



**For Immediate Release**  
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## **Orca Shows Revamped Focal Universal Speaker Line at 2018 CES**

*High-efficiency speaker line gets new tweeters, better midbass response*

**CAMARILLO, CALIF., January 22, 2018 (MEDIAWIRE)** – Orca Design and Manufacturing, producer and distributor of premium audio products, showcased Focal’s upgraded Universal speaker line at the 2018 CES, held January 9-12 in Las Vegas. The highly efficient design of the drivers lets them achieve optimum performance from the minimal wattage produced by in-dash radios.

The Universal line is part of Focal’s Integration series, which also features the Direct Fit line. Direct Fit includes speakers, housings and accessories that enable direct, drop-in replacement in specific vehicle applications. Current applications include Toyota, Volkswagen and BMW.

The Universal segment consists of 11 speaker sets that fit most common factory speaker sizes over the past 20 years. Their shallow-mount design and variety of sizes also make them ideal for custom applications in which depth is a concern. Tweeters in the component models come with a surface-mount base that can be removed to expose the raw driver, for use in custom applications or to insert into the included flush-mount base.

Returning to the lineup after being discontinued for a year is the ISU200 kit, a component set featuring an eight-inch, shallow-mount woofer. The set is ideal for producing more bass and broader midrange from a door or panel with limited depth. MSRP for the ISU200 is \$390.00.

All of the line’s midbass drivers feature high-efficiency polyglass cones: paper treated with a combination of polyurethanes and glass fiber to provide strength and durability. The tweeters include one-inch cones with a wave guide built into the grille to better disperse sound when mounted off-axis. For the coaxial speakers, an embedded switch on the center-mounted tweeter optionally lowers the output by three decibels for mounting locations that are higher up and closer to the ear.

“Most premium speakers are made to sound their best with high-power amplifiers, so they are not suited for connecting directly to a radio,” said Nalaka Adikari, sales director for Orca. “The high sensitivity of the Universal line, along with its full selection of sizes and configurations, makes it the perfect solution to upgrade a simple system with premium sound in any vehicle.”

For more information, visit [focal-america.com](http://focal-america.com).

### About Orca Design and Manufacturing

Based in Southern California, Orca acts as importer/distributor, designer and manufacturer for a variety of notable brands. We are the sole U.S. distributor for Focal mobile audio, and import speakers by Gladen Audio of Germany and Italian-made Mosconi amplifiers. In addition, we design quality products under the Illusion Audio brand, and offer Blackhole damping materials and Raven pure ribbon tweeters for home and mobile installations alike. For more information, visit our website at [orcadesign.com](http://orcadesign.com).

Images: [Universal Speaker Line](#)

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