



Thirty years ago SpeakerCraft was formed by a group of dedicated individuals with a passion for sound. After inventing the in-wall speaker and manufacturing them for the most prominent companies in the business, we developed our own brand based on the ever-expanding need for quality sound in the home. Today, we are proud to be the largest supplier of custom installed audio/video products in the world having manufactured and sold millions of loudspeakers.

At the heart of that offering is the newly expanded AIM™ Series. Featuring our patented AIM technology these speakers can be placed in critical locations while allowing the sound to be focused directly at the listener. In these pages you will see a wide variety of unique loudspeakers designed to inconspicuously deliver astounding sonic performance in every room of the house.

Take a moment and experience...

...AIM



Enjoy Beautiful Sound Anywhere Living Takes You



Relax

We invented the “aimable” speaker. Today any speaker that doesn’t aim; is obsolete.

The architectural loudspeaker has had a gigantic influence on the evolution of today’s home. Not surprisingly, it was SpeakerCraft that invented it. We knew the modern lifestyle would alter the way that sound was experienced. And thanks to speaker designs like the AIM Series, music and movies sound better than ever.

Enter the new expanded SpeakerCraft AIM Series: a range of five high-performance groups of speakers designed for ceiling or wall installation. Contained within each group are several models; now there is no room too small, or too large. There is no architecture so unique that our AIM systems can’t deliver terrific music. AIM speakers deliver outstanding bass response, beautifully balanced midrange and accurate high end.

AIM speakers are marvels of technology, with Kevlar™ woofers and liquid-cooled magnesium/aluminum tweeters. In addition, the low-frequency driver and tweeter are fully aimable, directing their output toward you for better perspective. And should the room furnishings or layout change, it’s no problem. Fingertip control means all AIM speakers can be re-aimed whenever and wherever you want.

Superior response across the frequency spectrum, greater clarity and rich, tight bass are all part of the AIM Series. Whether in a whole house audio system or a home theater, these models deliver unrivaled imaging for movies and music.

SpeakerCraft has manufactured millions of in-wall and in-ceiling loudspeakers. You have our pledge that each product we build provides the highest level of workmanship and performance. It’s a commitment to quality matched only by our warranty . . . LIFETIME.



Listen

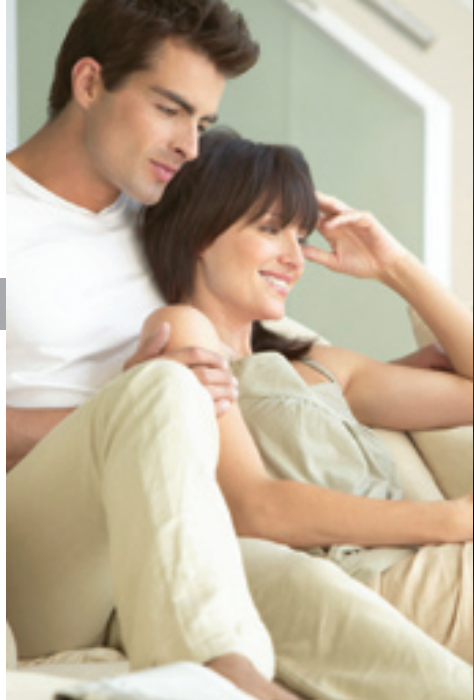
Directing AIM speakers toward the listening area allows the sound to create a three dimensional image in what is called "The Sweet Spot".

A home theater audio system boosts the excitement and dynamics of movies and concerts. To make it work, you need channel separation, spatial imaging and dynamic response. AIM lets you focus the woofers and/or tweeters, which allows the sound from the front speakers to blend together for better imaging.

It's a different story with rear-channel speakers. Most movie soundtracks direct background sounds such as rain, echoes and explosions to the rear speakers. This requires crisp and accurate sound up front and diffusion at the rear of the space. The AIM models, with their pivoting components, answer the call.

