

AIMTM series



 SpeakerCraft®

If It Doesn't Exist

For many years homeowners were satisfied with large cabinet speakers because there was no alternative. If a person wanted sound of any quality the choices were limited to cabinet finish and several established brands. Although sonic performance had improved greatly from the old console systems that had occupied a massive footprint in the living room, newer component systems still required a substantial space dedicated to electronics and loudspeakers.

No one had an elegant solution to this problem and people simply accepted the only products available in order to enjoy music in the home. Due to their physical size, few people would even consider speakers in more than one room so listening was relegated to the living or family room.

Invent It!

In the early eighties SpeakerCraft saw the conflict between electronic technology and interior design and set out to address the problem. Since a speaker had to be present in a room in order to function, the key was to mount it in such a way so as to make it as discreet as possible. The result of this effort was the first in-wall speaker to be produced for residential applications.

Mounted flush in the wall, the speaker occupied no floor space and, because it could be painted, it became almost invisible. Utilizing high-quality drivers and the existing space inside the wall, these speakers were not only unobtrusive but they also outperformed many of their cabinet counterparts.

Lead The Way

A massive shift began to take place in the minds of anyone who enjoyed listening to music. Regardless of the room or the décor, these speakers would allow music to follow the listener throughout the home. Speakers could be installed just about anywhere and connected to electronics at a single location hidden behind cabinet doors or in a dedicated equipment closet. Music became a lifestyle choice instead of just a hobby.

But SpeakerCraft was only getting warmed up. Speakers in the wall got them up off the floor but even though they were more discreet they were still in the line-of-sight. So the next logical move was to install them in the ceiling. For this application a round speaker was a more desirable geometric shape and allowed the sound to project in a conical pattern in every direction. They even offered pivoting tweeters so critical high frequencies could be focused at the listening area making the experience even more enjoyable. However, SpeakerCraft engineers had yet another epiphany...

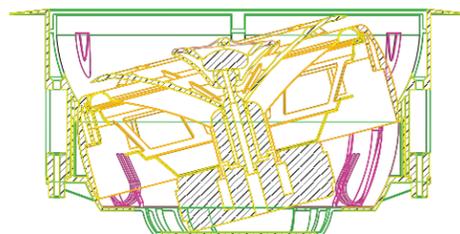




Innovation

The AIM Series

The pivoting tweeter was only the beginning of an idea that would change the industry forever. Mimicking the adjustable air vent found above your seat in almost every airplane, the AIM series allows the entire speaker assembly to be pointed in the desired direction. This patented technology means that although the speaker location may not be ideal because of other obstructions in the ceiling such as light fixtures or heating vents, the sound can still be aimed directly at the listener while remaining hidden behind a flush-mounted grille. This completely changes music and theater sound and brings the experience down out of the ceiling to fully integrate it into the living space.



U.S. Patent No. D419,561 & 6,101,262

AIM8 Engineering Side Cut Drawing in Detail.

Independently Pivoting Woofer & Tweeter brings the sound directly to the listening area.

All of this would be useless if the technology wasn't applied correctly to create superior sound. This is where speaker design becomes more than science and crosses the boundary into an art form. Our engineers do much more than stare at computer screens and test instruments. Although the skills necessary to technically analyze loudspeaker performance are critical, we know that the end result must appeal to the human ear. Therefore, we listen. For hours, days and sometimes weeks as the final product is fine-tuned to deliver every nuance of the musical performance. The AIM is one of the most popular series of loudspeaker in the world because of the way they sound.



Accu-Grille TECHNOLOGY

Accu-Grille Dramatically Reduces Unwanted Acoustic Reflections. Available on Select AIM Models.

NEAT! Ideas

Since aesthetics are such an important part of the custom installation offering, we are always looking for ways to make the speakers we sell more attractive. For some the flange around the speaker is less than attractive so various attempts have been made to hide it. The new NEAT grilles allow for a simple installation that leaves only a very small exposed edge. The result is a finished install that is grille only and less obtrusive in the room. These grilles can be retrofit onto the majority of AIM ceiling speakers.



