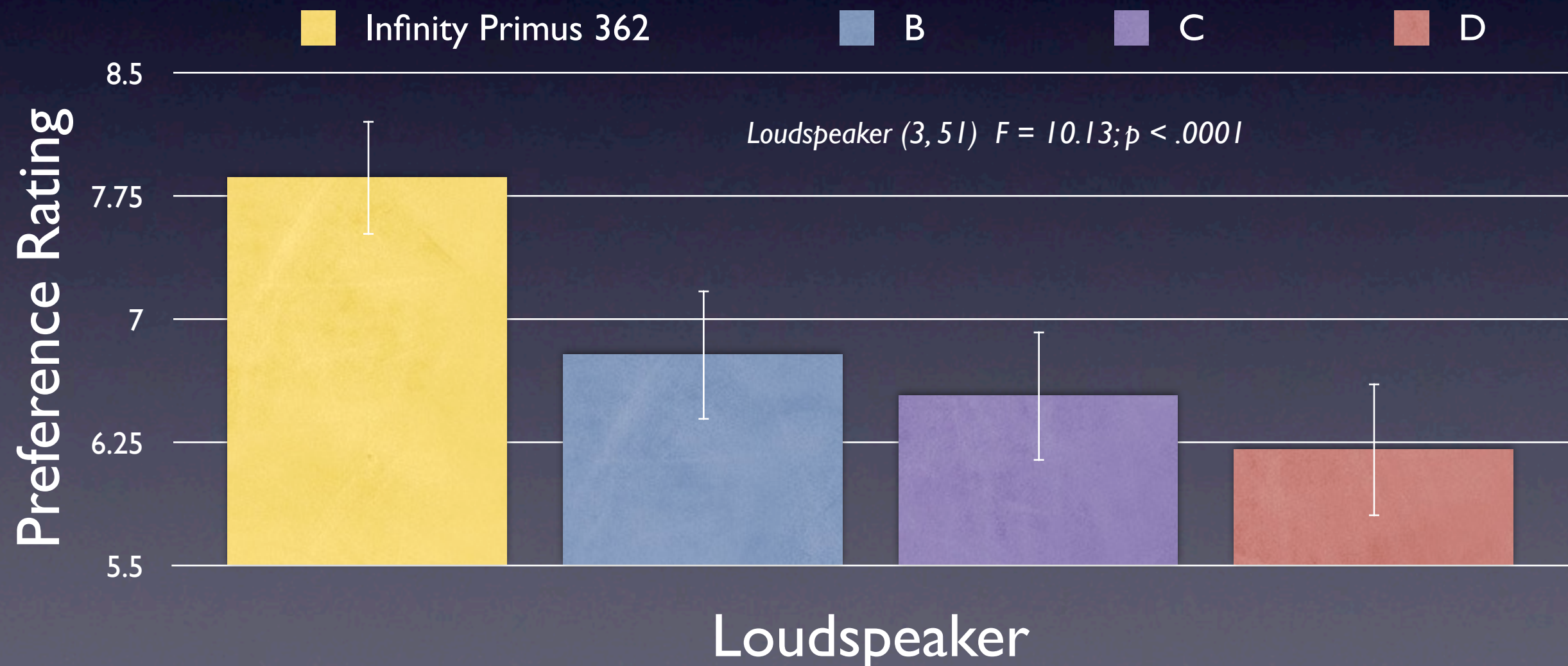


# Results

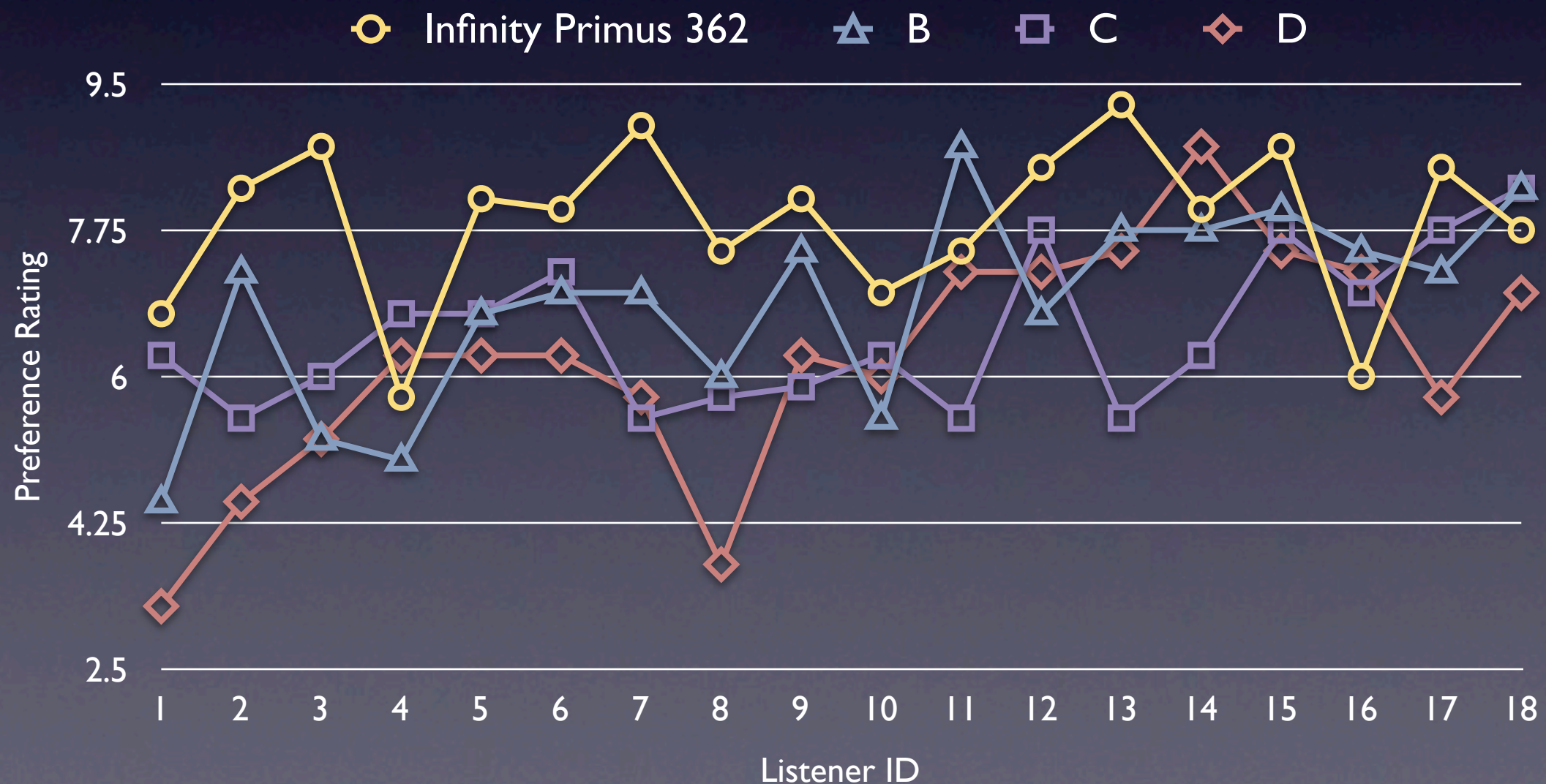
# Mean Preference Ratings

- **Summary:** Averaged over 18 listeners, Infinity was moderate-strongly preferred over the competitors



