

SWISS SOUND

40 Jahre
40 Ans
40 Years
40 Anni

VIEWS AND NEWS FROM SWITZERLAND

STUDER REVOX

January 2, 1948:

First day in the life of the Willi Studer company.

Personnel:
three

Purpose of the company:

Production of special oscillographs for high-voltage test bays.

Other objectives:

- Development of a tape recorder for home use. Production start 1949; equipment is supplied under the name "DYNAVOX" to a marketing company.
- Development of a professional tape recorder for broadcasting applications.
- August 1951; International Music Festival in Lucerne: First use of the prototype in cooperation with Radio Studio Basle.
- Inception of ELA AG, 1951, for selling non-professional tape recorders under the name REVOX in Switzerland, and for worldwide export.

These were the milestones of the early years. The staff of three expanded quickly and many employees were as enthusiastic as I was. In retrospect this was the most exciting period of my time as an entrepreneur. The years went by; there was much work and happiness in our growing company. But there were also problems, particularly on the financial side. I had to reinvest everything we earned – sometimes even a little more. A continual tightrope walk. But confidence in the future of our company remained.

Our first product, the high-voltage oscillograph, was sold worldwide by Haefely AG in Basle. But also the audio electronics products could not survive on the small domestic market. The professional products were sold on an international level by EMT Wilhelm Franz AG, until worldwide sales were taken over in 1974 by Studer International AG.

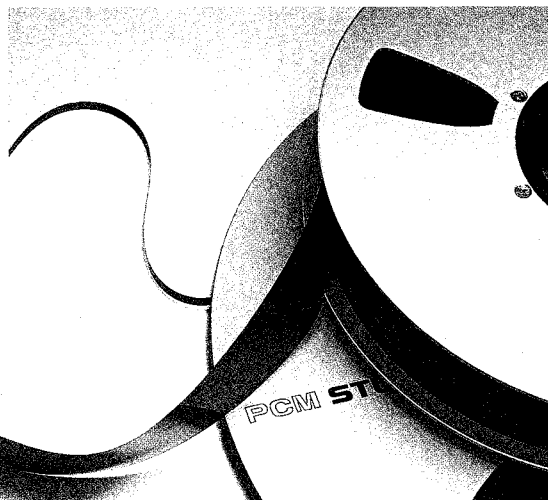
For many years Revox and professional Studer equipment has been sold abroad through companies, most of which are independent distributors.

I would like to express my sincerest thanks to all the employees of these companies.

In certain European and overseas countries we have set up marketing subsidiaries which perform excellent work within the framework of our corporate policies.



Dr. h.c. Willi Studer



Editorial

Concerning the foundation of our German subsidiary I would like to inject a bit of history: In 1962 the Swiss authorities ordered us to reduce the number of workers by several percentage points per year. Consequently, we looked for a manufacturing site in the neighboring Federal Republic of Germany and found it in Löffingen (Black Forest). Unfortunately this region was unable to supply qualified employees in sufficient numbers and we therefore had to set up additional facilities in premises in Ewattingen and later also in Bonndorf. The most recent large building was acquired from Hermes Precisa Schweiz AG in Bad Säckingen; it enabled us to satisfy the strong demand for our equipment.

For me the question sometimes arises: Would I have done many things differently from today's vantage point? The answer would be no, because only from experience can we learn what could be done better.

Thus the past 40 years have been a continuous challenge, an adventure that I would not want to have missed.

This should also be so in the future. As far back as six years I recognized the significance of the digital audio technology and consequently initiated a bold expansion of our research and development. Today we can speak with authority in this field without having neglected analog audio technology. We can look into the future with confidence.

The most important asset of every company is its employees. To all of them, particularly to those who have built up a personal relationship with our company, I express my unreserved, sincere thanks.

