



# The ultimate sound solution for large TV screens

Architect Frame is an innovative integrated audio solution for larger TV screens which has been jointly developed, after extensive research, by Mutrox, specialists in acoustic solutions. Often the sound reproduction of such beautiful screens is neglected and downsized. Architect Frame is a high-end sound solution incorporating the Left, Right, Centre and Subwoofer, in one structure around the TV.

With a space saving depth of 17cm, Architect Frame is incredibly versatile and can be mounted on the wall, flush with the wall or be incorporated in custom designed furniture. It provides the ultimate flexible solution for the discerning consumer who wants to integrate a beautiful, personalised, premium A/V solution in their living environment.



## **CWM Cinema 7**

A combination of our finest technologies like Nautilus™ Swirl tweeters and Aramid Fibre mid/low range units. CWM Cinema 7 offers an audiophile sound experience for the most discerning hifi and home theatre enthusiast.



## **Ease of installation**

Through a ridged, internally braced construction, weighing a solid 80kg, the frame itself functions as a back box ready to be mounted to a wall or integrated as a module into custom designed furniture. Architect Frame combines a clean design with flexibility and ease of install. There are no visible cables, these are hidden in the structure itself. For Architect Frame CWM Cinema 7 is selected because of its slim and fairly narrow speaker shape with excellent sound quality and affordable price/quality ratio.

# Endless customisation

Bowers & Wilkins is seeking collaboration with architects and interior designers to facilitate innovative home integrations with added value for the end consumer. The customisation possibilities are endless with Architect Frame. The grilles come in a multitude of modern colours but can also be finished with custom fabrics, as long as they meet the specified acoustic transparency requirements. Furthermore, Architect Frame comes in a Stereo, LCR and LCR with Subwoofer version to fit 55, 65, 75 and 77 inch TVs. The system is also expandable to a 3D surround sound format or a multi room.

The big advantage with this solution is the delivery of uncompromised, detailed and natural sound reproduction one would expect to complement a high-quality, high-resolution flat screen TV.



## ISW-4

Big sound, slamming bass and audiophile extension. Two long-throw 200mm (8in) drivers allow ISW-4 to move the large volumes of air needed for high-quality low-frequency output.



## Versatility

The most used entertainment functionalities like TV, listening to music, film, internet online gaming and also Home Automation are brought together in one ultimate user experience. With Architect Frame the whole family can individually and also collectively utilise and experience the endless functionality. The beauty of working with Architect Frame is the ability for designers and architects to differentiate through unique, personalised, integrated designs for Audio and Video in each specific home environment.



# Specification

item	model	loudspeakers		retail price per piece incl. VAT
		speaker	subwoofer	
<b>Architect Frame for 55 inch TV</b>	AF 55 LR	2x CWM Cinema 7		€ 6,000
	AF 55 LCR	3x CWM Cinema 7		€ 6,750
	AF 55 LCR Sub	3x CWM Cinema 7	1x ISW-4, 1x SA250 Mk2	€ 8,450
<b>Architect Frame for 65 inch TV</b>	AF 65 LR	2x CWM Cinema 7		€ 6,250
	AF 65 LCR	3x CWM Cinema 7		€ 7,000
	AF 65 LCR Sub	3x CWM Cinema 7	1x ISW-4, 1x SA250 Mk2	€ 8,700
<b>Architect Frame for 75 inch TV</b>	AF 75 LR	2x CWM Cinema 7		€ 6,500
	AF 75 LCR	3x CWM Cinema 7		€ 7,250
	AF 75 LCR Sub	3x CWM Cinema 7	1x ISW-4, 1x SA250 Mk2	€ 8,950
<b>Architect Frame for 77 inch TV</b>	AF 77 LR	2x CWM Cinema 7		€ 6,500
	AF 77 LCR	3x CWM Cinema 7		€ 7,250
	AF 77 LCR Sub	3x CWM Cinema 7	1x ISW-4, 1x SA250 Mk2	€ 8,950

item	dimensions incl. frontcovers width x height x depth	dimensions excl. frontcovers width x height x depth	maximum TV size width x height x depth (including mount)	ideal TV size width x height x depth
<b>AF55</b>	1870 x 1350 x 170 mm	1834 x 1314 x 138 mm	1260 x 740 x 117 mm	1230 x 710 mm
<b>AF65</b>	2090 x 1470 x 170 mm	2054 x 1434 x 138 mm	1480 x 860 x 117 mm	1450 x 830 mm
<b>AF75</b>	2352 x 1621 x 170 mm	2316 x 1585 x 138 mm	1693 x 980 x 117 mm	1663 x 950 mm
<b>AF77</b>	2352 x 1621 x 170 mm	2316 x 1585 x 138 mm	1742 x 1011 x 117 mm	1712 x 981 mm

## fabric colours

Midnight Black, Bullet Grey, Eastern Taupe



CWM Cinema 7



ISW-4



SA250 Mk2

Architect Frame is a product made by Mutrox and designed for Bowers & Wilkins loudspeakers. For more information about Architect Frame please contact Bowers & Wilkins Benelux.

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