It's the beauty of the AIM speakers that they can do so much while remaining hidden. Recessed behind flush-mount grilles, they deliver incredible sound that is hidden from view.

An intimate moment... a small get together... or a raging cocktail party... SpeakerCraft has the sound to compliment your mood.



Turn Your Home Into An Entertainment Experience

Quality You Can Enjoy

Pivoting woofers and tweeters, equalization switches and WavePlane™ technology; if these features are not enough, how about aerospace materials, such as Kevlar™ and hard anodized magnesium/aluminum alloys.

Independently Pivoting Woofers and Tweeters:

The woofers and tweeters in the AIM models pivot independently, meaning you can direct the low and high frequencies for a precise acoustical fit. It's a feature you won't find in ordinary speakers. The AIM Series is your assurance of proper phase, accurate frequency response and enhanced stereo imaging. And when placed overhead at the rear in a home theater configuration, they can be directed away from the listener. This gives background sound the critical degree of diffusion it needs.

Frequency Equalization Switches:

Separate front-mounted EQ switches for bass and treble on many of the AIM models let you tailor frequency response plus or minus 3dB to suit your room's acoustics. You won't find yourself wishing for more or less sound from the left or right speaker just because you don't happen to sit between them.

Home Theater Essentials:

The center channel is the single most important element in a surround sound system. As part of our integrated speaker philosophy, the AIM LCR will mount horizontally into a standard stud bay making it the perfect center channel speaker for a high-performance home theater.

Better is better:

As you move up through the different models in the AIM Series you will truly improve your sonic experience. Better woofers, better tweeters and better crossover components mean more bass, more defined high frequencies, greater detail and accuracy. Better technology, a difference you can hear.

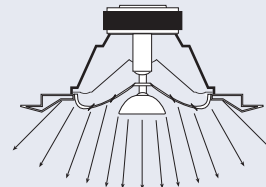
Mirror Image TECHNOLOGY™

By placing the tweeter at the bottom of all AIM In-wall speakers, the tweeter is configured to "steer" the high frequencies toward the listener, resulting in improved imaging and an increased sound stage. The Mirror Image Technology Series (AIM7 MT) are sold as a matched pair, one with the tweeter on the right side and one with the tweeter on the left side.

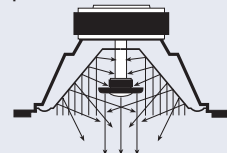
WavePlane™ TECHNOLOGY

Only SpeakerCraft offers the exclusive WavePlane™ tweeter baffle which is located just behind the tweeter of all AIM in-ceiling speakers. The WavePlane™ creates better high frequency dispersion. This is accomplished by allowing the tweeter to reflect off a solid surface instead of the vibrating woofer. Ordinary speakers only sound their best when you are directly underneath them. This is because high frequencies are directional. The WavePlane™ assures optimal high frequency dispersion throughout the listening area.

AIM With WavePlane



Ordinary Speakers



Customizing The Sound



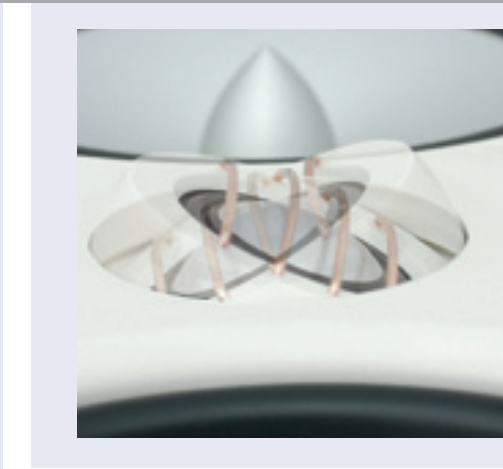
Equalization switches available on various models, adjust bass and treble + or - 3dB.

Sound Imaging



AIM speakers are the only in-ceiling or in-wall speakers that create perfect stereo imaging; also known as "The Sweet Spot".

