

## As of 1<sup>st</sup> August 2018, 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.



X series models. In January 2011 by monitor model.

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 the **XC**, a full range



Estelon keeps on going forward and Mountain Audio Fest the **XB** was shares the same qualities as the XA, smaller listening environment.

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.



in 2012 at the Rocky shown to the public. It but is tailored for



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.

At the end of 2017 Alfred designed the by Rolls Royce inspired **Extreme Legacy Edition** 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>