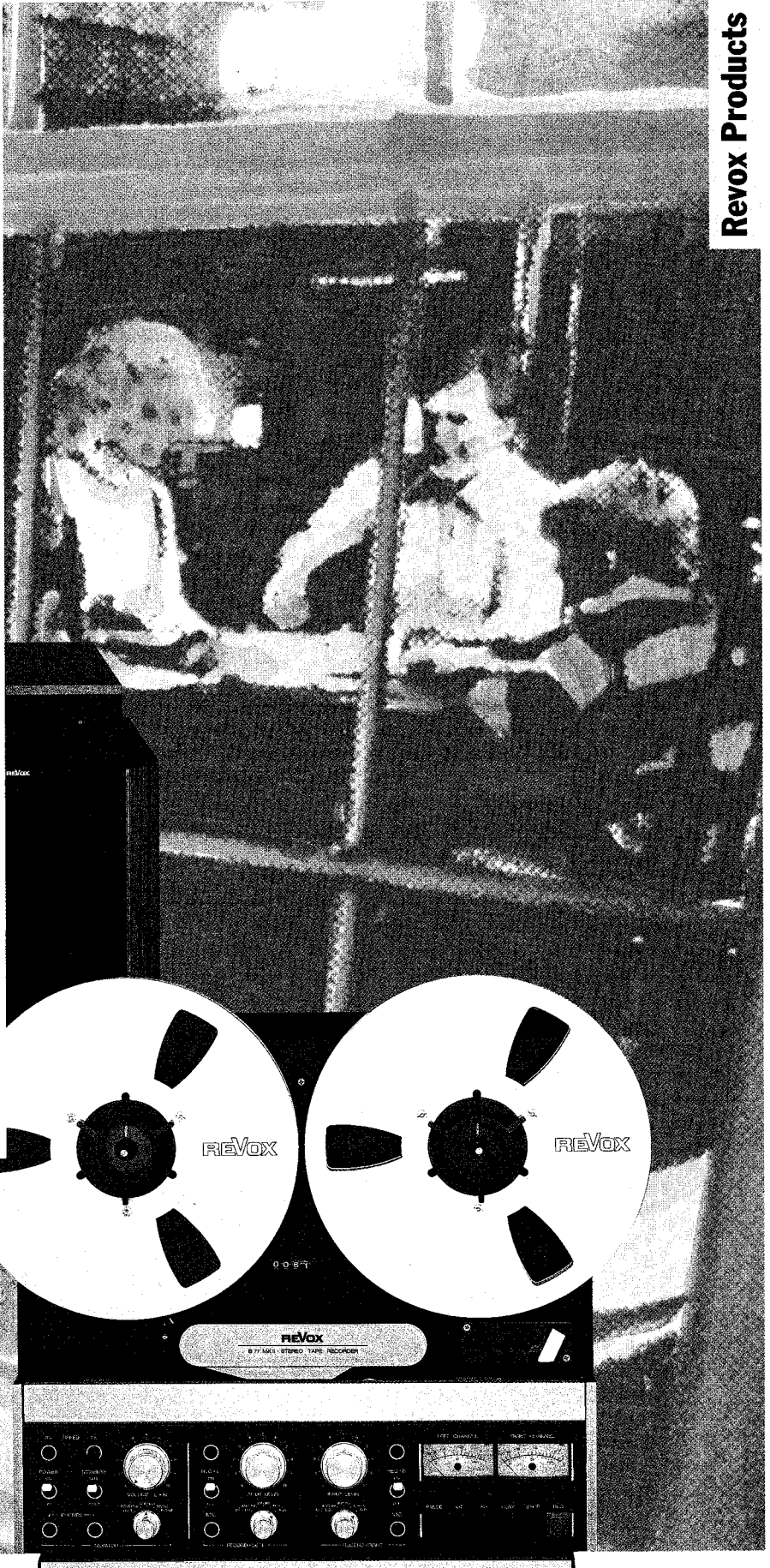
M. Studer

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Willi Studer was entrusted in 1948 to adapt American-made tape recorders to the requirements of the Swiss market. The step from adaptation to improvement was short: In 1950, the first 500 units Dynavox left the production line. 1951, The **Revox** brand name was established. The constant search for perfection consequently led to the Revox success: three motors and three sound heads at a price convenient for the amateur. A dream come true for the recording amateur and admirers of great music, the new A to G36 series conquered the world market. 70 000 tape recorders of the 36-series were sold before the A77 was introduced in 1967. Its success is unique in that 400 000 units were produced by 1977. In 1973, the A700 was launched as a link between the A77 and the professional Studer program. In 1977, the more sophisticated B77 and PR99 models took over and have now been complemented by the multichannel recorders C270, 274 and 278.

