

**What the experts
say about**

**K2 HD
MASTERING**

24-bit 100 KHz

JVC new mastering technology

Presented by FIM

What the experts say about
K2 HD MASTERING
24-bit 100 KHz



Award 1

**Production
of the year 2007**



Award 2

**Best Album Production
Of the Year 2007**



Award 3

**Best Album
of the Year 2007**



Award 4

**Best Sonics
of the Year 2007**

* Awards are listed in accordance with the dates of receipt.

From the professional critics



“Production of the year 2007”

“I think that K2 HD is the best possible beginning of the 21st Century that could happen to us in audio. At High Fidelity Online we used to assess the quality of a CD on a scale of 10 points, giving a 10/10 for recordings from (label names hidden here for respect). However, when the FIM recordings arrived, we had to start giving 12/10 points – FIM discs were the first to merit that. ... Then K2 HD arrives, and suddenly I have a problem – using the previous scale, I would have to give them 14/10 points. I’m not joking. But I don’t think that this is healthy, and we will just refer to it as REFERENCE.

All it takes is a few listening sessions, especially when compared with HDCD, and we know, that new technology blows away the older ones. This is not a subtle improvement, but a big step forward, just like it was promoted. In short, K2 HD sounds incredibly analog-like. ... The new technology presents a much more smoother and fluent sound. Comparing to former recordings, we have a mighty gain in performance and refinement. ... with K2 HD, the bass is much better defined and stronger ...”

FIM K2 HD 078 *This is K2 HD Sound!* Rating: REFERENCE

LIM K2 HD 022 *Flamenco* Rating: REFERENCE

Wojeich Pacula, Editor, High Fidelity Online, Poland and U.K.

http://www.highfidelity.pl/lev/artykuly20_12_2007/nagrody1.html

“Best Album Production of the Year 2007”

“Clearly, *This is K2 HD Sound!* (FIM K2 HD 078) stands out from the crowd of the hundreds of albums we process in so many aspects with respect to sonic and music qualities.

It well deserves this Award, which is the highest honor we can give. ...”

Radio Guangzhou, China



“Best Album of the Year 2007”

“It is hitherto the best sounding CD I have heard over the years. Period!

It surpasses all other formats, no matter whether they are XRCD, SACD or even DVD Audio in terms of density, authority and resolution. It just captures the soul of the music. Really unbelievable!

I am very impressed with its transparency, purity, details, orchestral layering and harmonics. Because of lack of distortion, you will be tempted to play louder. Then you are bathed body and soul in the music. It is the audiophile’s dream, realized. Thank you, Winston. Thank you, FIM.

Jimmy Lam, Editor, Audioland, Hong Kong



“Best Sonics of the Year 2007”

If we had to pick one recording that was the most outstanding and significant it would be this one. 100 KHz, 24-bit resolution from a regular Redbook CD. This is not a SACD and requires no special player or decoding. JVC has upped the ante with their latest generation mastering process, surpassing their XRCD24 technology. The sound quality of these 16 selections from various artists from Winston Ma’s FIM label is stunning with no digital artifacts. Even smoother and less edgy than SACD with a sound that rivals great vinyl recordings on a good turntable. This is simply the best sound available on regular CD. We can’t wait to hear future releases.

James Darby, Editor, Stereomojo

Stereomojo.com



“Everybody listen up!”

English translation in a gist

“With this high quality sampler we see a quantum leap in CD-Mastering coming.

Now that we got the first disc, our big expectations that CD is lifted up to the sound quality of DVD-Audio are fulfilled.

These recordings sound phenomenally well and certainly different than other high quality CDs. More refined, more natural and, yes, we have to put it this way – less cut off in the high frequencies. If this should make you believe that they have simply added more highs, you are wrong. The reproduction sounds less sharp, extremely detailed and with a good sense of room; even the tiniest bit of artificial glare is eliminated.”

Matthias Bode, Editor, Stereo Magazine, Germany

11/2007 www.stereo.de





“As Top”

This is the highest rating which we rarely give out to any product. On this occasion, we gladly and proudly present it to FIM K2 HD mastered album: *This is K2 HD Sound!* Bravo!”

Pierre Bolduc, Editor, The Audiophile Sound, Italy

www.audiophilesound.it



This is K2 HD Sound!

Rating: ★★★★★

First demo of JVC's K2 HD Mastering disc which achieve amazing transparency in the standard 44.1k/16-bit format

“ The harmonic structure and emotional communication of the original masters, whether analog tape or digital, is now preserved to a greater degree than ever dreamed ...

While retailing at even slightly higher price than most XRCDs, the new K2 HD series should deliver even more pleasure than the previous iterations. The clarity and transparency of the tracks is truly impressive.