Pivoting Tweeters



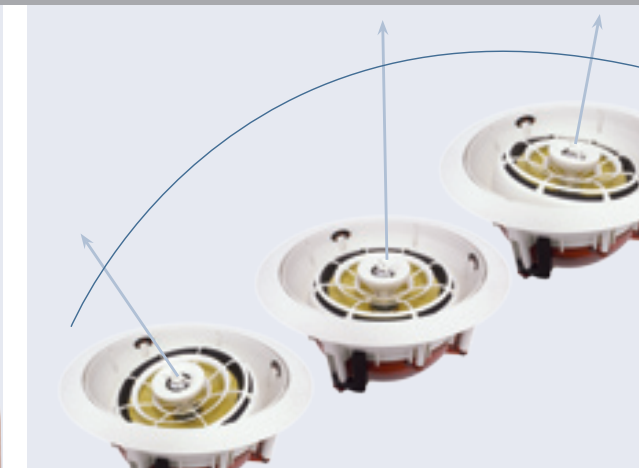
All in-wall and in-ceiling tweeters pivot 30° in any direction.

Pivoting In-Wall Woofers



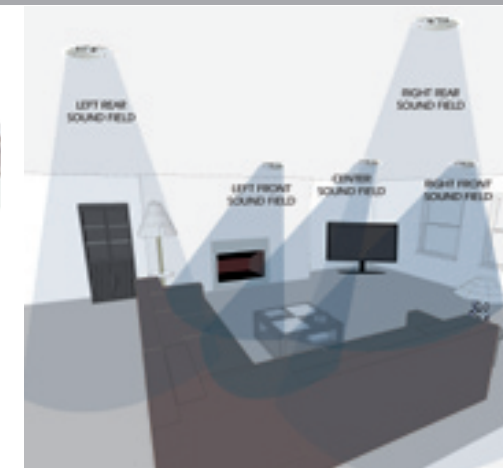
All in-wall woofers pivot 17° up and down, or side to side depending on placement.

Pivoting In-Ceiling Woofers



All in-ceiling woofers pivot 17° in any direction.

Home Theater



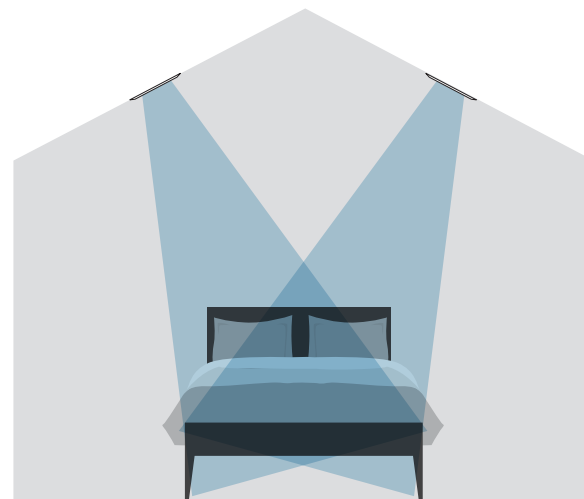
AIM speakers provide clear wide dispersion for an incredible theater experience.

Anywhere

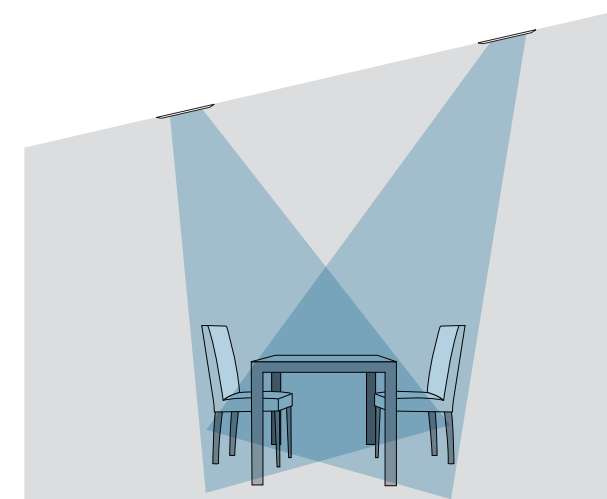
There is no architect that can defeat our design, no matter how unique the ceiling or walls may be. No other speaker can independently pivot its woofer and tweeter without removing it from the ceiling.

