

Hearing the Difference

Dave G., Brand Ambassador

As a passionate audiophile working in retail audio many years ago, I wanted everyone who walked in the shop to hear our best hi-fi system. It didn't matter if he or she came in to get a cassette deck or a patch cord. Yes, this was many years ago, but I feel the same today. Exposing people to great sound is the only way for them to understand; they must experience it.

More often than not, the reply would be, "But I don't have trained ears, I won't hear the difference." Of those who listened, a few said, "That's really nice" and went about their business; they heard some music but never connected deeply with the experience. Others would be dazed, consumed by the experience, and they'd never be the same. It didn't matter if they were neophytes, they got it. I'm guessing that most of you are in the latter group.

What surprises me now is how many seasoned listeners I meet who expect the changes they're listening for will be incremental and not easy to hear. Too many think they will have to really concentrate to hear a difference, or won't hear it at all. That should never be the case.

When people are trying to evaluate something in shops—whether it's a component or a cable—too many look like they're constipated, concentrating on what they're hearing so they might pick out the differences. I wish they would relax and get into the music, allowing the differences to reveal themselves, they should be apparent. It is okay to close your eyes and relax. It is important to be confident in your aural abilities, they got you this far. If the difference is so minor that you have to sweat it then I don't think it's worth discussing. That's not to say you won't hear it in a few weeks or months, but what matters is that you don't hear it clearly now.

When we at Audio Research talk about an improvement it will be immediate and substantial. And it shouldn't just be different, it must be better, even with modestly priced speakers. After all, if there isn't a big improvement then why spend the money? We are confident you will hear and appreciate it.



Helping you discover the most from your audio system

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