Since 1961, Revox has also produced language laboratories with similar success. At present more than 45 600 student desks are being used daily on all five continents. It would be a mistake to identify Revox with tape recorders only. For Revox, high-fidelity made its debut as far back as 1954 with turntable model 60, preamplifier and power amplifier model 59. From 1961, stereophonic amplifiers and loudspeakers and from 1969, the revolutionary A76 tuner gave the start signal for high-fidelity which nowadays represents 50% of the Revox turnover. Today's Revox state-of-the-art reputation remains unchallenged.



Revox Products

Lucerne, 1951 – International Music Festival! The first professional Studer tape recorder, model 27, makes its debut at these concerts and is a great success right from the start.

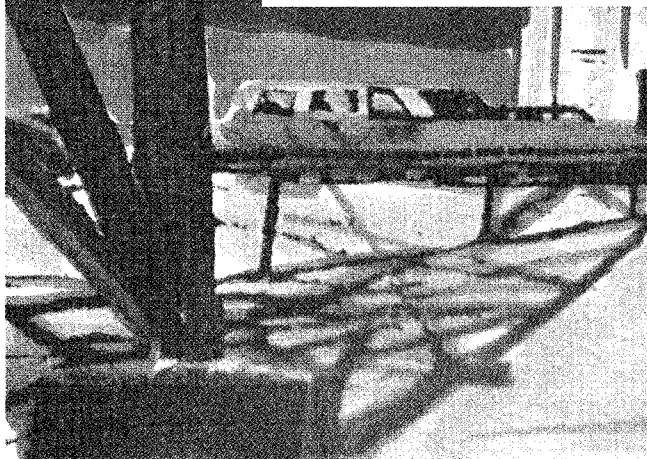
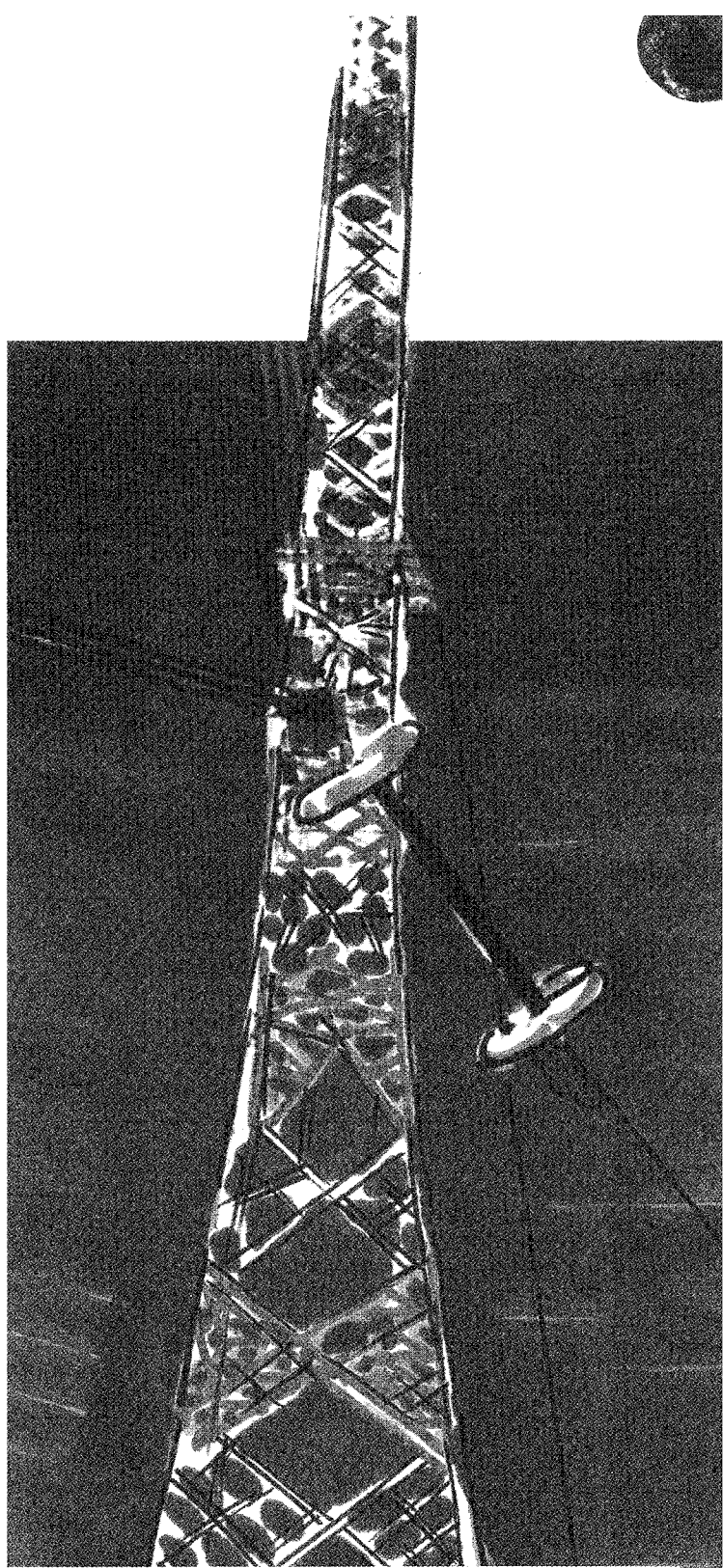
In 1960 a milestone was set with the Studer C37. Together with the multi-channel recorder J37, series 37 became a synonym for top quality in broadcasting and recording studios. With the development and the success of portable recorders of the series 62 and 67 in the period from 1964 to 1984, **Studer** products gained worldwide acclaim.