Flamenco

Rating: ★★★★★

First entire album using the new K2 HD process – full of explosive musical sounds

“ Winston mentions in his introductory notes that he has produced two flamenco recordings previously, but that this one is in his opinion the best flamenco recording on the planet. I haven't heard a great many of them, but I would tend to agree with him.

.... Audiophiles will go nuts over the impact of the sounds from the performers on this disc. It is possibly the ultimate audio demo involving just four performers. The rich sound of Romero's guitar is matched by the sharp percussive sounds of the castanets, but the greatest excitement here is generated by the super-explosive sounds of the zapateado from the footwork of the dancers. It has a presence and immediacy that must be heard to be believed. Your listening room should be shaking and your subwoofer jumping. All I can say is Wow!”

John Sunier, Editor, Audiophile Audition, USA

<http://www.audaud.com/article.php?ArticleID=3583>

Sensible Sound

“...*This is K2 HD Sound!* is supposed to capture the complete sound of a master tape onto a regular compact disc. But the believing comes in the hearing, so until I listened, I had my doubts. After listening, I had no doubts. This sampler disc really does convey the impression of wide dynamics, clarity, and the impact associated with my own experiences listening to professional master tape in the home.



.... Here, they sound better than ever. ... The Rachmaninoff's Symphonic Dances displays tremendous dynamic range, a resounding bass, glistening highs and a sharpness of details in the midrange that is indicative of the whole K2 process. The recording has the kind of transient oomph most of us remember from moving –coil cartridges of long ago, but it is far smoother and more natural. ...

In “Stardust”, you’ll find the sound of a rock-solid bass fiddle and some of the purest accompaniment around.

In “Esther”, the recording embraces a breathtakingly beautiful female voice with guitar accompaniment. The vocalist sings it in German, and even though I don’t understand German and hadn’t a clue what she was singing, the song moved me almost to tears.

.... Habanera Fantasy from Carmen ... Pachelbel Canon ... To say that it is exquisitely precise in its detailing would be an understatement.

Isn’t this the way all music should sound on record?

John J. Puccio, *Sensible Sound*, October, 2007, USA

www.sensible-sound.com

TAV

“It was a hearty “WOW!” when I initially heard the *This is K2 HD Sound!* sampler on my friend’s Mike Oltz’s all MBL system. That stunning impression has not changed after hearing the sampler on my own system.

Listening to the numerous great tracks, leads me to only one conclusion: the K2 HD process is yet another significant step that brings us closer to the recording venue. Moreover, it allows the intent of our beloved artists to shine through in an unprecedented manner.

Of all the increments along the way, from the initial XRCD level to XRCD2 to XRCD24, this jump to K2 HD is, from what I hear, the largest in magnitude and the most meaningful.

The improvements touch all significant aspects of the sonic scenario. Dynamics, resolution, spatiality, air, dimensionality, power, timbre and the likes, all now appear strikingly refined and exceptionally integrated. A new level of immediacy has been created that is aglow with sublime presence, something that allows the musical enjoyment to be experienced at new heights.

Thank you JVC, thank you Mr. Kuwaoka and Mr. Kanai, and thank you Winston.

Arnis Balgalvis, *Executive Editor, The Audiophile Voice, USA*

<http://www.enjoythemusic.com/tav>



This is K2 HD Sound!

“ ... During the auditioning, I compared the sound quality of the K2 HD Sampler to the identical tracks of the original FIM XRCD's.... Superior as the XRCDs are to all standard CDs I've encountered, the K2 HD Sampler presented a more significant excursion in the prowess of the XRCD24, yielding a considerably more meticulous presentation and separation of instrument bodies.....

The biggest surprise in the K2 HD Sampler's advantage was how DSD CDs sounded somewhat clustered when compare to it. On the K2 HD, vocalists were presented with a beautifully harmonious dimensionality and imaging perspective amidst accompanying musicians, whilst the DSD CD's perspectives put varying degrees of highlight on the vocalists and musicians, respectively, and put forth a persistently larger-than-life scaling of the human mouth and instruments alike. ...

Flamenco

6 “The warmer sound of Philips' Digital Classics discs of early 80's and the improved clarity of the latter, Bistream releases sounded fuzzy and compressed next to the K2 HD version by FIM. Instrument dimensionality, tonal distinction, venue ambience, dynamic contrast and frequency extension were so vastly improved, that the new K2 HD CD would qualify as a new recording. It is very exciting to know that an original digital recording made with the considerably more primitive digital technology of 1987 can sound this dazzling through the K2 HD process.”

Constantine Soo, Dagogo, USA

www.dagogo.com



“Evidently, the K2 HD Mastering format has absolutely transcended CD sound quality to an unprecedented level. It marks a new milestone since the inception of CD 25 years ago.”

