

FOR IMMEDIATE RELEASE

James Loudspeaker™ Introduces 63SA-7HO High-Output Small Aperture Architectural Speaker

The new 63SA-7HO is ideal for discreet theater surround channels or distributed audio applications requiring higher output levels

Napa, CA, August 4th, 2016 – James Loudspeaker (www.jamesloudspeaker.com), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, has added to their lineup of [Small Aperture](#) (SA) architectural speakers with the introduction of the 63SA-7HO high-output in-ceiling loudspeaker. The 63SA-7HO is a three-way speaker system featuring greater sensitivity than prior models and a new 6.5-inch woofer capable of significantly higher output. A sophisticated power limiter circuit protects the speaker from potentially harmful transients. The 63SA-7HO delivers superb room-filling full-range musical playback including clearly defined and extended bass response all through a diminutive 3-inch opening.

The James Loudspeaker 63SA-7HO features aircraft-grade aluminum construction and a modular design, providing long life and easy service, while the built-in limiter offers the utmost in long term reliability. The 63SA-7HO's compact footprint and 7-inch depth is best suited for in-ceiling applications. The SA series of speakers is available with an array of 3-inch round and square grilles, and has also been designed to accept industry standard 3-inch and 4-inch lighting trim kits to allow seamless integration with similarly styled lighting products.

“Our integrators and their clients have been so thrilled with the Small Aperture series loudspeakers, we were getting feedback indicating that there was market demand for a high-output version that could be used for surround channels in a home theater and/or for discreet music systems where higher playback levels were desired,” explained James Loudspeaker Chief Marketing Officer Ted Telesky. “The 63SA-7HO addresses that need and gives our integrators another valuable tool to help them deliver the finest entertainment systems imaginable for any décor,” Telesky added.

The James Loudspeaker 63SA-7HO utilizes proprietary drivers including a 6.5-inch aluminum woofer, a 2-inch midrange and a ¾-inch tweeter. Custom integrators will appreciate the power limiting circuitry, ensuring the highest degree of reliability and performance for any application. Designed for whole-house entertainment and home theater clientele seeking a premium performance solution that dramatically outperforms traditional in-ceiling speakers, James delivers higher output capability, true high-fidelity, superb off-axis performance, unmatched durability and aesthetic perfection.

The James Loudspeaker Small Aperture 63SA-7HO is available now and has been ETL/UL approved. MSRP is \$1400 (USD) each through authorized James Loudspeaker integrators.

[ARTWORK HERE](#)

About James Loudspeaker: James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with built-to-suit solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in Napa, CA since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide. www.jamesloudspeaker.com

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