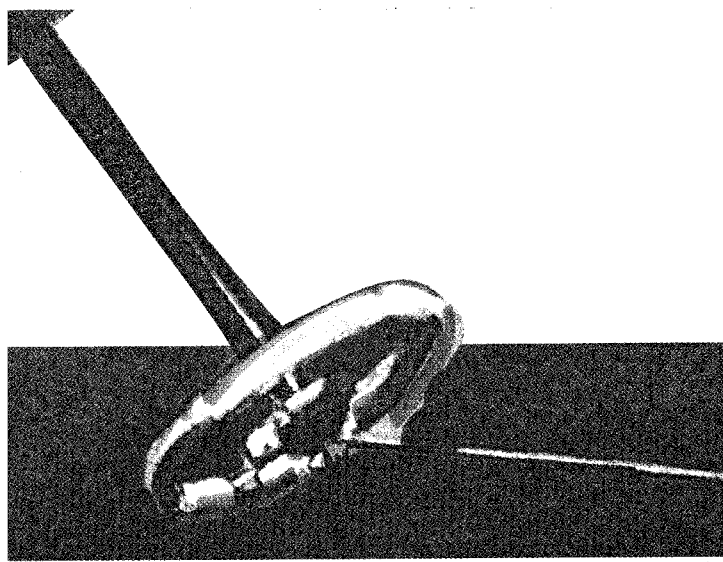
The fundamental corporate policy of Studer is to manufacture and market only well-engineered products with a long service life. With over 10 000 sales, the series A80 proves that Studer customers appreciate this policy.

In 1968 the studio engineering department was established, and work began immediately on the mixing consoles.

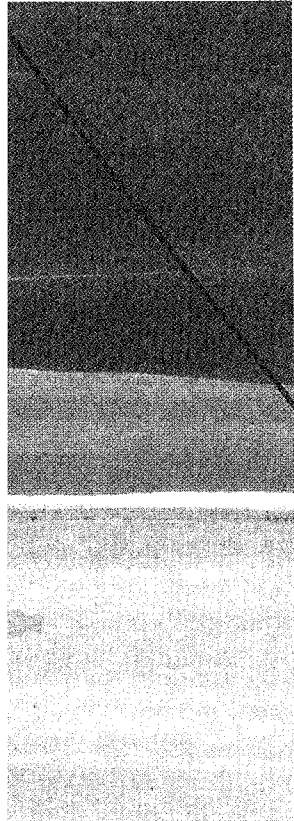
With the new generation of the series 900 and 960 mixing consoles, tape recorders A807 up to the A820, and various peripheral devices, Studer is now able to offer complete systems on a turn-key basis.

New technologies have always been carefully pursued by Studer. With the D820X, a sophisticated digital audio machine is now available, and in the CD area a number of new products for various applications are in the stages of development.

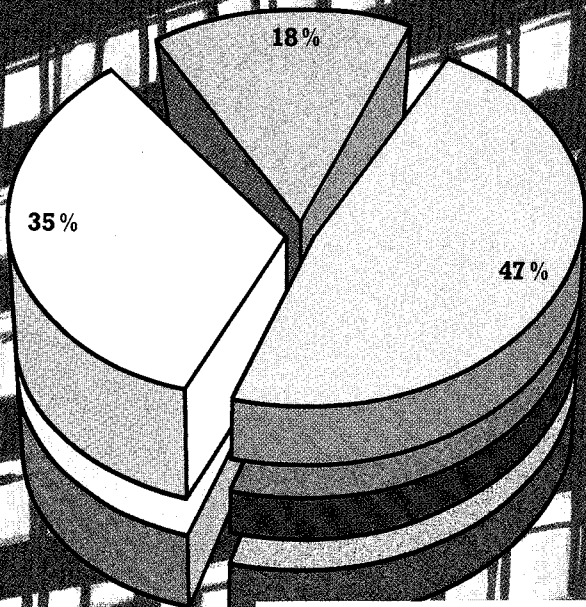




Studer Products



The Studer Revox product lines and the corresponding sales organizations are backed up by Willi Studer AG in Regensdorf/Switzerland and Willi Studer GmbH in Löffingen/Germany. In addition to the central services such as corporate controlling, Willi Studer AG is also responsible for most of the research and development as well as the manufacture of Studer products. By contrast, Willi Studer GmbH is responsible for manufacturing Revox products and also supplies circuit boards and other basic components to Regensdorf. A powerful EDP system in Regensdorf provides the resources for one-line production planning and inventory management as well as financial and operational accounting of all Group companies located in Switzerland and Germany.









