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US OEM Speaker Manufacturer MISCO Introduces New Premium Brand—Bold North Audio™

January 21, 2019 – Minneapolis – Today US OEM speaker manufacturer MISCO announced the creation of a new brand of ultra-premium component loudspeakers called Bold North Audio™ (BNA). The new brand is aimed to meet the needs of branded high-end HiFi speaker system manufacturers, pro audio companies, recording studios, and advanced DIY hobbyists.



Bold North Audio products aspire to be the most accurate, true-to-life, and revealing audio transducers and systems available. Bold North Audio world-class performance is rooted in fundamental scientific research, careful materials selection, precision manufacturing and most of all, love of music.

MISCO's engineers have harnessed cutting-edge Klippel vibrational analysis science to reveal the keys to superior audio performance. While relying heavily on objective science to lead product design, MISCO is not slaves to it; understanding that most of all speakers need to tell the musical truth. MISCO engineers, musicians, and recording studio veterans are the final judges of when a design is worthy of the Bold North Audio logo.

The Bold North Audio products are assembled in MISCO's Minneapolis, MN factory under the supervision of the engineers who designed it. Every single production unit will be tested using Klippel QC System quality control hardware and software to ensure exceptional unit-to-unit consistency. All BNA products are intended to earn "Klippel Verified" status, due to MISCO's use of Klippel equipment from the design stage all the way through to end-of-line QC.

Commenting on the new brand, MISCO president Dan Digre said, "We believe that designers of high-end speaker systems and a wide range of audio professionals are ready for a line of component speakers with better performance than those currently available. They are also ready for the shorter lead-times, secure IP protection and unit-to-unit consistency afforded by US production. Our vision for Bold North Audio is to provide all of those benefits and more."

The first Bold North Audio product will be announced in February 2019 and available for sale shortly after that on www.miscospeakers.com.

About MISCO

Seventy years ago (1949) Cliff Digre started the Minneapolis Speaker Company – now MISCO. A son of Norwegian immigrants who settled in Minnesota, his vision for the little company was bold—to challenge the established loudspeaker industry with more creative solutions and superior client service. Today MISCO is recognized as a global leader in OEM loudspeaker manufacturing. Well established as a supplier to manufacturers in widely varied markets such as Military, Medical, Aerospace, Mass Transit, Pro Audio, and others, MISCO is one of the few remaining US speaker companies to have resisted off-shore migration of electronics companies.

