

The Paddock – Feature Article

BREAKING THE SOUND BARRIER

Inspired by Ferrari, David Wiener's Unique and Exclusive Products Leave the Rest of the Field Behind

One measure of great design is the extent of its influence. Paleolithic cave art inspired Picasso. Raymond Loewy created a new visual language for products of all kind. Ferrari became a byword for automotive excellence and inspiration for the **Ferrari Art.Engine**, the revolutionary, limited edition, wireless stereo system — the single most exclusive product ever to bear the Ferrari name. Created by David Wiener, founder of David Wiener Ventures, and licensed by Ferrari, the Art. Engine is an advanced high-fidelity home and office stereo system that introduces a new standard in music reproduction and visual presentation. Rich in advanced technologies, it is both a breakthrough in musical entertainment and a collectible *objet d'art* combining legendary engineering and timeless design.

The Art.Engine, in turn, has become the flagship of DWV's prestigious new David Wiener Collection — a luxury line of audio, entertainment, furnishings and fashion products combining exceptional designs and innovative technologies. The second offering in the Collection is the new **Art.Suono Wireless iPod Dock and Music Transmission System**, the only wireless, music enhancing iPod dock on the market.

Like the Ferrari Art.Engine, the Art.Suono is both an ingenious audio instrument and an elegant sculpture of machined aluminum and carbon fiber that stands out as a piece of audio jewelry wherever it is placed. Art.Suono's proprietary wireless transmission technology allows users to transmit any audio source to any audio system. The Art.Suono, said David Wiener, "embodies our passion for extraordinary design, our obsession with technological excellence, and our belief that these qualities can deliver a new experience in music listening."

Unlike every other stereo system and iPod dock on the market, both the

Art.Engine and the Art.Suono include proprietary circuitry developed by APHEX Systems with DWV. The DWV-APHEX circuitry actually enhances the compressed files iPods typically store, restoring the music's natural brightness and range with better clarity, detail and presence. It gives the music a powerful and spacious audio experience with a more "live" sound, enhanced stereo imaging, deeper and more powerful bass, and a clarity never before heard from bit rate audio recordings. The Art.Engine and Art.Suono are the first consumer products to use this remarkable technology, which professional recording artists like Linda Ronstadt, James Taylor and Paul McCartney have long employed in mastering their albums.

It's no accident Ferraris inspired the Art.Engine, and also the Art.Suono. Motor sports and yacht racing have always fascinated David Wiener. In the late Seventies, he helped assemble NART Ferrari racing engines at the famous Ferrari dealership of legendary racecar driver Luigi Chinetti – the original importer of Ferrari in the United States.

Later, Wiener became involved with racecar driving, car design and wind tunnels. Designing cars, boats and recumbent bikes among other products, he pursued his career, quickly becoming a highly successful, award-winning designer. By 1982, he had launched David Wiener Ventures, dedicated to the development of advanced vehicles, products, furniture and fashion. Among DWV's first projects were assignments to design and build custom Porches and BMWs.

Other projects included the first commercial recumbent bike; the Flarecraft, a small, canard-winged, ground-effects aircraft designed for low-altitude flying and water landings; and the entire line of speakers for SoundTube Entertainment. Resembling an engine turbine, the speakers were designed to hang pendant-style from ceilings in large venues. The speakers earned multiple patents for their unique shape, omni-directional tweeter and acoustic technologies.

DWV has also worked with many of the world's great brands, including Ferrari, the U.S. Ski Team, Columbia, Cannondale, Ben & Jerry's, Nike, Ganassi IndyCar,

Hollywood, TWR, the GAP, Old Navy, and Bloomingdales. And DWV programs have been sponsored by such companies as Adidas, Campagnolo, AMF, DuPont, Fischer, Salomon, Revo, and Vuarnet.

Through all this the Ferrari touch has never been far from the DWV studios. DWV's unique operational model is based on its early experience with Formula One racing teams, and the example of Ferrari's commitment to extraordinary performance, materials, craftsmanship, and styling. Regarding craftsmanship, for example, each Ferrari Art.Engine is machined from a 250-pound billet of T6 aluminum, trimmed in carbon fiber, hand finished with multiple coats of Ferrari paint, clear coated, and buffed to an extraordinary luster.

Every other Art.Engine component is similarly custom engineered for ultimate performance and absolute quality, including its 18 drivers, four 200-watt digital amps, proprietary digital signal processing and DWV-APHEX circuitry, and wireless digital receiver. As a result, products in the David Wiener Collection are built to last well beyond the generation that makes the initial purchase, unlike so many entertainment products that are designed to be replaced in two to three years for something "different."

DWV is currently creating an equity offering to help fund the rapid expansion of the David Wiener Collection. This represents the first time outside investors will be permitted to participate in a DWV business venture. With a line of extraordinary products already in development, and the lessons learned from Ferrari never far behind, the David Wiener Collection is poised to create an international sensation with its line of exclusive entertainment products, furnishings and fashion.

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David Wiener Ventures www.DWV.com 1.435.649.3458