Sales revenue structure

The annual turnover of Studer Revox is around SFr. 220 million, of which almost half is generated by the sale of professional Studer products (2/3 tape recorders and 1/3 mixing consoles).

Equally the Revox turnover is achieved principally (2/3) with tape recorders, which include an increasing number of units for commercial applications, cassette recorders, and language laboratories. Components from outside suppliers rounds off the product line and supplement our offers in large studio projects.






Structure of Turnover:

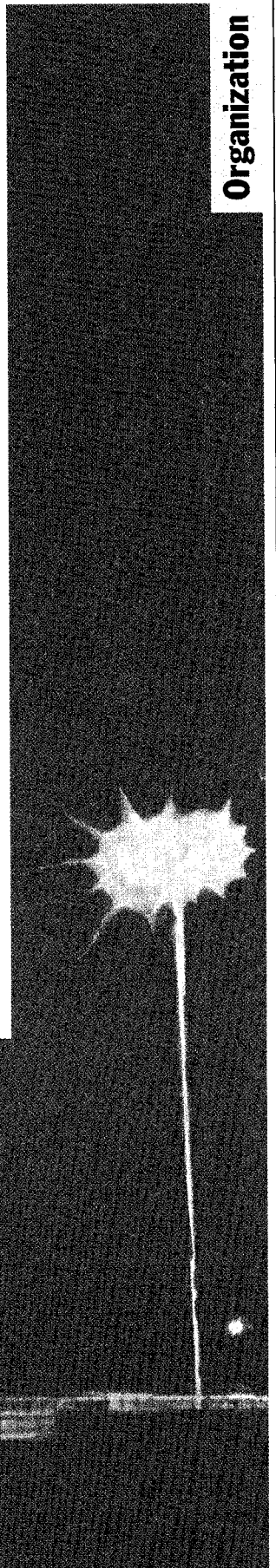
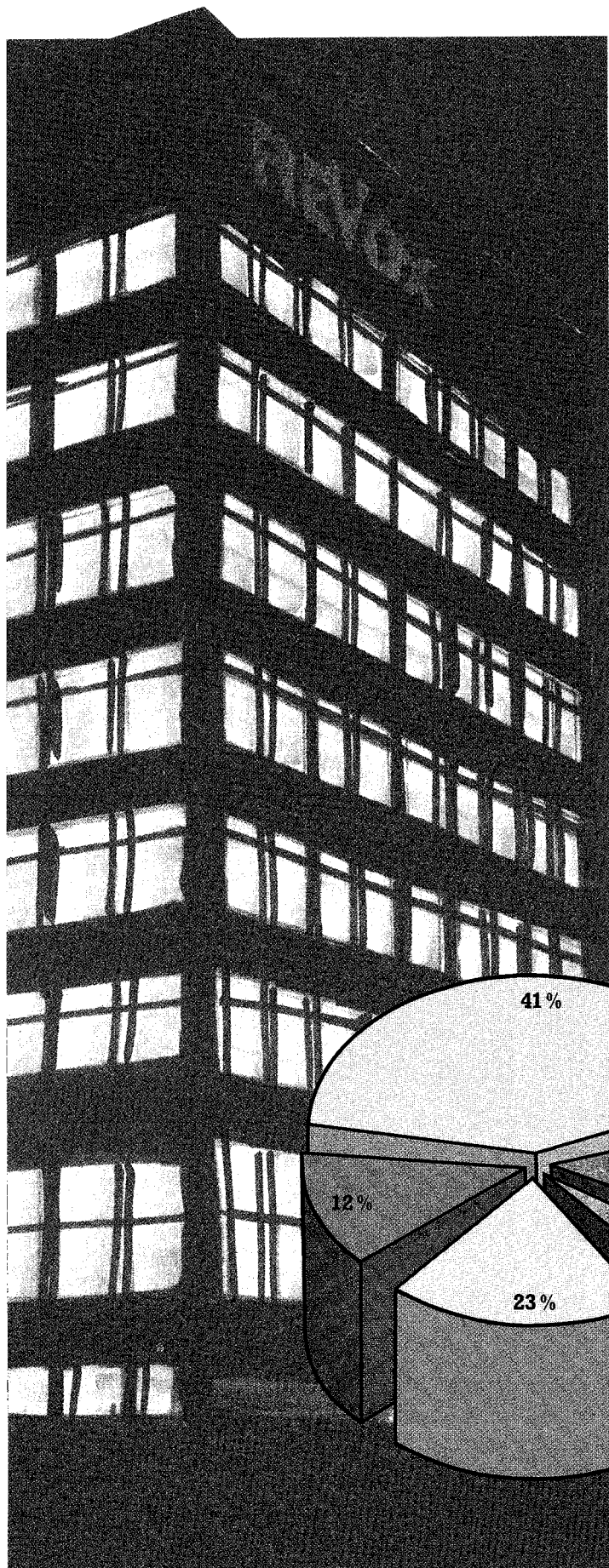
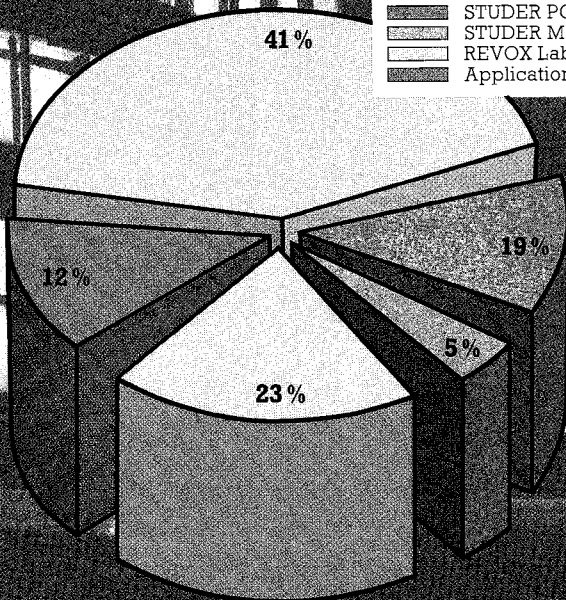
-  STUDER 2-channel Tape Recorders
-  STUDER Multi-channel Tape Recorders
-  STUDER Mixing Consoles
-  REVOX Hi-Fi Tape Recorders
-  other REVOX Hi-Fi Components and Accessories
-  Equipment of other make

