

EN

BS 312.

A group of people are silhouetted against a bright, hazy light source, creating a dramatic effect. They appear to be in motion, possibly dancing or performing, with their arms and legs extended. The light source is positioned behind the large yellow text 'BS 312.', which is the main focus of the image.

THE LIFE OF SOUND.

ELAC



BS 312
FOR
25
YEARS.

It doesn't get more ELAC than this!

For a loudspeaker designer, each new project is a very personal endeavor, but some products are particularly close to one's heart. For me, the BS 312, which began its unprecedented success story in the ELAC range 25 years ago as the "Elegant 305", is definitely one of those products. Naturally, it is gratifying to see that an idea I developed as a young engineer continues to delight music fans around the world after so many years. More importantly, however, the BS 312 incorporates in condensed form everything that defines ELAC as a brand, a manufacturer, and a company. With the "BS 312 Jubilee Edition", we are not only celebrating an extraordinary loudspeaker, but above all our unwavering pursuit of quality, our in-house technologies and the sustainability concept that informs the ongoing development of our products. The BS 312 is an ELAC loudspeaker through and through – it doesn't get more ELAC than this!



ROLF JANKE

Head of Development
ELAC Electroacoustic GmbH



Small speaker — big history

It has had many names over the years, but the winning formula of the BS 312 has remained the same throughout the decades: Advanced technologies and meticulous construction with attention to detail combined to form an ultra-compact loudspeaker delivering an astonishingly big sound.

The story of the BS 312 began
early 1990s.

The market for HiFi loudspeakers was beginning to shift away from taller, bigger, and mightier designs. Customers were looking for smaller solutions when it came to enjoying music within their own four walls. Many manufacturers responded



1990



to this growing demand by offering small satellite loudspeakers combined with separate subwoofers. Often, these solutions were equally unsatisfactory in terms of looks and sound. A young designer who had just been recruited by ELAC in Kiel was convinced that there had to be a better way. Although Rolf Janke did not know it at the time, his idea would have a lasting influence on the company fortunes. He was to create a Developing ideas, testing them, rejecting them and starting overloudspeaker which

remains an important member of the ELAC family 25 years later – just as he does.

But young engineers do not concern themselves with such far-reaching ideas, which is why Janke calmly got to work. He used what were then cutting-edge computer simulations, but ultimately also the same patient approach pursued by generations of inventors before him: developing ideas, testing them, rejecting them and starting over.



Developing ideas, testing them,
rejecting them and starting.



At some point, the **breakthrough** came when simulation of a concept yielded promising results. Suddenly it seemed possible to build a fully-fledged loudspeaker with a volume of barely five liters and a front baffle measuring just twelve centimeters. The difficulty was that its construction would be neither simple nor cheap. The very latest chassis technology and a complex crossover would be required. Quite apart from this, a traditional wooden cabinet would simply have been overwhelmed by the sheer force of this (as yet theoretical) powerhouse. The cabinet had to be made of aluminum with a wall thickness of at least 8 millimeters and additional bracing. Nobody had ever constructed a loudspeaker in this way.

However, Rolf Janke's **enthusiasm** persuaded the decision-makers to run with the idea. The arrival of the first prototypes, which still consisted of separate aluminum panels bonded together, banished any remaining doubts. ELAC simply had to put this loudspeaker into production!

In **1995**, everything was in place and the first version of today's BS 312 was unveiled to the world as the "Elegant 305". And it took the world by storm.

No-one had ever heard so much sound coming from such a tiny loudspeaker. It was inevitable that such a revolutionary concept would also be greeted with a certain degree of skepticism. However, the doubters were silenced as soon as they experienced the sound produced by an "Elegant 305". Body and soul, details and resolution – the sound of this unashamedly diminutive loudspeaker offered all the key ingredients of a great musical performance. It also did so entirely without a subwoofer. And without compromises.

The same applies all the more today, 25 years later. The BS 312, like all its predecessors, is no "satellite

loudspeaker” of limited use, no half-hearted “compact loudspeaker”. When you see it and inspect the immaculate workmanship; when you hold it and feel the quality and weight of the aluminum; and especially when you listen to it – you appreciate immediately that this loudspeaker demands to be taken seriously. The BS 312 is a proper loudspeaker. Made by ELAC. It looks that way, it’s built that way, and it sounds that way.