# Individual Listener Preference

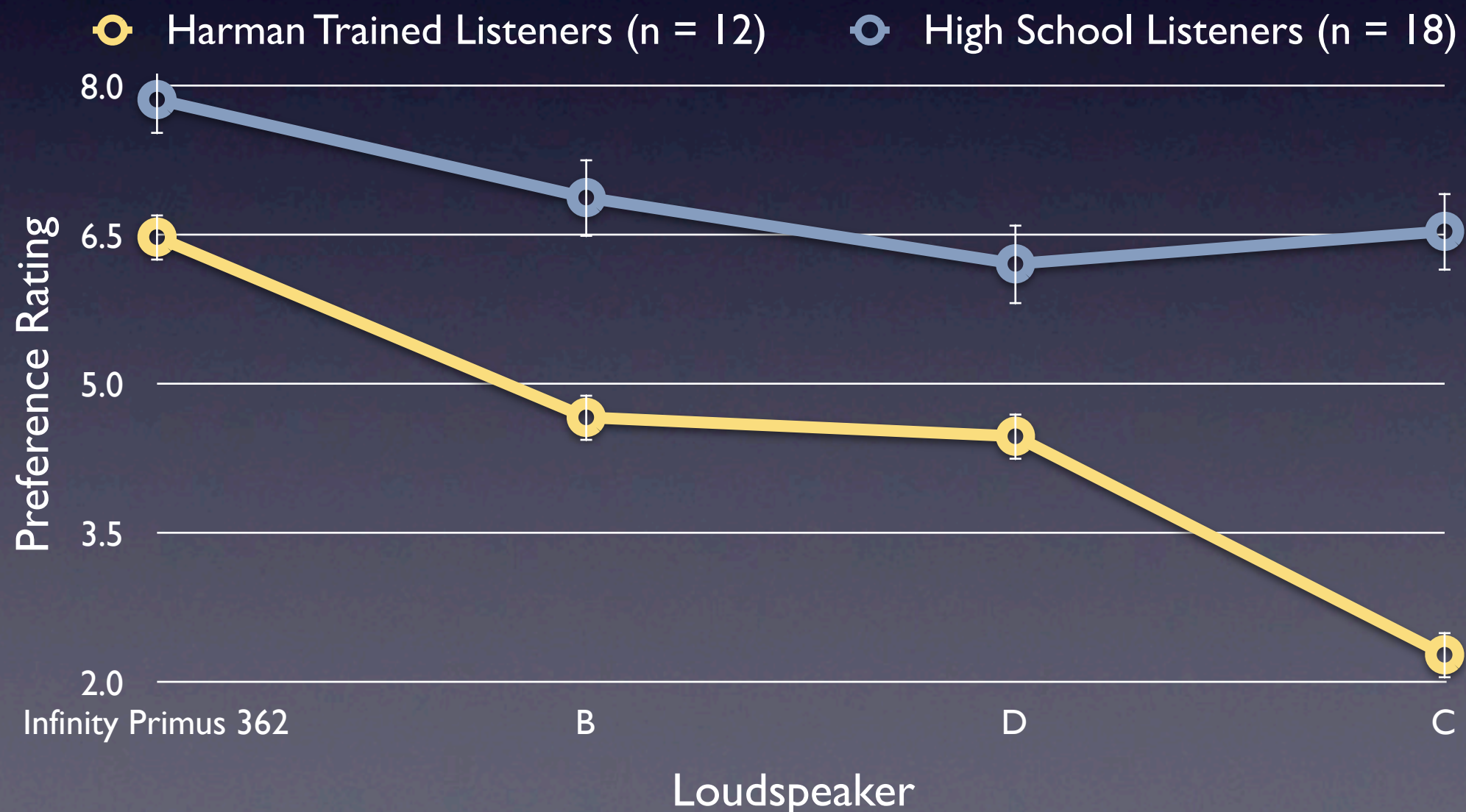
- **Summary:** 13 of 18 (72%) students rated Infinity as their most preferred loudspeaker based on sound quality