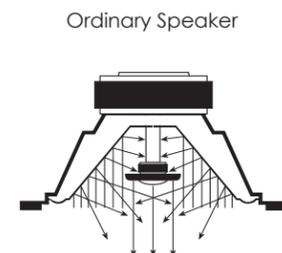
AIM NEAT!
NEW NEAT! Flangeless Speakers.



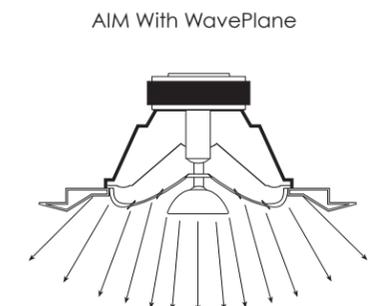
NEAT! Grille
A Retrofit Flangeless Grille Solution.

WavePlane TECHNOLOGY

Another patented breakthrough in the AIM series is the WavePlane. This series of concentric rings in front of the woofer create more uniform dispersion and improve the clarity of higher frequencies. Sound that is often distorted by interaction between the woofer and the tweeter is now evenly spread throughout the listening area.



Ordinary Speaker



AIM With WavePlane



AIM10
series

AIM10 Series

- **Woofer:** 10" Cone Woofer
- **Mid:** 2½" Uni-Pivot Midrange
- **Tweeter:** 1" Uni-Pivot Tweeter
- **Front-Mounted Switches**
- **Accu-Grille**
- **Timbre-Matched**
- **Sensitivity:** 91dB 1W/1m
- **Power Handling:** Up to 150 Watts
- **Impedance:** 8 Ohms
- **Frequency Response:** 40Hz - 20kHz

1 In-Ceiling Home Theater

Cabinet speakers were enough of an obstruction when you simply needed a stereo pair. With five, six or seven speakers needed for a high-performance home theater they would overwhelm a typical living room. AIM technology allows you to place the entire speaker system in the ceiling. With pivoting woofers and independently pivoting tweeters these speakers can be adjusted to accurately create the surround sound effect you need without intruding on the room's aesthetic appearance. Home theater, just another reason why AIM is the ultimate loudspeaker solution.

1

2 Big and Bold

The largest and most powerful version of the AIM series, the AIM10 is so named because of its massive 10-inch woofer. Bass response and overall volume are greatly enhanced because of the amount air this driver can set in motion. Like a large engine in a high-performance automobile, there is no replacement for displacement. If you are looking to make a sonic statement in a room dedicated to music or home theater, the AIM10 is the perfect choice

2

3 Complex Design

Unlike the rest of the AIM series, the AIM10 uses a three-way design. The 10-inch woofer is complimented by an independently pivoting baffle that houses a 1-inch tweeter and a 2½ inch midrange driver. This Uni-pivot module creates even more options for the installer to fine-tune the installation.

An advanced crossover network, assembled from hand-selected components, divides the various frequencies and routes them to the appropriate driver. The careful design of this crossover is one of the steps that determine the sonic signature of the finished loudspeaker.

3

PERFECT 10

PERFECT 10

The Final Effect

Once installed, you will be amazed at the power and impact of the AIM10. Never before has a speaker that is so visually discreet been able to deliver sound with such dynamics and authority. Regardless of your choice of entertainment, the AIM10 will deliver a listening experience that will amaze you and anyone else who has the opportunity to enjoy your system.



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AIM

Legacy Performance

The core of the AIM series has been delighting listeners for years. The sound quality, durable construction and ease of installation are just a few of the reasons why these speakers are the most popular choices for residences around the world. Because of the great number of variables in an installation, we know that one size never fits all. This is why we offer so many options. These particular speakers featuring 5-inch, 7-inch or 8-inch woofers, cover the great majority of sound and space requirements in most residences.

Consistent Quality

Regardless of their size, each speaker shares the same AIM technology and benefits from years of experience in design and manufacturing. From pivoting woofers to the independently pivoting tweeters, from the variety of driver materials to the fine-tuned crossover networks, each model will perform beyond your expectations.

