

Wilson Audio Proudly Reintroduces



THE  WATT/PUPPY TM

Continuation of Humble Beginnings



Every remarkable journey starts with an internal sense of motion and that single step towards desire. In 1974, Dave Wilson took that first step alongside his remarkable wife, Sheryl Lee Wilson, when they started Wilson Audio Specialties on a workbench in their garage.



Dave recognized early on in this sonic voyage, as an active recording engineer, the need for a portable studio monitor that spoke the same resolving language as his original WAMM (Wilson Audio Modular Monitor). After years of Sheryl encouraging and convincing Dave of the potential importance of this small speaker concept, Sheryl changed the course of Wilson Audio, and the audio industry, forever.



Dave passionately dove into development without consideration for cost. His focus was exclusively on performance and functionality for the ultimate portable studio monitor. Thus, the WATT (Wilson Audio Tiny Tot) was created. This small yet formidable loudspeaker did more than just provide accurate audio feedback on location; it was so impressive at audio shows that Dave and Sheryl had a hard time keeping up with orders.



Wilson Audio has evolved over the last five decades from the workbenches found
in
cramped garages to a custom-built 46,000 sq/ft manufacturing facility. In the
relentless
pursuit of excellence that defines Wilson Audio, every craftsperson carries on in
the
unwavering journey of continuous improvement, guided by the beacon of
"Authentic
Excellence." Each progressive step builds upon the foundation laid by our
predecessors, paving the way for the exceptional.



Honoring Legacy, Embracing Evolution

*Introducing a remastering to one of, if not the most, iconic loudspeaker designs:
The*

WATT/Puppy. Inspired by the original WATT/Puppy's legacy, the development of this instantly recognizable design began with a hopeful vision: to create a WATT/Puppy that would honor the original designer by utilizing current technologies and innovations refined for more than 50 years. Simply put, to build a WATT/Puppy that Dave Wilson would have built if he had the resources then that Wilson Audio now has.



Forged from the union of tradition and cutting-edge technology, The WATT/Puppy epitomizes the culmination of expertise and passion by a guild of more than 60 craftspeople with an average tenure of more than 11 years. Wilson Audio's highly skilled team have systematically honed their talents to a level that sets the standard in the audio industry. Every element of The WATT/Puppy has been refined, improved,

modernized, and elevated from the original. Handcrafted with meticulous precision, this long-awaited return of the king stands as a testament to our unwavering commitment to audio excellence.

Wilson Audio's pursuit of sonic excellence over half a decade has led to significant developments in time-alignment accuracy, enclosure material performance, capacitor construction breakthroughs, and driver technology advancements which all loyally serve the music.

Material Science

The original WATT/Puppy underwent a total of eight evolutions from 1986-2011.

These eight iterations utilized a variety of materials, each strategically integrated and available during their respective development periods. Each evolution of material usage pushed the boundaries of what was achievable in loudspeaker capabilities at the time.

In the early years, Puppy enclosures employed a laminated 60-lbs version of High-Density Fiberboard (HDF), while the WATT incorporated Polymethyl Methacrylate (PMMA). Thirteen years after the retirement of Series 8, The WATT/Puppy now is constructed with the most refined materials. X-Material for overall structural integrity found with the internal bracing and external enclosure configuration. S-Material for midrange coupling to the front WATT baffle. V-Material for the top of the Puppy, serving as the vibration-sink and damping interface for the WATT. This amalgamation of materials results in an enclosure that is inherently inert.



Each of these unique materials is meticulously chosen for its specific performance characteristics, whether in the realms of vibration control or sound reproduction. This commitment to material excellence is one of many elements that ensures The WATT/ Puppy delivers the best audio quality possible for this relatively compact design.



Deliberate Design in Every Detail

The WATT/Puppy is a current take on an iconic shape. Recognizable angles carefully sculpted with the current hands and tools that build every Wilson Audio product. Very similar in overall size to the original WATT/Puppy, the new content in The WATT/Puppy has been decades in the making.



The rod handle on the rear of the original WATT was initially designed in 1985 as a practical way for David Wilson, founder of Wilson Audio and a recording engineer at the time, to transport his custom-made studio monitors to recording sessions. This functional and robust handle has since evolved for The WATT/Puppy. The current design is stylized for a secure and comfortable grasp at any angle. Similar to the original WATT handle, the new handle effortlessly supports the weight of the WATT during transportation and installation.



