of the smoothest we have ever seen, varying by 2½db or less up to 10KHz, where it rolls off gradually . . . tones approaching 18KHz are audible 40 degrees off axis . . . Its lack of coloration is disappointing at first but one soon realizes that it is possible to hear 'through' these speakers almost without effort." — *High Fidelity*, June '76

" . . . the integrated frequency response was uniform within ±3db from 40 to 16,500 Hz . . . The Genesis 1 is an unusually accurate, smooth sounding small loudspeaker system for the home, rivaling the performance of speakers costing several times its modest price." — *Stereo Review*, May '76

"The Genesis Model 1 . . . blends the best qualities of the AR, the Advent, and the EPI. The speaker is detailed, uncolored, and extended with very little boxiness." — *Stereo/Hi-Fi Equipment*, Buyer's Guide, November '78.

## LIQUID SUSPENDED PHENOLIC POLYMER CONCAVE DOME FOR LIFELIKE DETAIL

Real life musical instruments often produce sudden musical sounds that can be blurred by the slowness of drivers trying to reproduce them. The snap of a guitar string, a piano note, a tambourine, etc. are all examples of such "transient" sounds. Reproducing them with lifelike fidelity requires a tweeter capable of phenomenal acceleration and reserve power. The Genesis tweeter is an outstanding example of such a device. Its phenolic polymer diaphragm is small for low mass. The diaphragm's concave dome allows the double layer voice coil to fit deep into the maximum flux area of the enormous 20 oz. magnet. The low mass of the voice coil and diaphragm and the tweeter's high motor force produce exceptionally quick attack. As a result, the Genesis 1+ can produce all musical sounds with lifelike realism.

To accommodate high power levels, the diaphragm and surround are made of one piece so that potential fatigue problems at junction points can be eliminated. A space age magnetic liquid called "ferrofluid" is injected into the magnetic gap where it safely transfers dangerous heat from the voice coil to the magnet. The ferrofluid also helps maintain the linearity of the magnetic force on long excursions assuring low distortion.

Further improvements in audible definition result from the proper damping of the tweeter's diaphragm. Precision sized air suspension chambers in the magnet structure as well as the proper amount of ferrofluid arrest the motion of the diaphragm when the signal stops. This allows impulse sounds to be heard clearly against a contrasting background of silence — just as you would hear them live.

Each Genesis 1+ tweeter is hand assembled and must pass stringent tests for distortion, efficiency, range, and power handling before it is installed in a speaker. The power test, incidentally, consists of a 15 volt sine wave driving each tweeter we make for 3 continuous minutes — a test that would destroy most tweeters.

## POWERFUL, LOW-MASS WOOFER FOR QUICKNESS AND CLARITY

Bass reproduction demands just as much precision as does that of the treble range. The Genesis 8" woofer employs a special, rigid, vacuum-deposit cone of 6½" diameter suspended in an extremely deep basket. The deep basket allows extended linear excursions; the small cone size provides minimum mass to preserve definition throughout the bass and midrange; the rigidity keeps the midranges clear, and a long ¾" four layer voice coil keeps distortion low. The result is realistic reproduction of bass instruments so that instead of hearing a nonspecific bass boom, you hear a bass drum, a double bass, a pipe organ, a synthesizer, or whatever instrument, just as it sounds live. Again special attention is given to damping: an oversize spider with linear restoring force on long excursions helps arrest the cone when the signal stops. And once again the result is uncanny definition — bass sounds stand out clearly against a contrasting background of silence.

The Genesis woofer's ability to make long excursions gives it the power handling ability of much larger woofers. To handle such power, the 4-layer voice coil is wound around a heat dissipating phosphor bronze former. To increase the woofer's resistance to abuse, its former is rolled out at its trailing edge to impact safely against rubber bumpers placed in the bottom of the gap. The Genesis woofer can produce plenty of low-distortion, room-filling bass while its precision midrange characteristics blend perfectly with the Genesis tweeter.

## A SIMPLE CROSSOVER BLENDS TWO DRIVERS MATCHED BY DESIGN

The Genesis crossover is elegantly simple. It provides a steep 12 db per octave filter below 1800 Hz. This keeps the tweeter from operating out of its low distortion range. A two-position switch allows the tweeter's response to be tailored to suit room acoustics. The woofer was designed to roll itself off at 6 db per octave above 1800 Hz without electronic devices. A high quality 460 microhenry air core coil and 10 microfarad computer grade capacitor are the entire crossover network.