Research and development

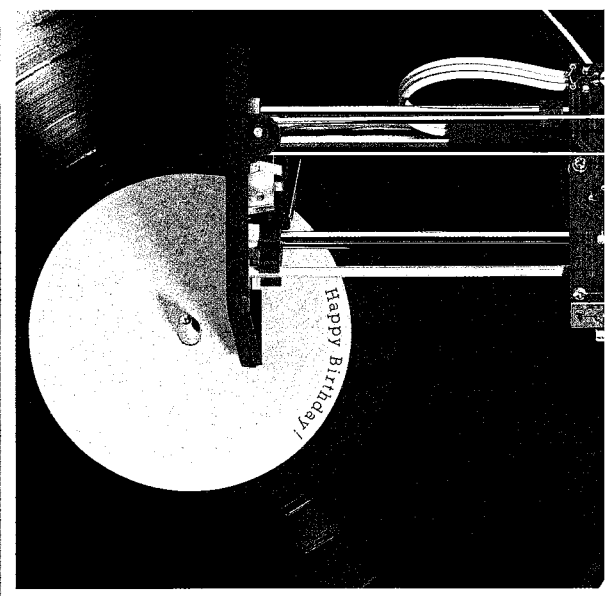
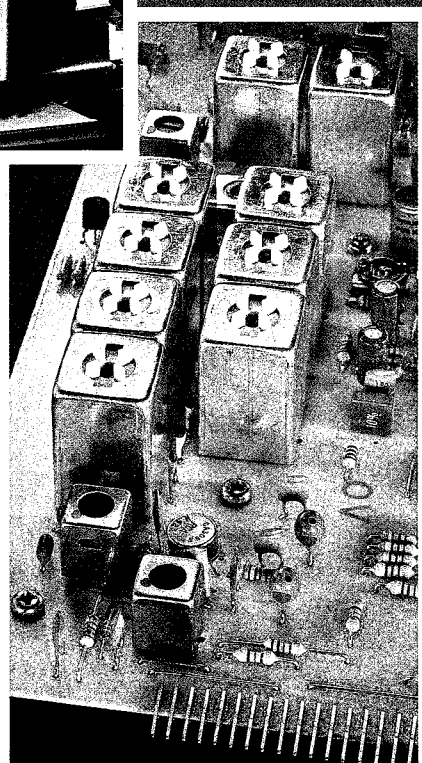
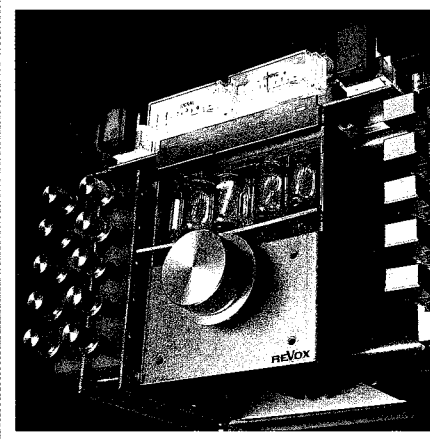
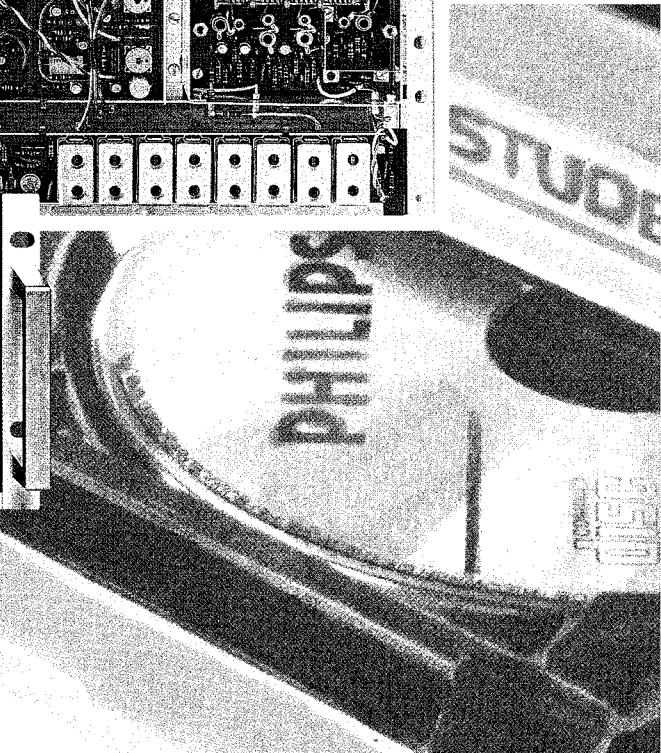
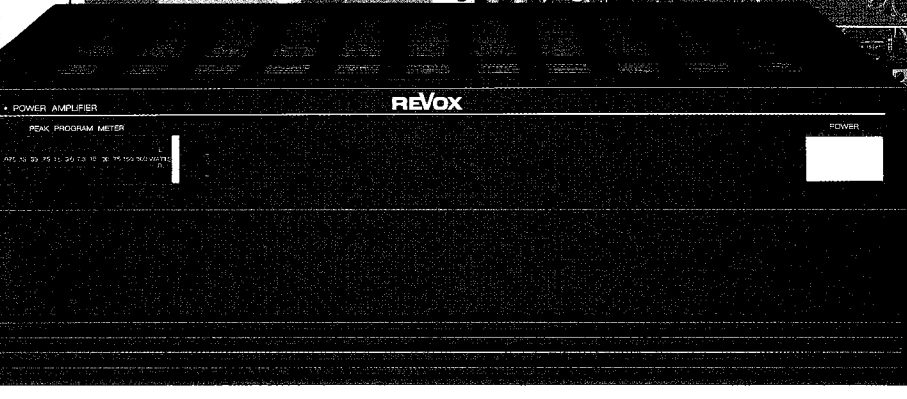
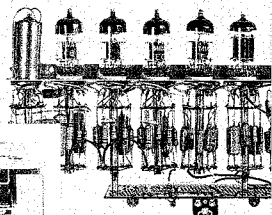
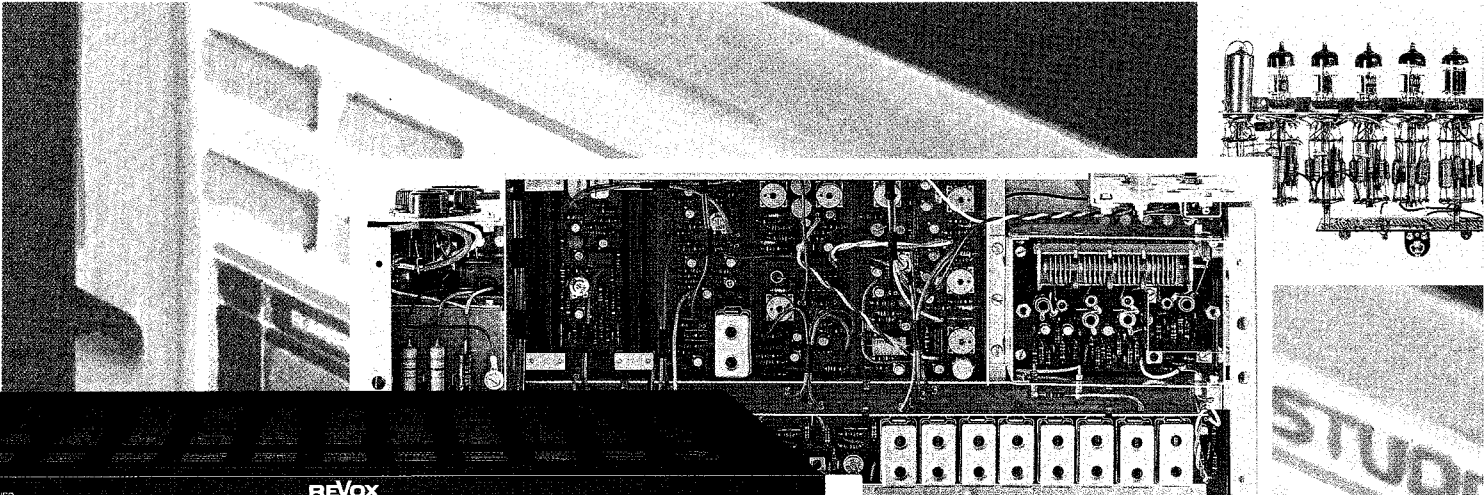
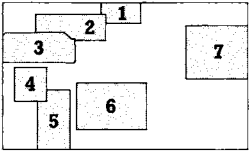
The R & D group is responsible for the continual renewal and enhancement of all product lines. Its annual budget is SFr. 16 million, and it employs 150 engineers and technicians. Five years ago the R & D group had only 90 employees. This significant expansion was necessary in order to set up technical groups for system engineering, software programming, and particularly digital audio engineering, which supports the development departments responsible for professional products, with the result that some 60% of the R & D effort is dedicated to Studer products. One quarter of all the engineers are responsible for the continual innovation of Revox products, which have been using microprocessor technology for some time, and every fourth engineer works in software development. An important function is also fulfilled by the application laboratory: its specialists are responsible for advancing the state of the art through sophisticated preliminary development on future products, and for bringing universally usable modular assemblies to production maturity. Finally, we should point to a small team of engineers active in medical engineering. About 5% of the development resources are allocated to this field.