We know you want to get the most out of each area in your home. That's why the AIM performs so well in tidy guest rooms, master suites, living rooms and even patios. Whether it's background music, talk radio or a major sporting event, you'll never have to miss out. From kitchen to pool side, SpeakerCraft brings concert sound to your private oasis.

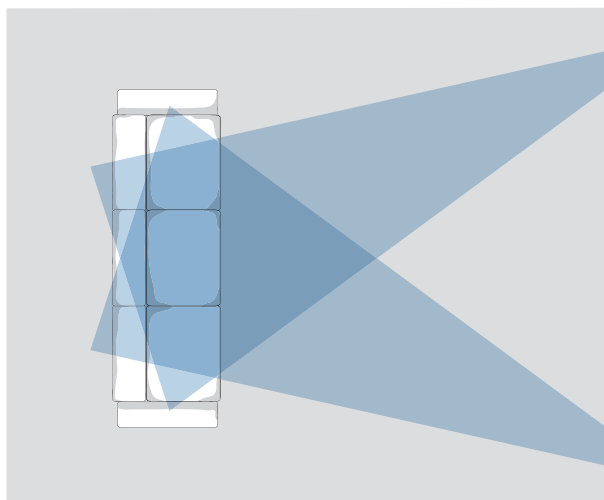
In a home theater all the loudspeakers should sound the same. This means the center channel should have the same voicing as the rear or side channels. We match the voicing by model level throughout the line. This simply means you are free to choose corresponding in-ceiling, in-wall or free-standing loudspeakers from SpeakerCraft and they will all have the same sonic signature.



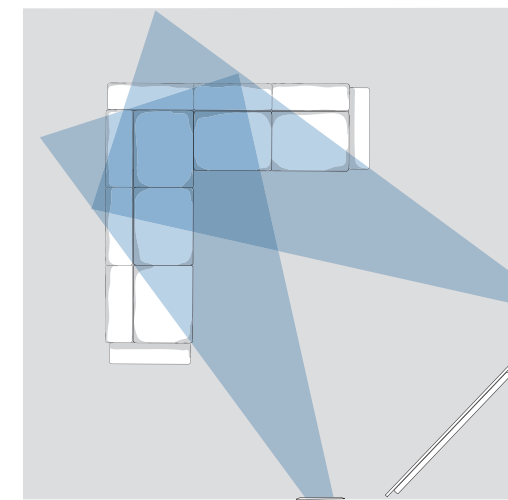
Cathedral Ceiling



Vaulted Ceiling



Front Placement



Corner Placement

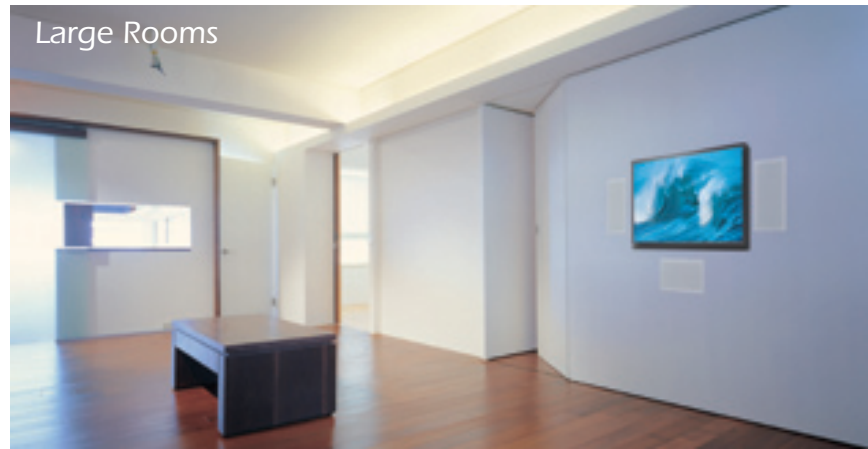
AIM speakers deliver perfectly directed sound in every type of listening environment

You Can Have It All

Now the AIM Series is available in a myriad of sizes, models and styles.