Audiotechnique, Hong Kong

www.audiotechnique.com

“The slogan on the cover of the album, *This is K2 HD Sound!*, says *The Charm of Master Tape*. Definitely, it is a true statement. The dynamics, the definition and the musicality reach a level hitherto no other format has achieve.” Rating: Reference for demonstration

Audiophile, Hong Kong

www.ykaudio.com



“...My listening experience with K2 HD tells me that I can easily forget that I am listening to the sound of a reproduction device. I feel I hear real music because I can feel the emotion of the performer which then brings about a change in my emotion as I in listen to that particular piece of music. K2 HD has realized the dream of audiophiles. It brings the music closer to the listener and brings the listener closer to the music at the same time. You have to experience it to realize what I am saying.”

Hi Fi Review, Hong Kong

“*This is K2 HD Sound!* is the first K2 HD CD in the world and is truly the first CD that has made a real breakthrough in the record production industry in 25 years! Each of the 16 tracks captures the soul of the music and will captivate the emotion of any listener.”

Audio-Visual World, China



“It is, indeed, a pleasing surprise to listen to the K2 HD Sampler. The frequency extension, soundstage, and the level of fidelity make me believe that I am the audience at a live performance. I am particularly impressed with the quality of human voice. The singer is the music. Unbelievably extraordinary!”

CD Review, China

Comments from audio celebrities

Apart from the above professional reviews, we have also received numerous additional compliments. Here are some of them from audio celebrities who wrote to us, unsolicited, to express their favorable impressions of the album:



“... I only have one word to describe it, and that is WOW! Today (August 17) is the 25th Anniversary of the CD format, and it is appropriate that the latest and the greatest is being released in the US.

I have compared a few tracks on the original CDs, and as expected, the high frequency detail and the decay are much better. Also, soundstage placement seems more firm and delineated. The warmth and the “life” of analog and live recording are also more pleasant. However, what I did not expect was that the quality of the bass has also been improved!

You did a fabulous job, Winston. On behalf of all music lovers around the world, I thank you.”

Gary Leonard Koh, President, Genesis Loudspeakers and Genesis Advanced Technologies Aug 17, 2007

“ I am currently on my way to Japan for a products meeting. I brought the K2 HD disc to our management review so that we can make some hot topics. The soundstage and panning acoustics are amazing with this disc and personally very much impressed as ultimate realism of the music instruments. Excellent female vocals have also spread into good position of total album.”

**Matsubara Koki, General manager, Marantz Group & Snell Group,
D&M Sales & Marketing (H.K.) Ltd. Aug 19, 2007**



“ ... I was very surprised. The sound of K2 HD was like the master tape. It's such amazing sound. ... Your work is always splendid. Always, I respect you. ...”

Satoru Murayama, President, Oyaide Elec, Inc., Japan Aug 22 2007



“Congratulation, the K2 HD is wonderful. I have been upsampling my CDs to 24/48 and 24/96 before D/A conversion for improved playback. The K2 HD gives the same sonic improvements as high quality upsampling – lowered noise floor, extended frequency response and a more accurate soundstage. If all my CDs were K2 HD, I would never have to do upsampling again. ...”

Chris Hoff, President, Balanced Power technologies Aug 22, 2007



“ ... The new format simply must be heard to be believed. When I first learned that there was a new recording format that was supposed to be better than everything else, my reaction was: great, just what the audio world needs – a new format! Then, during my visit to Mr. Ma’s, I heard K2 HD, and perhaps more importantly, learned that it works on any CD player. No battling between SACD, DVD-A, HDCD, etc., just put it in and hit play.

The music that then emanates from the system sounds like a great turntable, only without the noise and with significantly greater dynamic range. There is so much more low level detail than what I’m used to hearing that, again, it requires a recalibration of my references. In my experience, the difference between K2 HD and regular CDs is much greater than between SACD and regular CD. I can easily hear the improvements in my car, for example. And did I mention that it works on any CD player?

I understand that FIM has plans to re-release some of the great audio classics, such as “Cantate Domino” and “Jazz at the Pawnshop” in K2 HD. When you see these, just buy them – they’re that good.

I am sure you’ve figured out by now that I had a great afternoon, listening to music in Mr. Ma’s music room. Kudos are due to Mr. Ma for achieving a reference level environment, where recorded sound and musical performances go well beyond my attempts to describe them.”

..... We hear a lot in our industry about rooms that “disappear”. Until the session at Mr. Ma’s, I’d never heard one that actually does. Here the scale of the presentation was completely lifelike, from small solo instruments presented with the proper sense of size and placement, to large scale symphonic and choral works that were able to impose themselves on the space and effectively removing the room from the listening experience. The art, in this case, is the recorded music.

