

As of August 1, More Music is the distributor of Estelon in the Benelux.

There can be few world-class firms that have been founded at the breakfast table, but Estelon – from Tallinn, Estonia – is certainly one of them. The high-end audio brand traces its origins back many decades when a young boy obsessed with music, began to take apart radios and adjust them to improve the sound quality.

This was the beginning of a journey that led to an important moment back in 2010, when engineer Alfred Vassilkov was sitting down with his family.



"It was a lovely Sunday morning with the entire family all having breakfast together", Alfred recalls. "I had long held the ambition of creating the world's best loudspeaker. I knew what the concept would be, and rather to sell the idea to another company, I decided to try it on my own. Luckily I had the best key executives in my family: my daughters Alissa and Kristiina. That same evening we decided to set up the company."

Alfred had been designing speakers for other companies for over 25 years and spent many years researching opportunities to achieve his ambition.

He always sought perfection and overcame challenges: growing up in Soviet era, when resources were limited, he dismantled radios to rebuild and improve them.

He took his interest to university, studying electro-acoustic in St Petersburg.

These experiences enabled Alfred to develop technologies and find materials with which to construct unique and innovative products. These were combined with inspiration from nature – particularly from the lush and expansive forest landscapes of Estonia – to create the perfect balance between engineering and design.

The result was Estelon, one of the world's most luxurious speaker brands. It derives aesthetic and acoustic excellence through the merger of ingenious creativity and cutting-edge science. Each decision – from engineering techniques to materials and components used in the manufacturing process – is made with the perfect harmony of the speakers as a whole in mind.



The first model was the groundbreaking **XA** model, an entirely new perspective in the high-end world not only in terms of design, but also on the used materials and the structure of the cabinet. This "rookie" received unprecedented acclaim from both the audience and enthusiastic reviewers and received the CES 2011 Innovation Award.



The XA was successively expanded with other X series models. In January 2011 by the **XC**, a full range monitor model.



At the CES 2012, the **X Diamond**, which has the same proportions as the XA but is technologically advanced, with internal changes in the cabinet, a new crossover set-up and diamond tweeters, also won the Innovation Award.



Estelon keeps on going forward and in 2012 at the Rocky Mountain Audio Fest the **XB** was shown to the public. It shares the same qualities as the XA, but is tailored for smaller listening environment.



In Munich 2014 the flagship of Estelon was proudly unveiled under the name **Extreme**. The two-meter-high system comprises an upper and a lower module, with the former fully adjustable to best suit a room's acoustic attributes and the listener's personal preferences. The Extreme won the CES Best of Innovation Award in 2015.



During the Munich High End Show 2016, Estelon celebrated its 5-year anniversary with the debut of model **YB**. This smallest floor-standing speaker in the Estelon collection makes the brand more accessible and its unique Y-shaped design has been awarded with the prestigious Red Dot Design Award.

The company from Estonia, although established 8 years ago, holds decades of knowledge and experience and has become a major player in our field. They have a talented team with fresh ideas and unconventional thinking.

Since the preview of the **LYNX**, at the High End Munich 2017, Estelon has become known with their Intelligent Series as well.



The Estelon LYNX heralds the debut of Estelon Intelligent Audio (EIA) technology. After years of development, the EIA not only sets a new standard in technical performance, but it also ensures that the entire system is future-proof by easily updating the hardware and software components of the loudspeaker.

EIA is an innovative technology that allows wireless high-quality audio to be played without external equipment. The technology sends DSD files to loudspeakers without any form of conversion. Thanks to a short signal, the best quality is delivered. All you need is the speakers, two power cables and a tablet or a smartphone.

The LYNX was followed by Rolls Royce inspired **Extreme Legacy Edition**, which also belongs to the intelligent series and a passive version of our Rolls Royce inspired flagship, the **Extreme Limited Edition**.

When asked what else is left to achieve and how long he can maintain the stamina to develop speakers that stun the world, the top engineer answers cannily: "You want to know when I will retire? I still want to do a lot of things but let there be some surprises!"

More info: <http://www.moremusic.nl/Estelon/index.html>