Custom designed audio/video systems are not a "one size fits all" proposition. The variables presented by room size, architecture, diverse wall and ceiling surfaces make using the same speaker in each application virtually impossible. This is why we offer such a broad range of choices with the AIM Series. Whether it is a dedicated home theater, a music room or even the guest bathroom, there is a perfect solution available.

Music becomes a more integral part of our daily lives all the time. It may be classical strains that flow through the home to create a calming influence at the end of a hectic day. Or, it may be a driving beat to spice up the party after the big game. Whatever you listen to or wherever you are in your home, AIM loudspeakers will be there out of sight, in just the right place and delivering uncompromising performance.



AIM7
MT series
Patented*



AIM7™ MT Four

- Independently Pivoting 1" Aluminum/Magnesium Tweeter
- 7" Aluminum/Magnesium Cone Woofer with Phasing Plug in a Pivoting Baffle
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 91 dB @1w/1m
Power Requirements: 5 - 150 watts (undistorted)
Impedance: 8/6/4ohms depending on switch settings
Frequency Response: 37Hz - 20kHz ± 3 dB
Dimensions (H x W x D): 14½"x 9½"x 4" (overall at full pivot)
Cut Out (H x W): 13" x 8¼"



AIM7™ MT Three

- Independently Pivoting 1" Aluminum Tweeter
- 7" Aluminum Cone Woofer with Phasing Plug in a Pivoting Baffle
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 91 dB @1w/1m
Power Requirements: 5 - 150 watts (undistorted)
Impedance: 8/6/4ohms depending on switch settings
Frequency Response: 40Hz - 20kHz ± 3 dB
Dimensions (H x W x D): 14½"x 9½"x 4" (overall at full pivot)
Cut Out (H x W): 13" x 8¼"



AIM7™ MT Two

- Independently Pivoting 1" Silk Dome Tweeter
- 7" Resin Reinforced Fiberglass Cone Woofer in a Pivoting Baffle
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 90 dB @1w/1m
Power Requirements: 5 - 150 watts (undistorted)
Impedance: 8 ohms
Frequency Response: 40Hz - 20kHz ± 3 dB
Dimensions (H x W x D): 14½"x 9½"x 4" (overall at full pivot)
Cut Out (H x W): 13" x 8¼"



AIM7™ MT One

- Independently Pivoting 1" Silk Dome Tweeter
- 7" Polypropylene Cone Woofer in a Pivoting Baffle

Efficiency: 92 dB @1w/1m
Power Requirements: 5 - 150 watts (undistorted)
Impedance: 8 ohms
Frequency Response: 40Hz - 20kHz ± 3 dB
Dimensions (H x W x D): 14½"x 9½"x 4" (overall at full pivot)
Cut Out (H x W): 13" x 8¼"

AIM
LCR series
Patented*



AIM™ LCR 3

- Pivoting 1" Aluminum/Magnesium Dome Tweeter
- Two Magnetically Shielded 5¼" Aluminum/Magnesium Cone Woofers with Phasing Plugs in a Pivoting Baffle
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 89 dB @1w/1m
Power Handling: 100 watts (undistorted)
Impedance: 8/6/8 ohms depending on switch settings
Frequency Response: 50Hz - 20kHz ± 3 dB
Dimensions (L x H x D): 16½" x 9½" x 4"
Cut Out Dimensions (L x H): 14¼" x 7½"

