



MISSION 770



A Genuine Classic

The **Mission 770** represents one of the most iconic models in the long history of **Mission** loudspeakers. A model that embodied the **Mission** pioneering research through the late of 70s and 80s, with a bloodline dating back to 1977. The original **Mission 770** debuted in 1978. It quickly became **Mission's** best-selling speaker, and gravitated naturally into MK2 and MK3 alterations with improvements to sensitivity and power handling. After that the design eventually migrated to Freedom and other variations, but none of them made the sales impact or notoriety that the original **770** received.



Music Leads,
Technology Follows



Made In The UK

The new **770** heralds the return of UK-based manufacturing for the **Mission** brand, where a 25,000 square foot, purpose build facility, in Huntingdon, Cambridgeshire - the home of British Hi-Fi.

The **Mission 770** has always been manufactured according to the **Mission** principles of quality and value for money. The return of the **Mission 770** is project championed by Mission's Director of Acoustics, Peter Comeau. New **Mission 770** further exemplifies these two edicts; balancing fine craftsmanship, natural sound quality and affordability inside a beautifully proportioned loudspeaker that has been bought in its millions right across the globe through its various incarnations.

Classically Modern

The original **770** was well known for its warm, rich and natural sounding character and the new **Mission 770** retains that standing but imbues it with an open, detailed performance that will entice you to explore your whole music collection, once more.

Capitalising on the modern-day trends of traditional styling with value in pedigree, the **Mission 770** is set to be a veritable modern classic. **Mission** resurrects **770** loudspeaker to deliver retro style and timeless musicality!

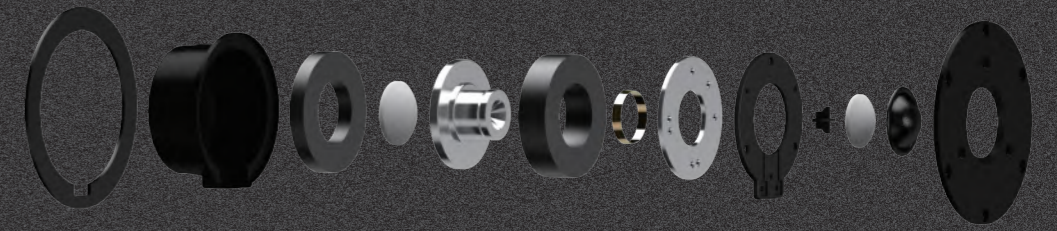


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The Mission's High

The emphasis for the design of new **Mission 770** is, indeed, that combination of polypropylene cone and resonance controlled cabinet. Accordingly, **Mission** has developed a new polypropylene driver, mimicking the extended response and low coloration of the original, while upgrading the motor system to take account of modern power handling and dynamic requirements.

For the new **770** treble, **Mission** has chosen a lightweight, damped microfibre dome with a super smooth response, backed by a damped rear chamber that pushes the fundamental resonance well below the crossover region. The quality of this 28mm treble dome matches and marries to the polypropylene bass/midrange to ensure evenness of character throughout the range of the whole speaker.



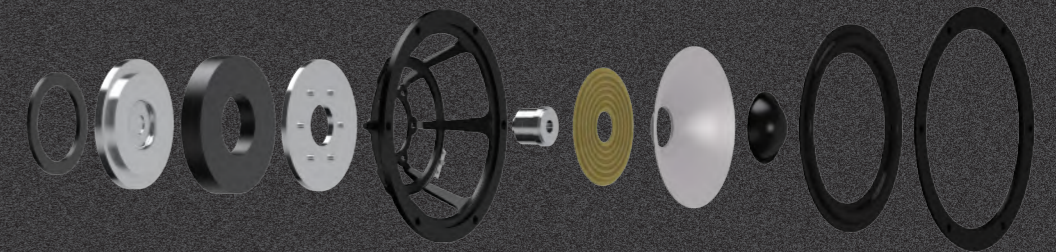


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Drivers Anew

Naturally, like the original, the driver is built on to an 8-inch die-cast chassis with larger rear 'windows' to reduce early reflections back through the cone. Special care has been taken to marry a low density nitrile surround to the cone to match its impedance and reduce reflections from the cone edge.