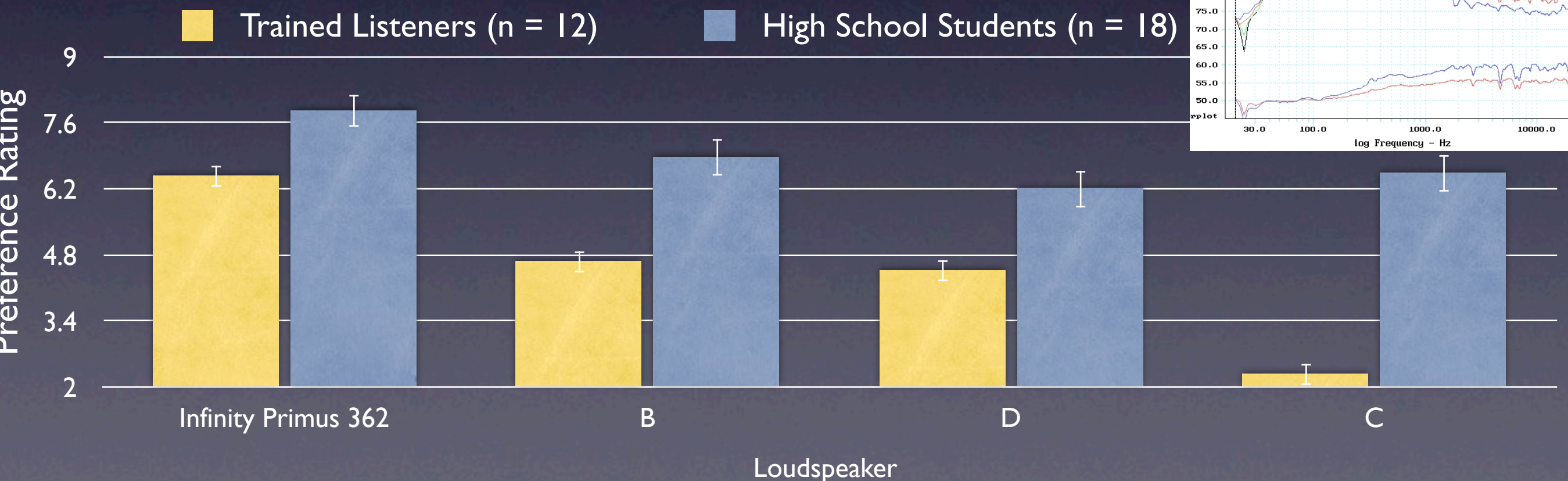
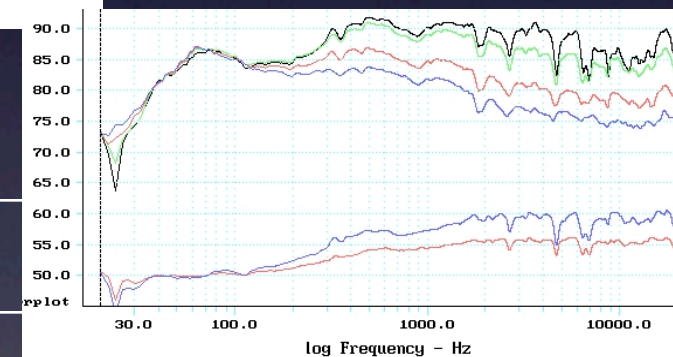
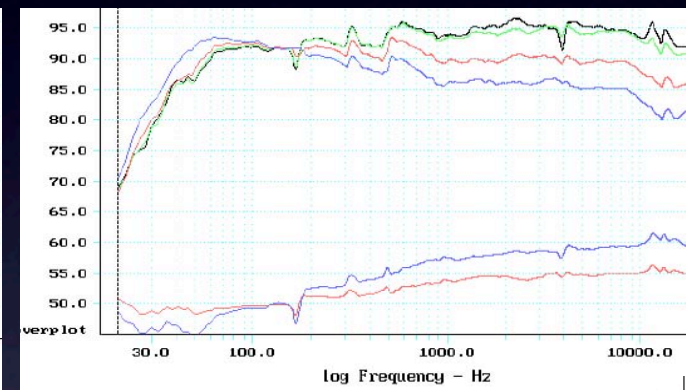
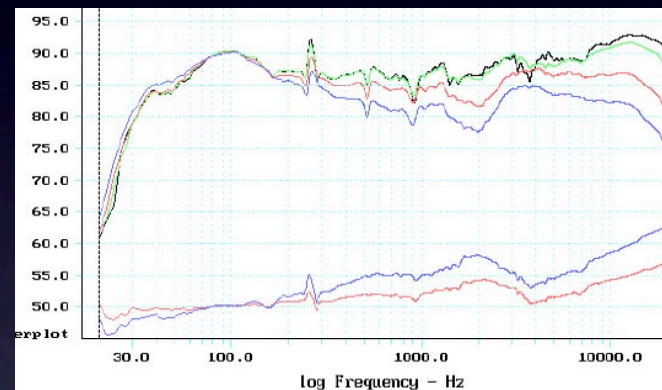
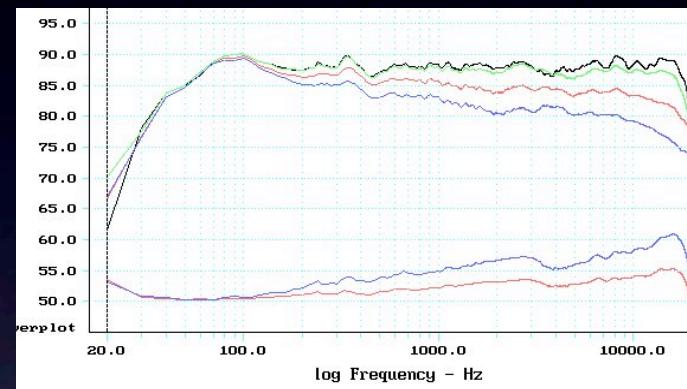
# Trained versus Untrained Listeners

- **Summary:** Similar loudspeaker preferences among trained and untrained listeners; trained listeners give more discriminating and reliable ratings, stronger dislike for ML



# Correlation with Measurements

- **Summary:** Listeners preferred the loudspeaker with the widest, flattest and smoothest frequency response curves





# Conclusions

- ▶ High school students preferred music reproduced via:
  - ▶ CD-format versus lossy MP3 (128 kbps)
  - ▶ The most accurate-neutral loudspeaker compared to three less accurate-neutral models
- ▶ No evidence of preference for “sizzling” sound of MP3 or inaccurate/not neutral sounding loudspeakers

# Conclusions

- ▶ Good quality sound reproduction is not “lost” on Generation Y
- ▶ When given the opportunity to hear and compare differences in sound quality, they preferred the more accurate, higher quality music reproductions over the less accurate, lower quality versions
- ▶ There is an opportunity to sell higher quality audio to this demographic, if we provide them the right products at the right price points and..
- ▶ Educate them about good sound versus poor sound

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