## A SOLID ENCLOSURE MINIMIZES RESONANCE

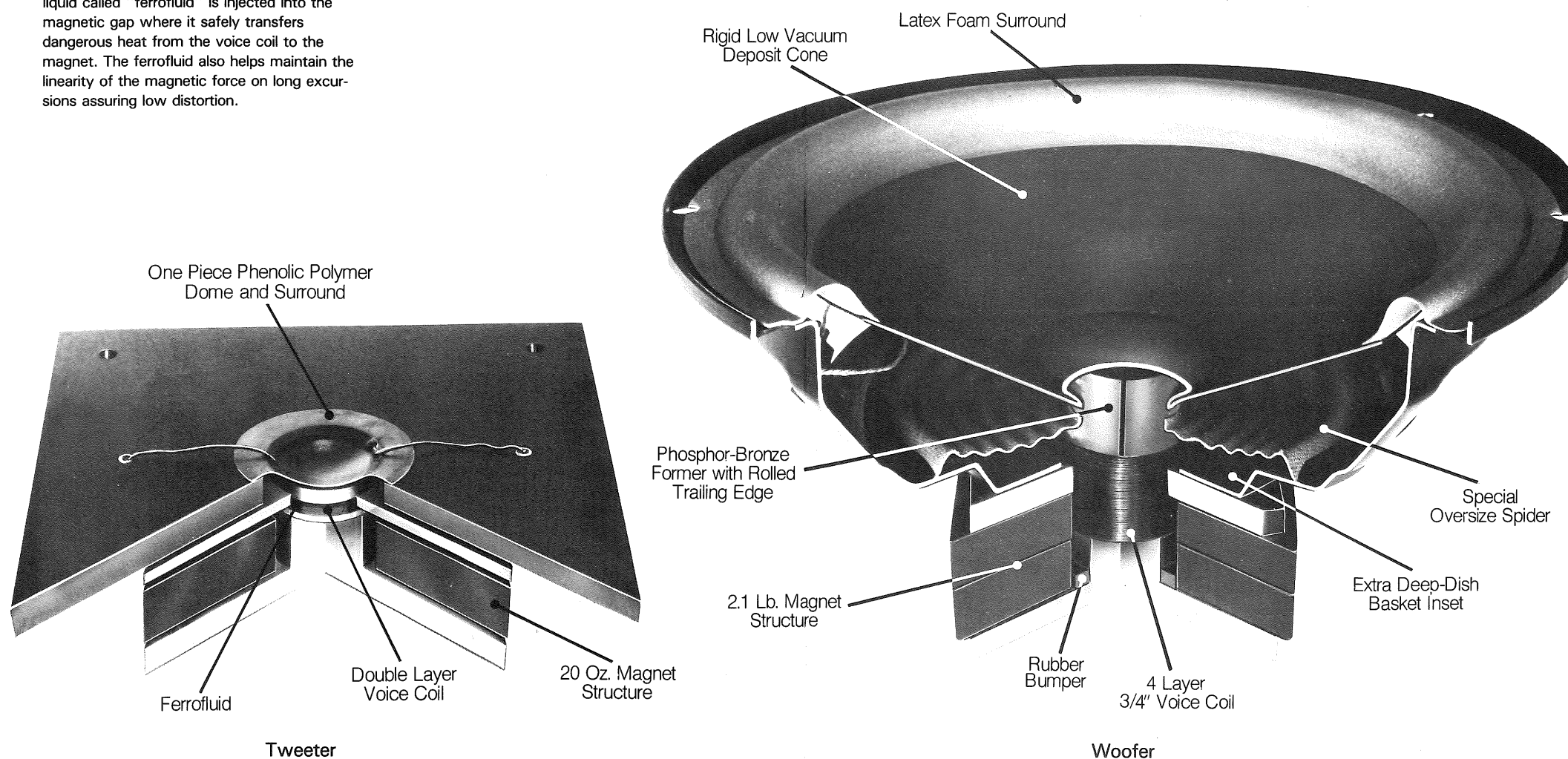
The Genesis 1+'s cabinet is constructed of heavy, resonant-free ¾" particle board. The front baffle board is dovetailed into the sides and sealed. Absorbent material fills the enclosure. This expensive, high quality construction minimizes resonances and keeps music clear.

## LABORATORY STYLE ASSEMBLY AND TESTING FOR SUPERIOR CONSISTENCY

At Genesis we build the woofer and tweeter for the 1+ laboratory style. Instead of using a production line, we let each worker assemble each driver in whatever length of time it takes to do it right. Any imperfections are removed in numerous inspections and checks that are made on every driver. All quality control is 100% - no sampling is used. We want everyone who owns Genesis 1+'s to enjoy the same lifelike realism of our production standard unit.

## OUR NO-FAULT, NEVER-CHARGE PARTS EXCHANGE POLICY

We are so confident that our drivers and crossover parts will not fail, even when abused, that we have established a policy of no charge good-for-bad parts exchange for all original owners of Genesis speakers. We make this exchange at our factory or through our authorized dealers. Cost of labor to remove or replace parts is covered under our warranty except in cases of repeated abuse. None of our warranties or policies which protect consumers from failure of Genesis products is limited by an arbitrary time limit. See your authorized Genesis dealer for details.



## NEW AND IMPROVED, THE GENESIS 1+

Newer, more advanced drivers make the Genesis 1+ an even better performer. The 1+ maintains the precision response and dispersion of its predecessor by using drivers of the same small diameter. But power handling has been doubled by improving excursion capability and heat dissipation. The woofer's slightly increased stiffness combines with a new, larger cabinet to produce deeper bass. Now, bass doesn't even begin to rolloff above 45Hz (system resonance) and is down only 4db at 35Hz. Damping is better and Q is low.