Everyone at the company headquarters in Kiel knows this, and not just because of its continued sales success. The BS 312 is simply very special and is revered as such throughout the company. Whenever new technologies became available at ELAC over the decades, the “little” Line 300 speaker also benefited from them. Not as an afterthought, but usually straight away. Whether it was neodymium in the magnetic drive system of the low/midrange unit or the first JET tweeter – the Line 300 never had to wait long for the latest technologies. In 2008, the 310 CE even shared the honor of being first in line to receive the innovative crystal membrane driver with its larger siblings in the Line 600.

However, regular input to the loudspeaker design not only included new technology but more importantly the countless hours that Rolf Janke and his team have invested over the decades in the ongoing development of the BS 312. They did over and over again, and

always with great success. Even when individual updates such as the switch from the JET-3 to the JET-5 tweeter brought about tremendous advances in terms of tonality, these were ultimately outweighed by the many details by which the BS 312 was repeatedly improved. This explains why the BS 312 remains at the cutting edge 25 years later and why it is an indispensable part of the ELAC product range. We are celebrating this anniversary with a limited Jubilee Edition of this magnificent little loudspeaker. In doing so, we look forward to many more years of the BS 312. Because it still inspires, stirs and captivates listeners as it did from day one.

The secret behind the success

The secret of success of the BS 312 is actually

very simple –
and highly complex.

Simple in that the “Elegant 305” was already a very fine loudspeaker that has steadily evolved into today’s version of the BS 312. But complex because this evolutionary process has involved so many different areas.

The cabinet, crossover, connections and, of course, the drive unit technology – every

single aspect of the loudspeaker has been repeatedly optimized over the last 25 years.

However, it is not just the BS 312 that can look back at a long and successful history at our company. The same is true of the colleagues who originally conceived and realized the concept.

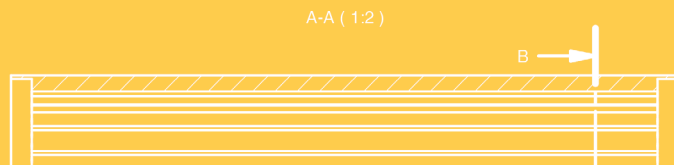
Rolf Janke as the designer, myself with responsibility for production along with many of our colleagues in the production department and in other areas of the business have accompanied the BS 312 on the journey from its earliest beginnings.

We have matured and developed our own skills alongside this loudspeaker concept, yet we remain fundamentally the same group of people. And together, we also have great plans for the future!



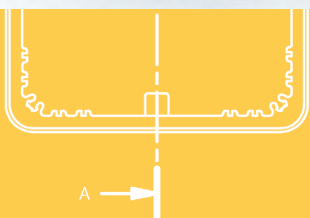


THOMAS WERNER
Quality Manager
ELAC Electroacoustic GmbH

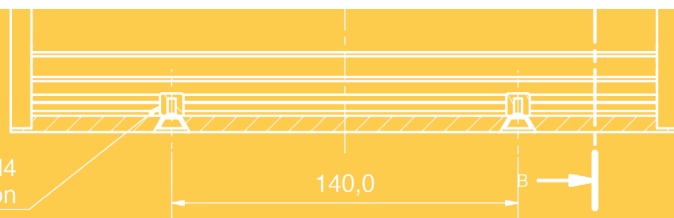


The cabinet

Minimum Size.
Maximum Power.
Zero Compromise.



2x Rivet nut M4
closed version



4



3

1

2



To enable the compact BS 312 to produce a big sound, the cabinet must overcome the toughest of challenges. Twenty-five years ago, designer Rolf Janke conceived an extruded aluminum shell with a wall thickness of 8 mm. Back then – as today – this presented quite a technical challenge that only a small number of specialist companies worldwide could tackle. The production process is of an almost warlike nature: A punch forces a glowing block of aluminum under enormous pressure through a matching die. This produces a long, extruded section with a complex three-dimensional shape from which individual cabinets are cut once the metal has cooled. This enormously stiff, rigid and heavy structure forms the basis of the BS 312 concept – extracting maximum power from minimum dimensions; exerting the very highest degree of musical control,

Sound without compromise.

90,0

10,0



“The best
is just good
enough.”