Out of Sight

Hidden among the other fixtures in the ceiling and with the ability to be painted to match the décor, AIM speakers all but disappear in your home environment. No longer will you need to sacrifice floor space or the functionality of your room to enjoy music or movies. With the other electronics hidden in cabinetry or even in an adjacent closet, the room comes alive at the touch of a button and fills your senses with a sonic experience that will impress you every time you turn it on.

In Every Room

Consider transforming your entire home into a first-class musical experience. With AIM in-ceiling speakers the opportunities are endless. Now a distributed audio system blends seamlessly into your décor and allows music to emanate from the living room, bedrooms, the kitchen, bathrooms, even a walk-in closet. Enjoy music wherever you spend time in your house. Hear what you've been missing. Once you have lived a home literally filled with music you will wonder how you ever lived without it.

AIM Series

- **Woofer:** Pivoting and Rotating 8,7, or 5" Cone
- **Tweeter:** Pivoting ¾ -1" Dome
- **Front-Mounted Switches**
- **Accu-Grille**
- **Timbre-Matched**
- **Sensitivity:** 91-88dB
- **Power Handling:** Up to 150 Watts
- **Impedance:** 8/6/4 Ohms, Depending on Switch Settings
- **Frequency Response:** 33Hz - 20kHz



AIM NEAT! Series

- **Woofers:** Pivoting and Rotating 8,7, or 5" Cone
- **Tweeter:** Pivoting ¾ -1" Dome
- **Front-Mounted Switches**
- **Timbre-Matched**
- **Sensitivity:** 88-91dB
- **Power Handling:** Up to 150 Watts
- **Impedance:** 8/6/4 Ohms, Depending on Switch Settings
- **Frequency Response:** 33Hz - 20kHz

1

AIM NEAT![™] (No Edge Audio Technology)

New advances in installation methods have lead us to a new look for the AIM series. We now offer an option of a grille without an external flange. Using powerful magnets and steel grille material, the grille itself covers the entire speaker enclosure making it even more discreet. The choice is yours. If other objects in your ceiling, such as lights or vents, have a flange around them then the standard AIM speakers will compliment the look. If, however, they do not, then the new AIM series are the obvious choice. Either way you will be enjoying the finest music and movie soundtracks available from a ceiling speaker.

2

NEAT! and Clean

The installation is simple. As before, a hole is cut in the drywall and the wires are pulled from inside the ceiling and attached to the speaker. The speaker is then inserted in the hole and four screws are turned clockwise which swing an L-shaped "dog" out behind the drywall. As the screws are tightened the drywall is sandwiched between the flange and the dog. In the case of the AIM NEAT version the grille is then inserted in position where it is magnetically held in place.

3

NEAT!

The Look



AIM NEAT! uses the same traditional dog leg mounting system as all current AIM models.



Installed, AIM NEAT! provides a clean flangeless modern look.

Wide

DT

AIMWide
series

AIMDT
series

1

Outside the Box

Creating speakers for unique applications has been an ongoing process at SpeakerCraft. The AIM Wide is a perfect example. Looking at the configuration it may seem a bit alien. There are actually five drivers working in coordination with each other to create a dispersed sound that is unlike any other speaker on the market. One 8-inch woofer provides the low bass frequencies. Two modules, each with a 2-inch midrange and a 3/4-inch dome tweeter are mounted 70 degrees off axis from each other to send the very directional mid and high frequencies in opposite directions. The result is astonishing.

2

But Why?

These loudspeakers are perfect for rear channels in a home theater because they literally surround the listener in sound. Unlike a standard speaker that projects from a single point, the AIM Wide disperses sound in multiple directions and creates an enveloping sonic field that doesn't detract from the front channels but rather enhances the entire theatrical experience. This same dispersion is also advantageous in rooms you want to enhance with background music where filling the room with sound is more important than a precise stereo image.

