

After Hours

A/V heaven

“It’s about eyes and ears,” says Jon Spelt, co-owner of Ultra Fidelis, when describing the audio and video equipment he sells. “Specs are just numbers. We pay more attention to our emotional response to a product.”

A true audiophile, Jon Spelt and his partner, Scott Wilson, share a passion for music and its reproduction that’s given birth to Ultra Fidelis – a full-service, high-end audio and video boutique that specializes in stereo, home theater and multiroom audio systems.

ULTRA FIDELIS

740 N. James Lovell St.

Milwaukee WI 53233

414-221-0200

Hours: Tuesday - Saturday
10 a.m.-5 p.m., Thursday
10 a.m. -7 p.m. Sunday,
Monday and evenings -
by appointment

performance – you just have to be knowledgeable.

Spelt has 25 years of experience in the high-end audio field, starting locally at the Audio Emporium (now in Brown Deer) as a salesperson, and subsequently moving to Illinois to run a retail operation in Naperville. He met Wilson there 10 years ago. Over the years the two became friends as Spelt sold Wilson six figures worth of equipment. Spelt moved back to Wisconsin in the mid-‘90s to



Scott Wilson (right, with Jonathan Spelt)... “We’ve tried to create an environment here that simulates the experience our customers will enjoy in their own homes.”

manage a Brookfield retail operation that eventually went bankrupt in 1997. Spelt bought the inventory from the receivers and launched Ultra Fidelis out of his home a few weeks later. A former Ameritech executive, Wilson left the corporate world to partner with Spelt.

The pair bought a turn-of-the-century building at 740 N. James Lovell St. in downtown Milwaukee, completely remodeled the building and opened the doors last November.

Ultra Fidelis feels more like a series of well-appointed rec rooms than a retail outlet.

“We’ve tried to create an environment here that simulates the experience our customers will enjoy in their own homes,” said Wilson.

Spelt and Wilson say they are committed to developing and sustaining a relationship with their customers – from educating during a sale to installing and configuring their systems to answering any questions that might arise down the road, even if those questions involve equipment not purchased at their store.

– *Matt Sabljak*