

# HOGTUNES

Audio Solutions For The Great American Cruiser

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## So Why Not Just Use Car Audio Speakers?

Before Hogtunes became to be, the owner, who was working in the car audio industry at the time, started selling some car stereo speakers to his riding buddies, and eventually, his local Harley dealer started to stock them. The car stereo speakers did sound a lot better than stock at stop lights, but was lacking “presence”, or the ability to hear them clearly at speed. This issue was easily resolved, but required an “application specific” speaker to be built, and Hogtunes was born!

So what was the issue with car stereo speakers? Generally speaking, when people describe sound, they break it out into 3 main categories- bass, midrange, and treble. Like a good bike speaker, car stereo speakers are also application specific, in that they are meant to sound good in a fairly enclosed cabin (cage) and accent the music their core customer will listen to. The core car stereo customer is male, 16-24 years old, and these days typically listens to dance or rap music. These types of music demand lots of bass and lots of treble, but not a lot of midrange as shown on the graph below. Another example many people would remember is having an in dash equalizer in the car. Most people would turn up the bass and treble, but leave the midrange down, creating a “happy face” EQ.

**The most sensitive area of sound to Human ears is the midrange.** Human’s sensitivity to midrange sounds is a built in sensory device, mostly so mothers can hear babies crying. Vocal sounds are right in the midrange of sound. If human hearing was most sensitive to bass, our own heart beats would literally be like Chinese water torture! The design of all Hogtunes speakers is to play through the midrange much louder than a car speaker!

When a bike is at speed, the rider is trying to hear any audio system over loads of exhaust noise, and loads of wind noise. Unlike speakers in a car, speakers on a bike have to deal with a huge amount of ambient noise so they can be heard. Having a speaker that naturally plays where the human hearing is most sensitive allows Hogtunes speakers to “cut” through exhaust and wind noise better than other speakers.

In the graph below, a typical car stereo speakers response is shown in red. Through the mid range, the red graph shows that the speaker is playing quieter through the area of sound we need to be loud when were on a bike at speed. The red curve would sound pretty good in a car. The Hogtunes typical response is shown in blue. You can see that the bass and treble areas are similar to a typical car speaker, but plays considerably louder in the midrange! Just like a car speaker never works great on a bike, a properly designed motorcycle speaker will be undesirable in a car!