3

Single Speaker Option

Some rooms may not require a pair of loudspeakers but you are still interested in having the same music available in these locations. Although it may seem that a single standard speaker hooked up to either the left or right channel would do the trick, this is less than desirable. Both the left and right channels have different material and in some recordings would be almost unlistenable when separated. The AIM DT is a single speaker that plays both left and right channels of a stereo source. Although the stereo image is not recreated, all of the material from both channels is present.

Wide & DT

Think Of the Possibilities

Now you can enjoy music when you are in small areas like bathrooms, walk-in closets, laundry or utility rooms. Hallways are also a perfect location as is the entryway or even above the front porch. Simply imagine where you want music and the AIM DT Series can make it a reality.

AIM Wide Series

- **Woofer:** Pivoting 8" Cone
- **Midrange:** Dual 2" Cone Drivers
- **Tweeters:** Dual 3/4" Dome
- **Front-Mounted Ambient/Wide and Treble Switches**
- **Timbre-Matched**
- **Sensitivity:** 91dB 1W/1m
- **Power Handling:** Up to 150 Watts
- **Impedance:** 8 Ohms Compatible
- **Frequency Response:** 33Hz - 20kHz

AIM DT Series

- **Woofer:** Pivoting 8" Cone with Dual Voice Coil
- **Tweeters:** Dual Pivoting 1" Domes
- **Timbre-Matched**
- **Front-Mounted Switches**
- **Sensitivity:** 92dB 1W/1m
- **Power Handling:** Up to 100 Watts
- **Impedance:** 8 Ohms
- **Frequency Response:** 40Hz - 20kHz



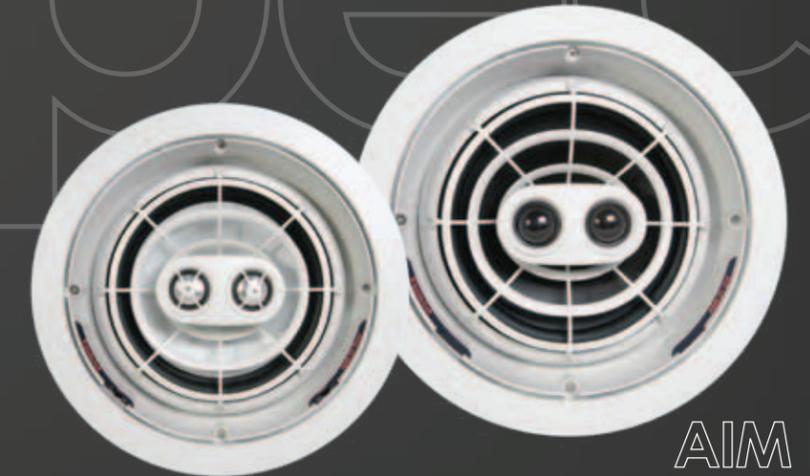
AIM



NEAT!



Wide



AIM DT

SPEAKERS

Model	Woofer(s)	Tweeter(s)	EQ Switches	Efficiency	Frequency Response
AIM10 Five	10" Kevlar 2 1/2" Kevlar Midrange	1" Alum./Mag. Uni-Pivot	Front Mounted	91dB 1W/1m	40Hz-20kHz
AIM10 One	10" Poly. 2 1/2" Poly Midrange	1" Silk Uni-Pivot		90dB 1W/1m	50Hz-20kHz
AIM8 Five	8" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	33Hz-20kHz
AIM8 Three	8" Alum.	1" Alum.	Front Mounted	89dB 1W/1m	37Hz-20kHz
AIM8 Two	8" Fiberglass	1" Silk	Front Mounted	89dB 1W/1m	40Hz-20kHz
AIM8 One	8" Poly.	1" Silk		88dB 1W/1m	40Hz-20kHz
AIM7 Five	7" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	35Hz-20kHz
AIM7 Three	7" Alum.	1" Alum.	Front Mounted	91dB 1W/1m	40Hz-20kHz
AIM7 Two	7" Fiberglass	1" Silk	Front Mounted	90dB 1W/1m	40Hz-20kHz
AIM5 Three	5.25" Alum.	.75" Alum.	Front Mounted	89dB 1W/1m	50Hz-20kHz
AIM5 One	5.25" Poly.	.75" Silk		88dB 1W/1m	55Hz-20kHz