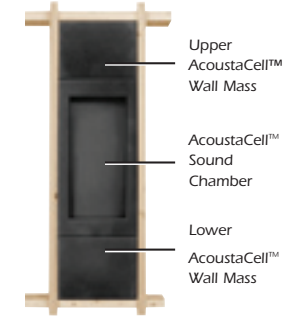


AIM™ LCR 1

- Pivoting 1" Silk Dome Tweeter
- Two Magnetically Shielded 5¼" Injection Molded Graphite Cone Woofers with Phasing Plugs in a Pivoting Baffle

Efficiency: 89 dB @1w/1m
Power Handling: 80 watts (undistorted)
Impedance: 8 ohms
Frequency Response: 55Hz - 20kHz ± 3 dB
Dimensions (L x H x D): 16½" x 9½" x 4"
Cut Out Dimensions (L x H): 14¼" x 7½"

AcoustaCell™



SpeakerCraft's unique AcoustaCell™ system ensures the sonic integrity of your AIM MT Series installations. When installed in the wall bay behind the speaker, AcoustaCell™ isolates the driver enclosure from the surrounding structure. A blend of system prevents the sound from passing into the drywall, dampens drywall resonance, halts standing waves and Helmholtz resonance, and dissipates back-waves. The result? New power and definition at the bass end.

AcoustaCell™ gives you remarkably tight, accurate bass response. What's more, it can be retrofit through an existing speaker opening.

AIM8 series

Patented*



AIM8™ Five

- Pivoting 1" liquid cooled dampened magnesium/aluminum dome tweeter.
- Pivoting and rotating 8" Kevlar™ cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.
- State-of-the-art cross-over, large gauge air core coils, and mylar capacitors.

Efficiency: 91 dB @ 1W/1m
 Power Recommendations: 5 to 200 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 33 - 20,000 Hz ± 2 dB
 Diameter x Depth: 11 1/8" x 5 1/2"
 Cut-Out Diameter: 9 3/4"



AIM8™ Four

- Pivoting 1" liquid cooled dampened magnesium/aluminum dome tweeter.
- Pivoting and rotating 8" hard anodized magnesium/aluminum cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 90 dB @ 1W/1m
 Power Recommendations: 5 to 200 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 35 - 20,000 Hz ± 2 dB
 Diameter x Depth: 11 1/8" x 5 1/2"
 Cut-Out Diameter: 9 3/4"



AIM8™ Three

- Pivoting 1" liquid cooled aluminum dome tweeter.
- Pivoting and rotating 8" aluminum cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 89 dB @ 1W/1m
 Power Recommendations: 5 to 200 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 37 - 20,000 Hz ± 2 dB
 Diameter x Depth: 11 1/8" x 5 1/2"
 Cut-Out Diameter: 9 3/4"



AIM8™ Two

- Pivoting 1" liquid cooled treated silk dome tweeter.
- Pivoting and rotating 8" resin reinforced fiberglass cone woofer with butyl rubber surround.
- Adjustable frequency switch for treble ± 3 dB.

Efficiency: 89 dB @ 1W/1m
 Power Recommendations: 5 to 200 watts (undistorted)
 Impedance: 8 ohms
 Frequency Response: 40 - 20,000 Hz ± 2 dB
 Diameter x Depth: 11 1/8" x 5 1/2"
 Cut-Out Diameter: 9 3/4"



AIM8™ One

- Pivoting 1" treated silk dome tweeter.
- Pivoting and rotating 8" injection moulded Polypropylene cone.

Efficiency: 88 dB 1W/1m
 Power Recommendations: 5 to 200 watts (undistorted)
 Impedance: 8 ohms
 Frequency Response: 40 - 20,000 Hz ± 2 dB
 Diameter x Depth: 11 1/8" x 5 1/2"
 Cut-out diameter: 9 3/4"



Accu-Grille

This exclusive grille design produces a flat-sound absorbing baffle that eliminates midrange coloration, often a problem with pivoting speaker designs.

