

Sleek design and Superior Sound Performance

Today we are always striving to find new and innovative ways of producing a wide range of products in a more eco-friendly manner, thus reducing the carbon footprint we leave behind. One means of doing so is by venturing away from the largely plasticized world we live in today, whether it is moving from hard plastic to bio-degradable water bottles, or in this case, from plastic to concrete composite speakers!

The first thing that may come to one's mind when envisioning a concrete speaker is that it is going to be a lot heavier and bulkier than its plastic counterparts. Though these aspects to the design are undeniable, with the MA770 Wireless Speaker by Master & Dynamic, a New York City-based audio equipment designer, weighing 35 pounds and roughly the size of a computer monitor, other inherent qualities make it an increasingly viable alternative.

With the speakers' primary material being that of proprietary concrete, it has the ability to reduce sonic resonance as well as adjacent vibrations due to its dampening properties - in turn providing more pure sound. It is claimed by Master & Dynamic that concrete's dampening qualities are five times better than wood and 10 times better than plastic. It is also much better for the environment than plastic.

The MA770 Wireless Speaker further has Google Chromecast built in which is compatible with wireless communication and has many interface options to choose from. Aside from its weight, another deterrent at this time is that this piece of slick concrete technology does not come cheap. In today's current market for instance, the speaker can cost you up to \$1,800.00. However, with time and growing acknowledgement, utilizing alternative materials will become in more demand and perhaps concrete speakers will one day be the way of the future!

Source: <https://gearpatrol.com/2017/04/18/master-dynamic-ma770-wireless-speaker/>

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