

FOCUS ON BUSINESS

Lockridge HiFi
www.lockridgehifi.com

LOCKRIDGE HI-FI TURNS ONE YEAR OLD!

Join our celebration with our new lineup of British hi-fi equipment, and our 1st anniversary sale event, starting Aug 27 through the end of September!

New to our lineup:
Nottingham Analogue turntables, Croft amplifiers & Neat speakers

50 Lockridge Ave #14 Markham; Tel 905.475.6300

Lockridge Hi-Fi Celebrates its First Anniversary!

"Come September, Lockridge Hi-Fi has been proudly serving all music lovers in Markham and the Greater Toronto Area for one whole year," said Yan and Ringo, both owners of the store. "Commemorating this major milestone, we are adding a few exceptional products to our truly unique line-up," said Yan. All hailed from U.K., and all designed for high fidelity music: Nottingham Analogue turntables, Croft amplifiers and Neat Ultimatum speakers.

They are brought here to play remarkable music and to complement your home décor with their elegant looks. Nottingham Analogue is a well-respected British manufacturer of high quality, specialty audio products. For over thirty years, their turntables have been known for precision and purity, ultra quiet noise floor, supreme musicality, quality build and remarkable value.

Among Nottingham's various turntables, Spacedeck is the most popular model, with over 10,000 already sold worldwide. Spacedeck won The Absolute Sound's 2003 Editors' Best Buy Award. "From its ultra-quiet backdrop to its mastery of pace and space, explosive and agile dynamics, harmonic integrity, tonal continuity, saturated images, and deep yet nimble bass. So engaging the reviewer bought the review sample."

Lockridge Hi-Fi is showcasing Spacedeck with a matching Ace-Space carbon fiber tone arm and Grado Reference Series Sonata cartridge.

At Croft, everything is about enjoyment of music and value. This is why Glenn Croft has earned a reputation as one of the most innovative and technically gifted designers of fine valve electronics.

"Croft amplifiers are really extraordinary," said Yan. "I have listened to a lot of expensive systems over the years, some worth two hundred thousand Canadian dollars and I have a pair of discriminating ears because of formal music institute training. In my opinion, Croft amplifiers truly stand out in terms of their sound quality and musicality. Music's timing, pace, rhythm and melody seem to come through as if real. I am captivated by it."

"Don't forget Croft's slim line design," said Ringo. "Its contemporary design and sleek look do have a lot of 'spouse appeal'. It blends well with any home décor."

Lockridge displays three Croft systems, including an Exposure CD player or a Nottingham turntable and a pair of Living Voice or Neat Ultimatum speakers, which range from just under \$12,000 to over \$40,000.

Neat Ultimatum speakers are "the very best there is", as reviewed by HiFi+ Magazine, May 2003 and "a brilliant musical communicator", by Hi-Fi Choice 2003/04 Product of the Year.

All Neat Ultimatum loudspeakers feature ultra-rigid birch plywood enclosures, unique baffle-decoupling technology, isobaric bass loading, Focal inverted titanium dome tweeters, and twin EMIT ribbon-type super tweeters.

"Neat Ultimatum disappears completely in the sound stage," said Yan. "These incredibly well balanced speakers have it all; the clarity, detail, musical coherence, remarkably low cabinet coloration and fast bass of a simple two-way speaker, with the huge dynamic range, power and genuine tight, deep bass normally only found in much larger designs. A truly remarkable achievement indeed."

"Call to set up a listening session," said Yan. "You'll be impressed."

The store is also holding its First Anniversary Sale Event from Sat., August 27 through the end of September. All CD/DVD/LP's and selected hi-fi components and home theaters are on sale - up to 15% off regular price. For details and hours, please call (905) 475-6300.

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YOGA - WHAT IS IT GOOD FOR?

You have probably heard the word once or twice before. You may even know somebody who does it. But what is Yoga and what can it do for you?

The word Yoga means 'union'. The purpose of Yoga is to unite the body and mind with the breath in order to awaken spirit. Yoga is a widely studied body of knowledge thousands of years old. It has stood the test of time as a practical, reality-based philosophy concerning the power of mind, the beauty of the body, and the enduring nature of our spirit.

During a typical yoga class, we go through a series of postures or 'asanas'.

Asana means 'comfortable seat' and we practice asana in order to learn how to take a comfortable seat in our bodies and the present moment no matter what challenges we are facing. Sometimes the challenge is a tight hamstring, other times it is an impossible co-worker, and then there are those times when we simply have too much to do and too little time. Whatever challenge is presenting itself in any given moment, Yoga teaches us how to get comfortable by accepting our challenges with the knowledge that we will triumph.

Yoga has proven countless times over that it is an incredible way to get in shape. Bodies do become more slim, strong, and flexible. It's a fact. Yoga improves postures, increases bone density, strengthens the immune system and cardiovascular health, purifies and detoxifies blood and lymph, calms central nervous system and has a positive effect on most any condition. But there are much more important benefits to doing

Yoga. Cultivating mindfulness, that special ability to pay attention and to observe what is actually going on is an essential by-product of Yoga practice. As we become the postures, the mind must cease it's waves of constantly swirling thoughts and pay attention to what is happening right now. We are encouraged to allow the mind to follow the breath as it moves freely into and out of our body. We must observe the sensations arising as we discover new ways to move and carry ourselves and we learn more useful ways of responding to these discoveries. With a steady mind, we are no longer victims of the biochemical reactions to thought vibrations. We can see clearly and work with the wisdom of the body. This is peace of mind and Yoga is not Yoga without it. Furthermore, Yoga refines one of our most important skills...our ability to relax! What fun savasana is, that part of class where we all get to lie down and be taken on a guided relaxation journey!

In the end, the benefits of Yoga are too numerous to list here. Simply put, Yoga is about creating space. Space in the body so that we can move with integrity and grace. Space in the mind for wisdom to unfold and for calm to reside. And space in our life for relishing the simple pleasure of being alive!

To learn what yoga can do for you, visit us at
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