

Master in Asia a big success

It is of course always exciting because two members of the Dynamic trio have their roots in Indonesia. Despite of many stories and warnings from other audiophile lovers we flew with an open mind to the Far East. (walau banyak isu yang beredar, kami dengan hati terbuka tetap pergi ke timur jauh)

Picture 1.



After long flying hours and the necessary formalities, we finally arrived via Kuala Lumpur in Jakarta, where the temperature rarely goes under 30 degrees C. A city with more inhabitants than the Netherlands. You clearly can observe that: the traffic is chaotic and looks very disorganized. A two-lane road becomes a three-lane or more until all space available are occupied. Experiencing this you would expect cars smashing into each other, but strange enough car accidents stayed away. (dua jalur bisa menjadi 3 atau lebih, tergantung ada ruang kosong atau tidak. Ngelihat ini wah, sangat dimungkinkan kita memperkirakan akan banyaknya terjadi tabrakan di jalan raya. Tapi herannya kecelakaan jarang terjadi).

Conspicuously there are so much tolerance in the way people drive: where it is scolded in the Netherlands when drivers try to push their way forward, in Indonesia it seems that they have the rule “who comes first gets first service”. (mereka punya aturan: siapa yang duluan didepan harus dipersilahkan untuk lewat). To squeeze in one by one is performed here as a perfect example. We could learn more from that in the Netherlands. With a journey of barely 24 km, which took us more than 2 hours, we finally arrived at hotel Atlet Century park, located across the national stadium and adjacent sport complex.

A large hotel with a spacious lobby, where you can see not only sportsmen coming in and out but also many business meetings and conferences are being held. The security for visitors when entering all hotels was very tight, not only our car were examined but all private belongings, mobile phones and purses had to be checked too.

Picture 2.



After freshen up a bit we were ready for the first encounter with our Master shop, located in a 7 storey shopping centre in Manga Dua. We noticed the activities immediately. It looks like a big supermall where electronic products are the main business. The Master Concept shop is located on the 2nd floor and for the first time we are able to have a look at it: hmm, a small space of about 5 meter by 7 meter. With other importers/distributors occupying similar spaces not much bigger.

Picture 3.



Yes, you have read it correctly: importers/distributors. In Indonesia all importers/distributors have their own shops and they can do business directly with the end consumers. However sales will be done solely through dealers.

For example when a consumer needs a total audioset, the particular importer of a brand will in collaboration with other importers and dealers setup a complete system. This will not only enable the importers, acting as advisors, but also the dealers to generate a turnover. Something which is unthinkable in the Netherlands and most of Europe. To allow to share the piece of cake in this business is common in Asia.

Listening in Indonesia; obviously several things are done differently here. The way we setup in Europe is definitely not done in most countries in Asia. We especially pay attention to the following aspects during the setup: musicality, tonal balance, color timbre, soundstage, energy. If you manage to combine all these ingredients, you should have a system which should sound incredible, almost live. If it is not your sound, that is possible. In addition to our reference is the energy of live musik. We also attended several live performances in Jakarta.

When listening to various systems from many other importers/distributors we noticed that it sounded like hifi. Some of the mentioned ingredients above were simply missing. You have a feeling, with all respects and despites of the serious high priced products, as if you were listening to a cheap audioset.

Picture 4.



Only a few distributor has noticed this too, but could not come up with a solution. From different corner came several remarks "what's wrong with my system". We felt it as an obligation and decided to pass on our acquired knowledge in tuning up and setting up a musical system. With simple basic tools we could bring their systems to a higher level. You could imagine that this has created a considerable impact.

Say a harmless "audio-tsunami". Because of our sincere standpoint of view several friendships were made.

Picture 5.



It was also surprising that so many expensive products are sold, eg. Audio Research, Krell, Mark Levinson, Wilson, Venture, Kharma, Avant garde, etc., all of them are top of the line. Almost all of the fortunate people in Indonesia play with these very expensive system. Some are using these costly equipments just purely to make a statement of their selfesteem and status. Of which we all know by now. During the demo's sometimes several gsm's went off and we were constantly asked why we are giving the demonstration with the smaller Contemporary C and not with the more imposing speakersystem, The Slamm.

The audio show was organized by the Indonesian High End Audio Club (IHEAC) in hotel Mulia, one of the most expensive hotels in Jakarta. Our demo room was located on the 11th floor and in the course of the first day rumours were circling around already that we have the "best sound of the show". As a consequence we had no lack of interest for the rest of the day. Also because of that, on the second day we had given a press conference in a full room, where we have explained the philosophy of Dynamic Solutions.

After the conference we took all participants, divided in a group of 10 to our demo room where we once again, interactively explained the correct basic method to setup and tuneup your system. This time supported by music.

What we have learned here:

Stay with both feet on the ground, do not listen to audio components but listen to the music. Audio apparatus is just a mean to enable you to enjoy music.

It is clear not only for our Indonesian friends en listeners but also for us it was three very strenuous days. However it has been indeed a very nice and informative experience that have loosen up many tongues. Once again it has been clear to us that music makes friends and we have all enjoyed it. Now back again to the Netherlands.



I especially like to thank IHEAC (www.iheac.com) for inviting us to participate in the IHEAC Show and I would also like to thank our friends in Indonesia for their hospitality, in particular Roy Sondak (Master Concept), Aconk (Fariz Then of Consonance Audio), Hendrik Susanto (www.arena-audio.com), Djon Welly (The Reference www.zdhome.net/thereference/index.html), Ahok (Union Audio), Julian Sihombing (Kompas) www.kompas.com and many others...

Kind regards,
Dynamic Solutions

Rick, Rob and Chris (The Dynamic trio)