Found on the rear of the WATT is an adjustable spike which allows for the most precise alignment in the time domain found in any version of the WATT/Puppy platform. Also included in this product is the Wilson Audio Multi-connector binding post. This hardware features options for both spade and banana plug speaker cable connections and is apart of our flagship models, including the Chronosonic XVX, Alexx V, Alexia V, and Sasha V. Additionally, the WATT module rests on proud sitting spike track hardware, directly installed into the V-Material top plate, greatly reducing vibrations from the woofer cabinet to the WATT enclosure.



Access is made easy to the resistor panel found on the back of the Puppy and includes quick-release thumbscrews for the tweeter and midrange resistors allowing for effortless maintenance and value customization. An integrated bubble level on the top of the Puppy ensures effortless leveling during the installation process.



Finally, Wilson Audio's 50th Anniversary medallion was created to commemorate five decades of Authentic Excellence in sound reproduction and craftsmanship. Available exclusively throughout 2024 on The WATT/Puppy during Wilson Audio's historic 50th celebration, this limited-edition medallion is a badge of honor for this remastered iconic design. The color of the medallion corresponds to the color hardware chosen for The WATT/Puppy. Whether Clear or Black hardware is selected, the medallion will mirror that finish. Additionally, a unique Red medallion will exclusively accompany red paint variations chosen for The WATT/Puppy, making this version the rarest of them all.



These enhancements, along with many others, represent a blend of aesthetic refinement, functional innovation, and unwavering commitment to excellence and authentically set a new benchmark for the WATT/Puppy family tree.



Driven Technology

Wilson Audio's early years of speaker design utilized materials and construction methods that were popular at the time. Drivers throughout the company's history have been made with a variety of components: fiberglass, aluminum, polypropylene, and titanium diaphragms, to name a few. The engineers at Wilson Audio are constantly developing, researching, and evaluating material options, including exotic and trending materials. A thorough set of evaluation protocols yields results for each device under test, with the most important parameter being whether the sound is believable and natural. Each of these driver iterations must represent an authentic step in creating a system that contributes to audio fidelity.



1" Convergent Synergy Carbon (CSC) Tweeter

When Wilson Audio introduced its cutting-edge and complex carbon fiber rear-wave chamber technology in the Convergent Synergy Carbon (CSC) tweeter it allowed for smooth and linear high-frequency extension. Superior harmonic detail emerged from the soundstage and the overall result is a significant improvement in sound quality and ease of listening.

Originally developed for the Alexx V, the CSC tweeter is also integrated into the Alexia V and Sasha V systems. This delightful coated textile dome tweeter naturally and seamlessly blends with the AINiCo midrange and dual woofers it is paired with.

7" AINiCo Midrange

Wilson Audio has integrated its beloved 7-inch AINiCo (Aluminum - Nickel - Cobalt) QuadraMag midrange driver developed and used in the Chronosonic XVX, Alexx V, Alexia V, and the Sasha V. This refined technology produces a tonally rich and exquisite sound in the audio band that the human ear is most sensitive to, resulting in a truly engaging listening experience. The AINiCo QuadraMag driver is renowned for its exceptional ability to settle and maintain linearity resulting in greater depth and dimensionality.

The WATT baffle is composed of a unique blend of materials that create a highly stable and low-resonance coupling surface for the mid-range driver; the effect enhances the sonic beauty and bloom of the QuadraMag.

Twin 8" Woofers

When asked what drivers are included in The WATT/Puppy, the simple answer is, "The same drivers found in the Sasha V." This includes the same nimble and articulate 8" formed homogenous cellulose composite woofers. These woofers have been designed to deliver an agile low-frequency response, ensuring an audio experience that is both impactful and precise.



Point-to-Point Connections

Wilson Audio's proprietary AudioCapX-WA capacitors are uniquely wound in-house to meet extraordinarily tight tolerances. This process enhances low-level resolution, revealing the subtle nuances of sound reproduction with remarkable clarity and depth.

Elevating our commitment to sonic purity, we have developed a new copper version of the AudioCapX-WA capacitor, a similar design initially unveiled with the esteemed Sasha V series. This iteration has been further refined with copper end-spray and gold leads, ensuring that high-frequency micro-details are rendered with exquisite resolution.