Model	Woofer(s)	Tweeter(s)	EQ Switches	Efficiency	Frequency Response
AIM8 NEAT! Five	8" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	33Hz-20kHz
AIM8 NEAT! Three	8" Alum.	1" Alum.	Front Mounted	89dB 1W/1m	37Hz-20kHz
AIM8 NEAT! Two	8" Fiberglass	1" Silk	Front Mounted	89dB 1W/1m	40Hz-20kHz
AIM8 NEAT! One	8" Poly.	1" Silk		88dB 1W/1m	40Hz-20kHz
AIM7 NEAT! Five	7" Kevlar	1" Alum./Mag.	Front Mounted	91dB 1W/1m	35Hz-20kHz
AIM7 NEAT! Three	7" Alum.	1" Alum.	Front Mounted	91dB 1W/1m	40Hz-20kHz
AIM7 NEAT! Two	7" Fiberglass	1" Silk	Front Mounted	90dB 1W/1m	40Hz-20kHz
AIM5 NEAT! Three	5.25" Alum.	.75" Alum.	Front Mounted	89dB 1W/1m	50Hz-20kHz
AIM5 NEAT! One	5.25" Poly.	.75" Silk		88dB 1W/1m	55Hz-20kHz

Model	Woofer(s)	Tweeter(s)	EQ Switches	Efficiency	Frequency Response
AIM Wide Five	8" Kevlar (2) 2" Kevlar Midrange	(2) .75" Alum.	Front Mounted	91dB 1W/1m	33Hz-20kHz ± 3dB
AIM Wide Three	8" Alum. (2) 2" Alum. Midrange	(2) .75" Alum.	Front Mounted	91dB 1W/1m	37Hz-20kHz ± 3dB
AIM Wide One	8" IMG (2) 2" IMG Midrange	(2) .75" Silk		88dB 1W/1m	40Hz-20kHz ± 3dB
AIM8 DT Three	8" Alum.	(2) 1" Alum.	Front Mounted	92dB 1W/1m	40Hz-20kHz ± 3dB
AIM8 DT One	8" Poly.	(2) 1" Silk		91dB 1W/1m	45Hz-20kHz ± 3dB
DT8 Zero	8" Poly.	(2) 1" Silk		91dB 1W/1m	48Hz-20kHz ± 3dB
AIM7 DT Three	7" Alum.	(2) 1" Alum.	Front Mounted	92dB 1W/1m	50Hz-20kHz ± 3dB
AIM7 DT One	7" Poly.	(2) 1" Silk		91dB 1W/1m	55Hz-20kHz ± 3dB
DT6 Zero	6.5" Poly.	(2) 1" Silk		91dB 1W/1m	60Hz-20kHz ± 3dB

Mix and Match

Because it is impossible for a single speaker model or format to be installed in every application SpeakerCraft produces literally hundreds of different loudspeakers in many different sizes and shapes. Selecting the perfect speaker for each application is key to designing a successful system. Fortunately you can easily mix and match various models based on our timbre matching technology.

Each speaker has a numeric designation. If you want to use speakers from a different series yet want them

to have the same tonal balance and sonic signature, simply select the same model number from each series. For example, if you decided to use the AIM LCR Three for the front speakers in the wall around your flat-panel display and yet you wanted to put round AIM8 speakers in the rear for surround sound you would select the AIM8 Three for the rear. Now the speakers will all have the same sound and the system will be tonally balanced.

As we incorporate design improvements, specifications may change without notice.
All AIM Cinema speakers come with a lifetime warranty.
Kevlar is a trademark of the Dupont Corporation.

SpeakerCraft



940 Columbia Avenue, Riverside CA 92507 USA
(800) 448 0976 | Fax (951) 787 8747 | International +1 951 787 0543 | www.speakercraft.com