This new polypropylene cone has been treated with mineral filling to make it stiffer than the original, yielding a very tight and fast bass that enables you to hear exactly how bass instruments are being played. This is balanced by tuning the cabinet and reflex port to a very low frequency, avoiding the 'one note bass' that is typical of a lot of bass reflex systems. In addition, the port is strongly flared at both inlet and outlet to smooth airflow and eradicate distortion. Bass extends powerfully and clearly to below 30Hz in room, which is remarkable for the size of speaker.



Mission 770 Cabinet

- Real-wood veneered cabinet with white laminated front baffle.
- Features a twin wall sandwich of high density MDF and particle board bonded by a layer of high damping glue.

Mission 770 Air Profiled Port

- The low frequency energy is vented to the custom engineered, flared port at the speaker's front. The port is specially profiled to allow smoother airflow.
- The result is natural bass extension to below 30Hz, in room.

Mission 770 Treble

- Light-weight damped microfibre dome with a super smooth response.
- High flux ferrite magnet engineered for detailed HF extension.

Mission 770 Bass

- Totally new, and improved, polypropylene driver with design cues and pedigree taken from the original **770** design.
- Upgraded motor system, taking into account of modern power handling and dynamic requirements.

Mission 770 Stand

- The custom designed, British design and built, **770** Stand ensures the optimum presentation both visually and acoustically.

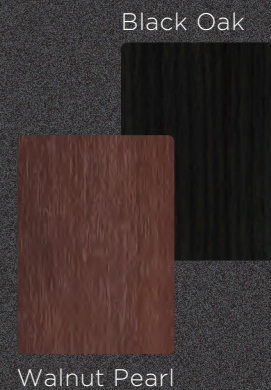
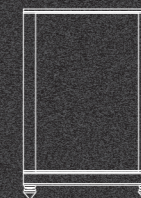
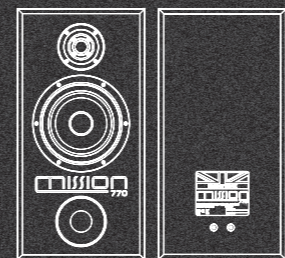
MISSION
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Today's advanced software crossover mapping and measuring techniques allow **Mission** engineers to accurately equalise the bass/midrange balance and adjust the crossover to the treble unit by mapping the acoustic crossover slopes accurately. The best acoustic performance, with a seamless transition between the bass and treble units, retaining all the thrilling musical detail and emotions of the performance has been realised by using phase-corrected Flat-delay acoustic slopes.

Even so the choice of EQ and crossover involved hundreds of hours of listening sessions, using a wide variety of music, and over 170 circuit iterations were tried before the final crossover was settled upon. This circuit was then mapped out on twin PCBs using very short signal paths and accommodating high quality components such as super transparent Polypropylene capacitors and air cored inductors. As well as the care taken in component layout, the crossover is positioned well away from the magnetic influence of the drive units; both ensure low coloration and maximum transparency to musical detail.



SPECIFICATIONS



Model	Mission 770
General Description	2-way vented-box / standmount
Enclosure Type	Bass reflex
Transducer Complement	2-way
Bass Driver	8" (200mm) mineral loaded polypropylene cone
Treble Driver	1.25" (28mm) soft dome
AV Shield	No
Sensitivity (2.83V @1m)	88dB
Recommended Amplifier Power	25-200W
Peak SPL	117dB
Nominal Impedance	8Ω
Minimum Impedance	6Ω
Frequency Response (+/-3dB)	42Hz - 20kHz
Bass Extension (-6dB)	30Hz
Crossover Frequency	2.9kHz
Cabinet Volume (in litres)	38.5L

Dimensions (mm)	
Height (on plinth)	590mm
Width	300mm
Depth (with terminals)	(300+22)mm
Carton Size	440 x 430 x 725mm
Net Weight	19.2kg/pcs

Model	Mission 770 Stand
Columns	High carton steel with internal damping
Top Plate	High carton steel
Bass Frame	Interlocked high carton steel tube
Bass Spikes	Hardened stainless steel
Dimensions (mm)	
Height (on spikes)	445mm
Width	300mm
Depth	300mm
Top Plate (W x D)	300 x 300mm
Carton Size	400 x 300 x 670mm
Net Weight	8kg/pcs
Gross Weight	17.9kg/ctn