Brain Warford, President, LSA Group Aug 23 2007

The slogan on the album cover, “The Charm of Master Tape”, could not have been chosen any better. Within the first seconds, I realized how big the difference is: This is music like what I hear in reality! To me, K2 HD is not like going from XRCD to XRCD2 or XRCD24; it is a different story! The new format sounds like analog in a positive way with total absence of the usual shortcomings of digital playback. ... It is a birthday gift for the CD’s 25th birthday .. It has taken 25 years and a lot of passion and perseverance by people like you and like the engineers at JVC to get the “new” technology right I can hardly express how much I appreciate all that you have done for us music lovers. ...

Johannes Rickert, a discerning audiophile from Germany Sept. 2, 2007

A c k n o w l e d



g e m e n t

I sincerely thank all my editors and friends for their kindness and generosity in allowing me to include their reviews and comments in this special flyer. Due to the limited time available to specially prepare this flyer for CES 2008, I may have unintentionally neglected the courtesy of asking permission of copyright holders before inclusion in this flyer. For this, I wish to express my sincere apologies.

First Impression Music, Inc.
Winston Ma
January 5 2008

fim **NEW RELEASES**
ON **K2HD** MASTERING FORMAT
Exact release days of individual albums will be announced in due course

K2 HD
MASTERING

12



This is K2 HD Sound!
FIM K2 HD 078



Red Cliff Capriccio
FIM K2 HD 076



Flamenco!
LIM K2 HD 022



El Amor Brujo
LIM K2 HD 023



Swan Lake
LIM K2 HD 024



Cantante Domino
LIM K2 HD 025



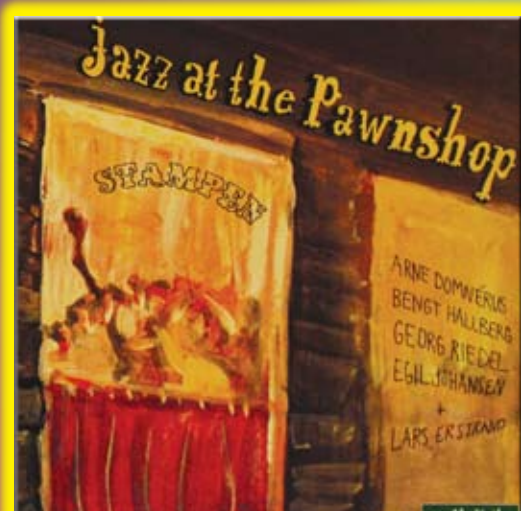
Now the Green Blade Riseth

LIM K2 HD 027



River of Sorrow

FIM K2 HD 077



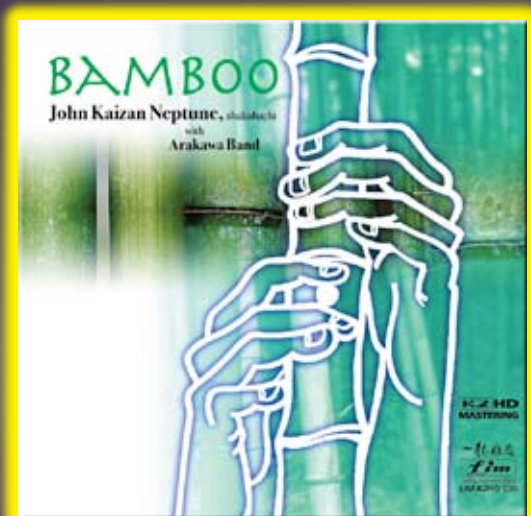
Jazz at the Pawnshop

LIM K2 HD 028



Messiah

LIM K2 D 029



Bamboo!
LIM K2 HD 030



Antiphone Blues
LIM K2 HD 026



At the Steinway Take 2
LIM K2 HD 026



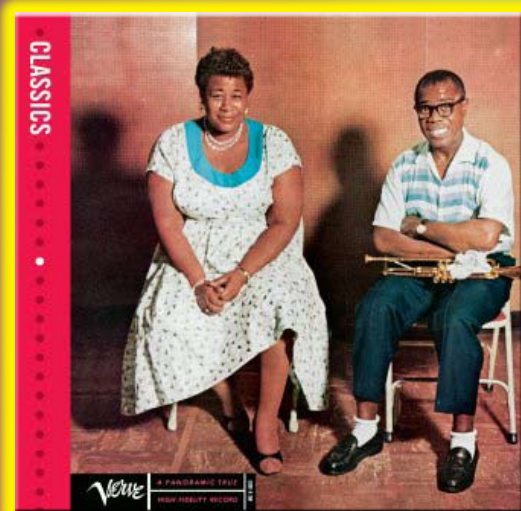
'O Sole Mio
LIM K2 HD 079



Happy Cat
FIM K2 HD 080



We Get Requests
LIM K2 HD 081



Ella and Louis
LIM K2 HD 082



Getz/Gilberto
LIMK2 HD 083