Staff employed in Research and Development:

-  STUDER Laboratories
-  STUDER PCM Laboratories
-  STUDER Medical Laboratories
-  REVOX Laboratories
-  Application Laboratories



SWISS SOUND SPECIAL



Highlights

From the very beginning of its first forty years of existence, the name "Studer" has become a synonym for professionalism. This has had its consequences and the entire audioscene worldwide has certainly been strongly influenced by the developments in Regensdorf.

The success story began when the world was still firmly fixed in the tube-age.

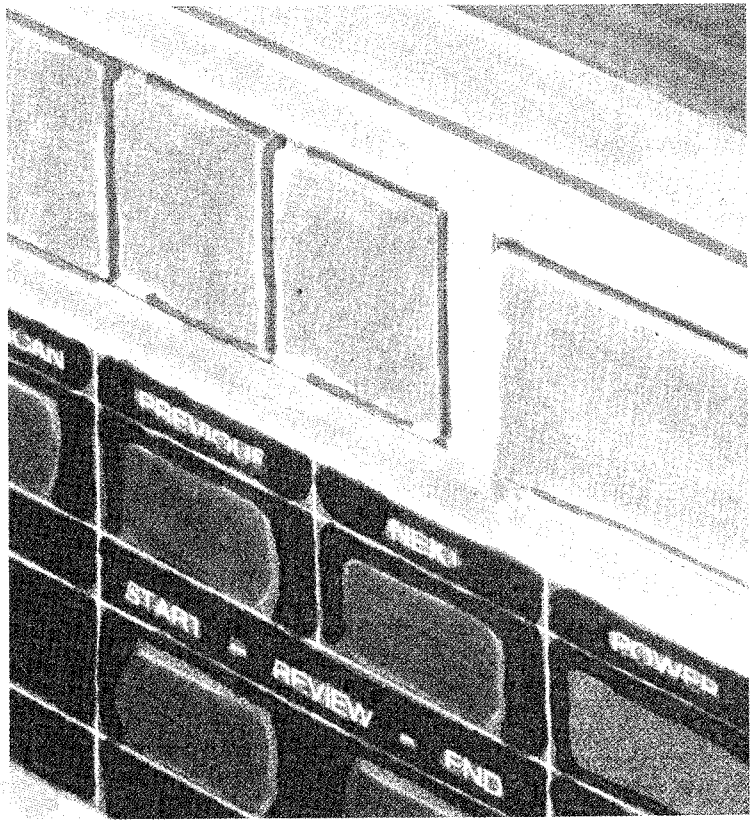
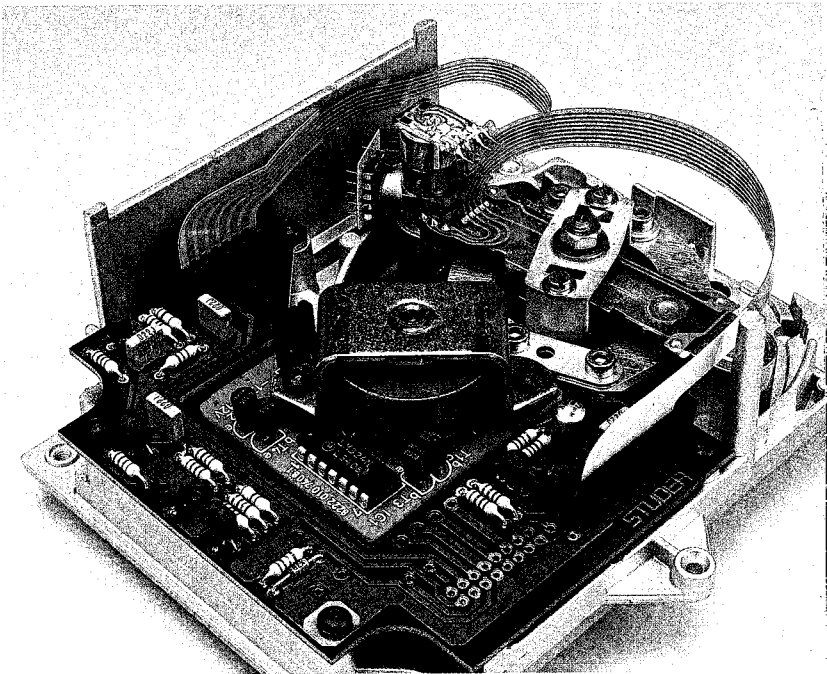
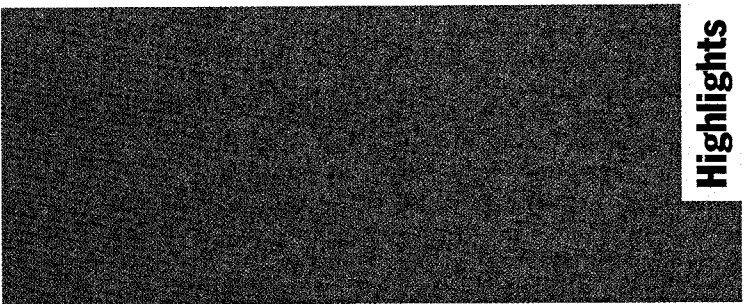
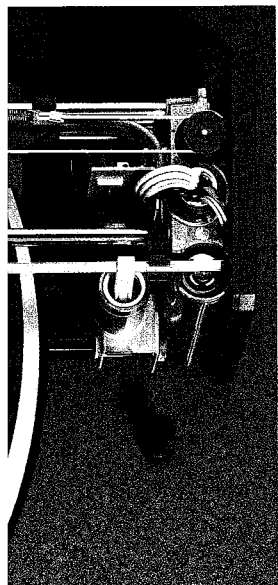
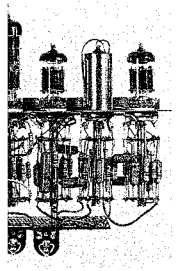
But even then the differences were significant. Studer's tube-age products were not only attractive in the eyes of professionals but because of their modular design they also satisfied the requirement "Quality through in-production testing".

High fidelity - before this word became a byword!

Studer's ambition to offer top quality not only to professionals but also to the amateur, the hi-fi enthusiast, was manifested in the first tuner, the Revox A76. Its circuit concept was way ahead of its time; passive IF filters; IF amplifier and lambda/8 line demodulators with 5 MHz bandwidth as well as PLL subcarrier regeneration made a big impact in professional circles. Its successor, the quartz-stabilized synthesizer tuner-preamplifier A720 (the world's first with 50 kHz tuning increments) set a new trend: high operating convenience with station keys, plus outstanding reception quality.