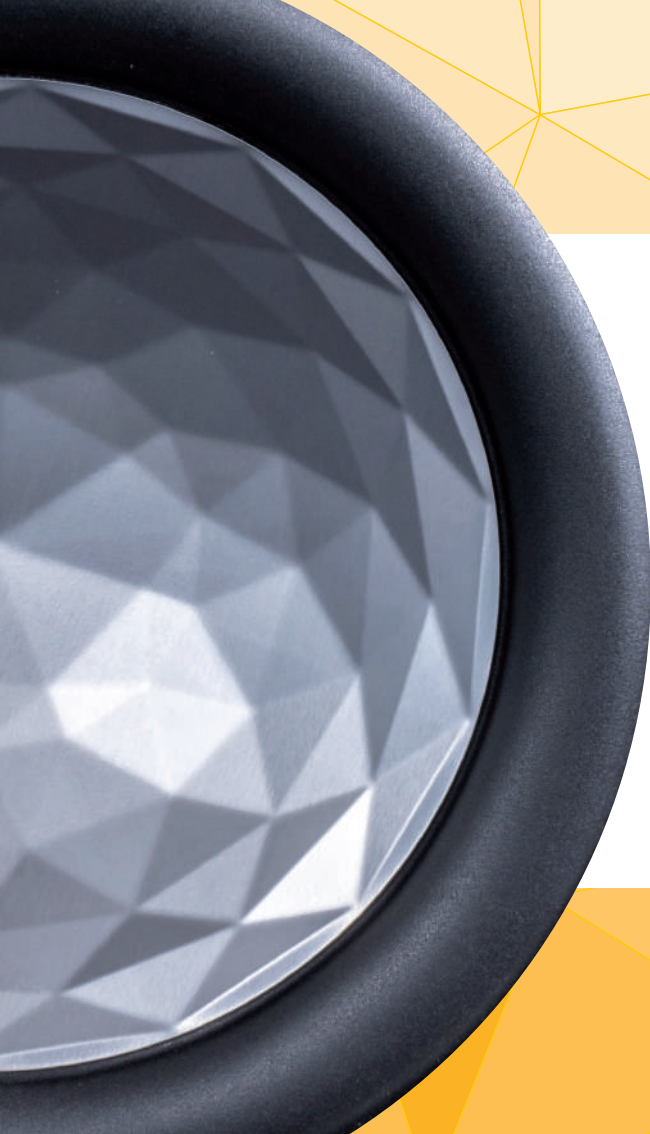


JET tweeter

For the BS 312, the best is just good enough for us. This is also why it features our best tweeter, the ELAC JET 5. This technology that we have continuously refined over the decades employs a delicate folded foil membrane driven by a powerful magnet system in a manner resembling an accordion. This system converts music signals into sound waves much more quickly and precisely than the sluggish piston-like motion of conventional dome or cone tweeters. Consequently, the BS 312 resolves even the most delicate musical structures with unerring precision, presenting every minute detail transparently in the room and gently revealing the soul of every recording.

“The principle
is driven
to its limits.”





Crystal membrane

An Aluminum-Sandwich diaphragm combines the low weight and high stiffness of aluminum with the damping characteristics of a paper cone. The unique ELAC crystal membrane, which was first used in the BS 310 CE, drives this principle to its limits. The crystal structure stamped into the aluminum further increases the stiffness of the design while maintaining the same weight and suppresses partial oscillation modes that can impair the sound. This allows the low/midrange unit used in the BS 312 to be equipped with an optimized driver that significantly improves the frequency response and dynamic range.

BS 312



TECHNICAL DATA

	BS 312	BS 312 Jubilee Edition
Type	2-way, bass reflex	
Tweeters	1x JET 5	1x JET 5
Woofer	1x 115 mm AS-XR cone	1x 115 mm AS-XR cone Jubilee ¹
Crossover frequency	3.200 Hz	
Frequency response	42 – 50,000 Hz	
Sensitivity	87 dB bei 2.83 v/1m	
Recommended amplifier power	50 bis 150 wpc	
Nominal/peak power handling	75 / 100 wpc	
Nominal impedance	4 ohm	
Binding posts	5-way metal	Silver-colored design ring with special surface finish and ultra-modern carbon-weave look
Cabinet finish	High gloss black or white	High gloss black
Dimensions (HxWxD)	208 x 123 x 282 mm	
Weight	7,2 kg	

BS 312 Jubilee Edition



Errors and omissions excepted.
Specifications and design features subject
to change without notice.
Slight color differences may occur due
to the printing process.
For detailed technical details,
please visit www.elac.com

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¹With natural aluminum crystal membrane
Exclusive internal wiring by Audioquest
Type plate signed by Rolf Janke
Limited to 250 pairs

Numerous names, singular success!

The image features a group of dancers in silhouette against a bright, hazy light source in the background, creating a dramatic and energetic atmosphere. The dancers are in various dynamic poses, with some arms raised and legs spread. The overall scene is dark, with the light source creating a strong backlight effect and casting long shadows on the floor.

BS312.

JUBILEE EDITION



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