

THE DEVELOPER

Heiner Basil Martion



Heiner Basil Martion grew up in the Fifties in a small village in Germany's Rhön area. With a natural technical bent, he already showed an interest in nature and technology at an early age. As a young man, he was an impassioned member of various local bands; an experience that soon that fired up his enthusiasm for music and good sound. Yet it was not just the music or technology alone that attracted him, but rather the aspects that connected them.

Heiner Basil Martion studied the theoretical fundamentals under Prof. Krause at Berlin's TU university, graduating in studio technology. He gathered plenty of practical experience,

contributing to his upkeep during his studies by building loudspeakers, working on surround sound optimisation and doing studio work.

In 1973, he was a joint founder of the ARCUS company, which produced many test-winning products. His further personal development and his fascination for the natural advantages offered by horn technology led him and two engineers in 1976 to found his own company, which proudly presented the first hi-fi spherical wave horn at the Berlin IFA exhibition in 1977. This was the birth of the EXODUS and since then it has been developed continuously. It always led the field in the tests featured by the specialist press. Many experts in the business listened to EXODUS speakers at home, irrespective of the products that they had ostensible interests in. In music production the EXODUS was, and is, used as the ultimate monitor and it still continues to reliably perform valuable services in theatres and clubs.

The end of the Eighties heard an extremely loud blip, when suddenly the CD appeared and pushed vinyl to one side. The sterility and harshness of the first digital recordings were hushed up by normal speakers, but understandably revealed in full by high end systems. The joys of high end diminished clearly. The musical culture of a large community became more and more overshadowed by the musical preferences of the masses.

A creative pause of several years helped Heiner Basil Martion gain new views and provided him with strength to take on new projects. In the meantime, vinyl records and turntables were in demand again, as was valve technology. The digital medium had also developed and improved in sound considerably.

From 1997, Martion collaborated with several specialised companies to build a new system: the ORGON. This was an active horn loudspeaker system which broke through all previous barriers. The result was first presented at the HIGH-END 2000 exhibition and was awarded the much sought-after rating "Best sound of the show". In the autumn of 2000, a detailed test was presented by Joachim Pfeiffer in AUDIOPHILE. Conclusion: "Best loudspeaker that we are aware of".

While the ORGON was gaining ever more friends for life, Martion developed a new idea. He wanted to build a compact, transportable monitor that was as suitable for soft music as it was for powerful music and which should have a price per pair of under 4,000 €. At the HIGH-END 2003 show, the BULLFROG was ready and was also used by other exhibitors (TESSENDORF) as a demonstration loudspeaker. Right from the start, the BULLFROG met with great acclaim: not just because of its moderate price. In July 2003, Holger Baske subjected it to a detailed test in STEREO. "Without doubt, the Bullfrog is the greatest compact loudspeaker of all time. And that's from both constructional and sound points of view", he stated, ranking its 'value for money' rating was 'Excellent'. A pleasant confirmation to Heiner Basil Martion and a team that had been supporting him for years, as well as proof of how it is that partner companies that make these successes possible.

MARTION AUDIOSYSTEME / THE DEVELOPER