AIM7 series

Patented*



AIM7™ Five

- Pivoting 1" liquid cooled dampened magnesium/aluminum dome tweeter.
- Pivoting and rotating 7" Kevlar™ cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 91 dB @ 1W/1m
 Power Recommendations: 5 to 150 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 35 - 20,000 Hz ± 3 dB
 Diameter x Depth: 9 1/8" x 5 3/4"
 Cut-Out Diameter: 8 1/4"



AIM7™ Four

- Pivoting 1" liquid cooled dampened magnesium/aluminum dome tweeter.
- Pivoting and rotating 7" hard anodized magnesium/aluminum cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 92 dB @ 1W/1m
 Power Recommendations: 5 to 150 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 37 - 20,000 Hz ± 3 dB
 Diameter x Depth: 9 1/8" x 5 3/4"
 Cut-Out Diameter: 8 1/4"



AIM7™ Three

- Pivoting 1" liquid cooled aluminum dome tweeter.
- Pivoting and rotating 7" aluminum cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 91 dB @ 1W/1m
 Power Recommendations: 5 to 150 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 40 - 20,000 Hz ± 3 dB
 Diameter x Depth: 9 1/8" x 5 3/4"
 Cut-Out Diameter: 8 1/4"



AIM7™ Two

- Pivoting 1" liquid cooled treated silk dome tweeter.
- Pivoting and rotating 7" resin reinforced fiberglass cone woofer with butyl rubber surround.
- Adjustable frequency switch for treble ± 3 dB.

Efficiency: 90 dB @ 1W/1m
 Power Recommendations: 5 to 150 watts (undistorted)
 Impedance: 8 ohms
 Frequency Response: 40 - 20,000 Hz ± 3 dB
 Diameter x Depth: 9 1/8" x 5 3/4"
 Cut-Out Diameter: 8 1/4"

AIM5 series

Patented*



AIM5™ Three

- Pivoting 3/4" liquid cooled aluminum dome / silk edge tweeter.
- Pivoting and rotating 5" aluminum cone woofer with butyl rubber surround.
- Front mounted adjustable frequency switches to allow adjustment of bass and treble ± 3 dB.

Efficiency: 89 dB @ 1W/1m
 Power Recommendations: 5 to 100 watts (undistorted)
 Impedance: 8/6/4 ohms, depending on switch settings
 Frequency Response: 50 - 20,000 Hz ± 2 dB
 Diameter x Depth: 8 3/8" x 4 1/2"
 Cut-Out Diameter: 6 3/4"



AIM5™ One

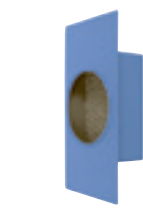
- Pivoting 3/4" treated silk dome tweeter.
- Pivoting and rotating 5" injection moulded polypropylene cone.

Efficiency: 88 dB 1W/1m
 Power Recommendations: 5 to 100 watts (undistorted)
 Impedance: 8 ohms
 Frequency Response: 55 - 20,000 Hz ± 2 dB
 Diameter x Depth: 8 3/8" x 4 1/2"
 Cut-out diameter: 6 3/4"



New Construction Brackets

SpeakerCraft goes the extra mile to ensure top performance from your AIM speakers, with brackets designed for added ease in construction. See your SpeakerCraft dealer for details.



Sound Enclosures

SpeakerCraft's fire-rated sound enclosures provide a one-hour safety enclosure and up to 10dB of sound suppression between adjacent rooms. Additionally, they can serve as brackets for new construction. See your dealer for specifications.



Electronic House Product of the Year

2003: AIM In-Ceiling Speakers

2005: AIM LCR Speakers

CEA Tech Home Mark of Excellence

2004: Best Audio Components - AIM Speakers

DVD Etc. Top Choice Award

2003: AIM8

CE Pro High Impact Products of the Year

2002: AIM In-Ceiling Speakers

2005: AIM LCR Three

**Innovations Design & Engineering
Showcase Award**

1999: AIM In-Ceiling Speakers

Audio Video Hi-Fi Grand Prix

Product of the Year: 1999, 2000, 2001, 2002

**Sound and Image Custom Installation
Product of the Year**

2001: AIM In-Ceiling Speakers



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