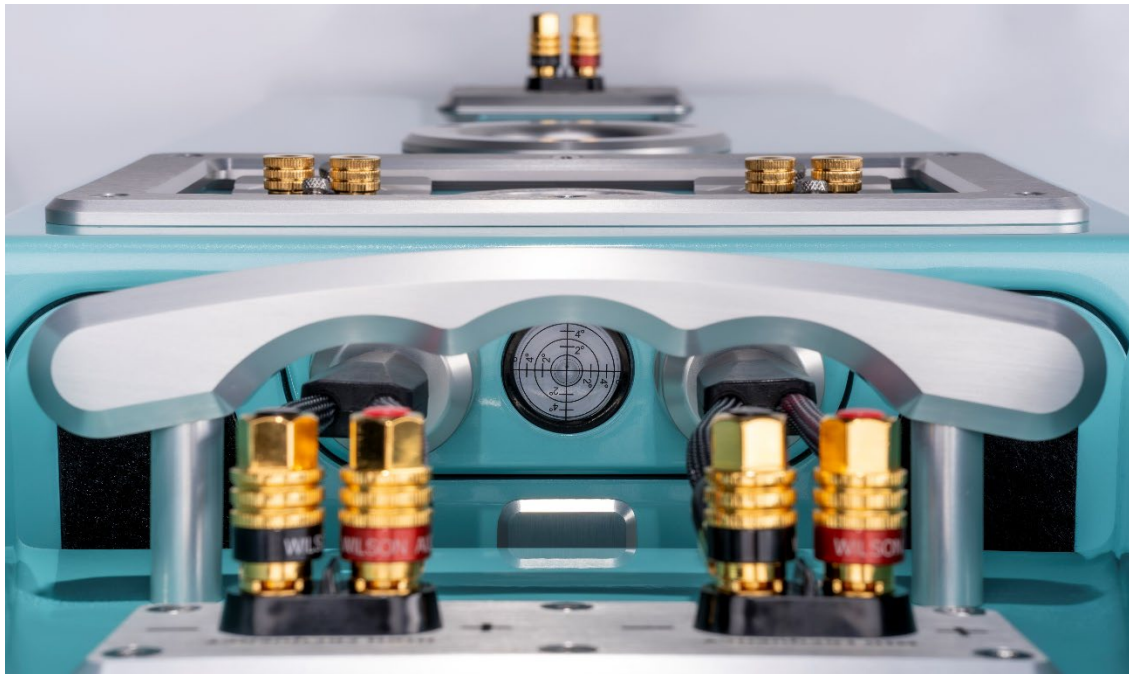
Additionally, our new woofer capacitor has also been reengineered with lower inductance. This thoughtful approach ensures that low-frequency (LF) information integrates seamlessly with the mid-range material resulting in a cohesive and emotionally engaging soundstage that provides rich sonic texture.

The multi-section RelCaps found in all Wilson Audio loudspeakers are crafted at Wilson Audio using custom state-of-the-art machines and hand-finished. This proprietary process produces some of the most accurate, complex, consistent, and sonically superior capacitors available.

The WATT/Puppy's crossover is composed of world-class components (inductors, capacitors, resistors, connecting cables, hardware, etc.) and are passionately handmade at Wilson Audio. Printed circuit boards, when used in loudspeakers,

inherently dynamically compress the sound. Wilson Audio avoids this sonic issue by taking the time to painstakingly handcraft and join each component with point-to-point connections.

At Wilson Audio, our relentless pursuit of acoustic perfection is reflected in every component we craft. The meticulous development of our capacitors is just one example of our commitment to pushing the boundaries of what is possible in high-fidelity sound, ensuring that every note, every beat, and every harmonic is delivered with an authenticity and emotional impact that transcends the ordinary.



The WATT/Puppy Specifications:

*Sensitivity — 89 dB
Impedance — 2.87 ohms @ 86 Hz
Height — 41.34 inches (105 cm)
Weight — 160 lbs (72.57 kg)*

The WATT/Puppy US MSRP:

*Standard Finishes: \$38,500
Upgrade Finishes: \$40,500
Custom Finishes: \$42,500
Premium Pearl Finishes: \$44,500*