In addition, a new tweeter level control allows treble reduction for proper balance in "live" rooms.

**GENESIS**  
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**GENESIS LIMITED LIFETIME  
WARRANTY**

Dear Customer:

Recent regulations by the Federal Trade Commission have made it impossible for a company to offer an unlimited lifetime warranty without untangling miles of legal red tape. Rather than have our attorney draft some official sounding prose using the whereas's and wherefore's usually found in a warranty statement, we decided to write this letter and tell you in plain language exactly how we handle our limited lifetime warranty.

Our warranty reflects our commitment to quality. Genesis will not charge for the replacement of any of the components that fail under normal use for the lifetime of the original purchaser, if the speaker is returned to the factory or an authorized Genesis dealer.

If for some reason you should have to return your speaker to the factory for repair you should send them to us, freight collect, in their original factory packing material. If you do not have the cartons we will supply them to you at no charge, but we will send them to you freight collect, and since the empty carton will cost nearly as much to ship as the speakers, we strongly suggest that you save your cartons and inside packing material. You should allow us four working days to repair your speaker, and we will send it back to you, again, freight collect.

The **GENESIS** Warranty

PURCHASE DATE \_\_\_\_\_

Mail one card for all speakers

WHICH GENESIS MODEL DID YOU SELECT \_\_\_\_\_

SERIAL NO.'s \_\_\_\_\_ LEFT \_\_\_\_\_ RIGHT \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME OF DEALERSHIP \_\_\_\_\_ LOCATION \_\_\_\_\_

WHAT ELECTRONICS WILL YOU BE USING WITH YOUR SPEAKER? \_\_\_\_\_

FOR GENESIS INFORMATION ONLY

YOUR: AGE \_\_\_\_\_ EDUCATION \_\_\_\_\_ OCCUPATION \_\_\_\_\_

REASONS: FOR SELECTING GENESIS SPEAKERS \_\_\_\_\_

FOR CHOOSING THE DEALERSHIP \_\_\_\_\_

WHAT: KIND OF HI FI SYSTEM DID YOU PREVIOUSLY HAVE? \_\_\_\_\_

## INSTRUCTIONS

Proper installation of your new GENESIS speaker is important in obtaining full value of its tonal characteristics. Room placement, wiring, and associated equipment all contribute to the sound you hear.

**ROOM PLACEMENT** — The GENESIS speakers have a low frequency range usually found only in much more expensive speakers. The loudness of frequencies below 100 hz is changed by changing the position of the speaker in relation to walls and floor. For the strongest bass, place the speaker on the floor in a corner (creating a three-sided corner). For less pronounced bass, place the speaker away from the walls and off the floor on a table (removing all sides of corner). The ideal positioning would be on the floor against a wall, not in a corner (creating a two-sided corner) or on a bookshelf but not in a corner (again creating a two-sided corner). The more sides to your corners, the louder the bass.

**WIRING** — Two conductor coded wire is best for connecting your speakers to your amplifier or receiver. Use zip cord (common lamp cord) of 16 gauge or thicker (thicker is 14, 12, etc.) The coding may consist of a stripe on the insulation of one of the two conductors. Watch your coding to insure that speakers in a stereo pair operate in phase with each other. Operation in phase has one woofer moving outward and the woofer in the other speaker also moving outward. Your speaker has push button terminals; these are black and red as part of coding. When you push the buttons in, holes open for the wire leads. All strands of the wires should be clamped in the terminals close to the wire insulation of the cord. This is to reduce chances of accidental shorting out to the other terminal. Connect the other end of the wire to the amplifier output terminals, noting the coded wire, so that you can determine which amplifier terminal (hot or ground sometimes marked + or -) is connected to which speaker terminal (black or red). It is important that both channels be wired the same way. If you have the red speaker terminal connected to the positive ground of the amplifier on one channel, make sure that the red speaker terminal is connected to the positive ground of the amplifier on the other channel.

**TWEETER CONTOUR SWITCH** — There is no right position for your Tweeter Contour Switch. It depends on your personal taste and the acoustics of your listening environment. Most of us here at Genesis prefer position I in any listening environment, however, you are the most important critic of your listening tastes.

**ASSOCIATED EQUIPMENT** — The performance of GENESIS speakers will magnify any defect or lack of quality in either the program material or associated equipment you use with them. We advise the use of high quality equipment especially in your selection of a pick up cartridge (some tend to have a high frequency peak normally undetected by other speakers). Your high quality amplifier should have at least 15 watts per channel (25 watts IHF or 50 watts peak) with low distortion. The turntable is also important, and should have no rumble. To test this, turn up the volume and put the stylus on a record groove with no sound on it (end or beginning). There should be no sound playing through the speakers even with the volume turned up to your normal listening level, proving the turntable is properly damped.