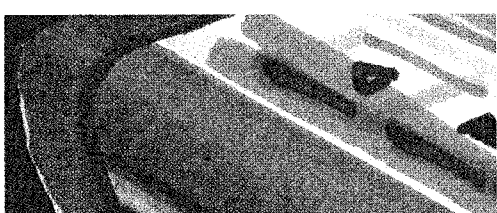
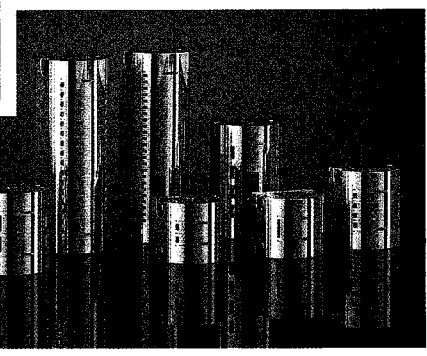
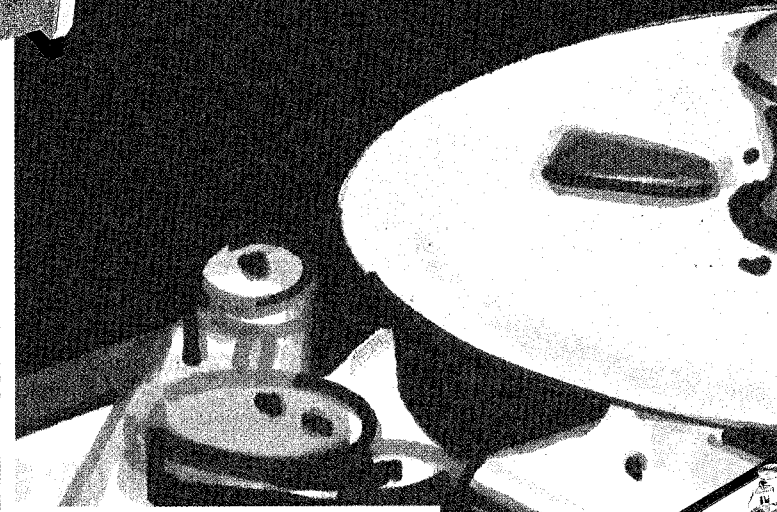
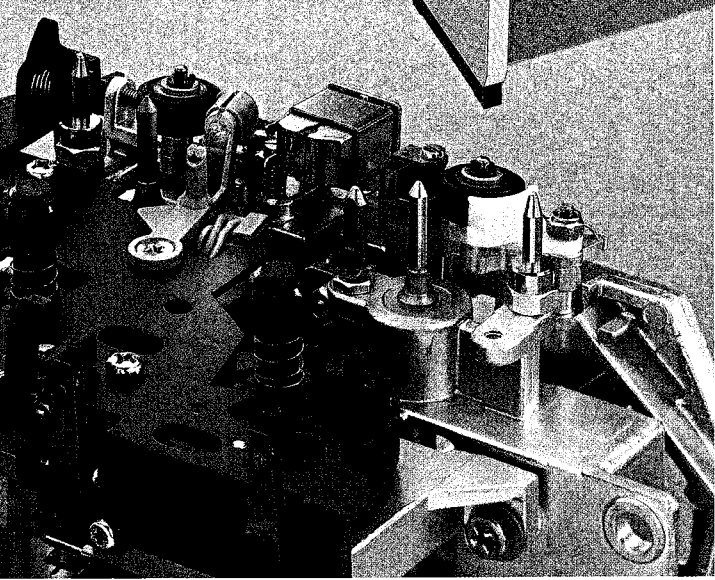
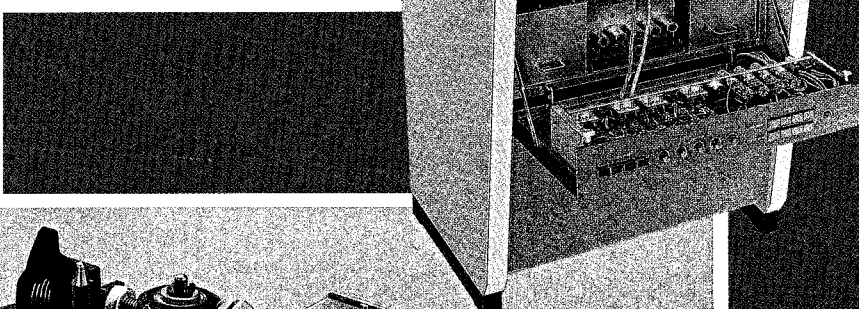
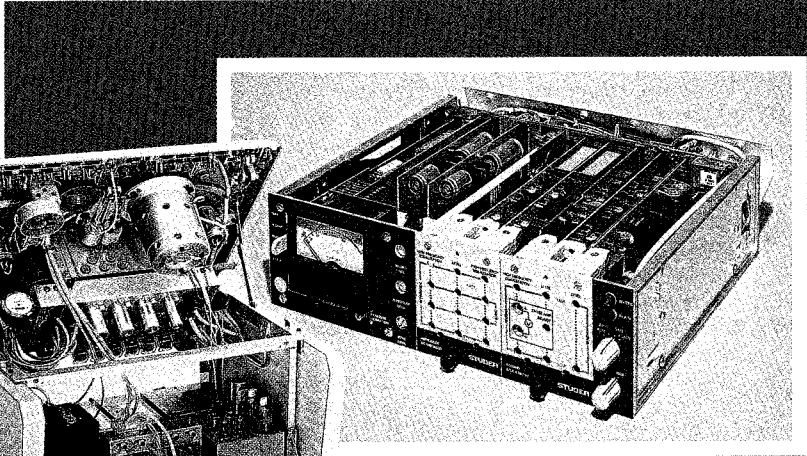
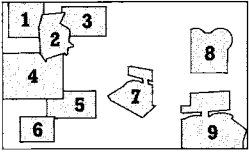
New ideas pursued and professionally translated into reality

When Studer built their first turntable, a quartz-stabilized direct-drive and a servo-controlled tangential short arm were implemented from the outset, a concept that was unique, that is still state-of-the-art today, and will remain throughout the phonograph record age. The future belongs to optical storage technology whose research and development has been set on a solid footing through a joint-venture agreement with Philips.



1. Revox G36, tube-age "art"
2. Revox A76, first FM tuner
3. Revox B242, high-power amplifier
4. Revox A720, first synthesizer tuner
5. Revox IF-bandfilter are top-class
6. Revox tangential tone-arm
7. Studer Revox CD transport

SWISS SOUND SPECIAL



Magnetic storage was the original domain of Studer audio electronics. The know-how for mechanical precision engineering and high-quality electronics was developed with the production of tape recorders.

Modularity for greater flexibility.

The Studer C37 demonstrated in 1960 what modular technology can achieve: plug-in tube amplifiers (!) and exchangeable mechanical assemblies. Because almost everything is manufactured in-house, Studer can claim an exceptional degree of autonomy for spare parts.

Independence from head to motor.

A typical Studer speciality is the in-house produced soundhead which was made together with the first tape recorders. The motors are a home-produced speciality too. The world's first servo-controlled asynchronous capstan motor in the Revox A77 was only the beginning of a new era. Today's motors operate in complex microprocessor-based control systems.

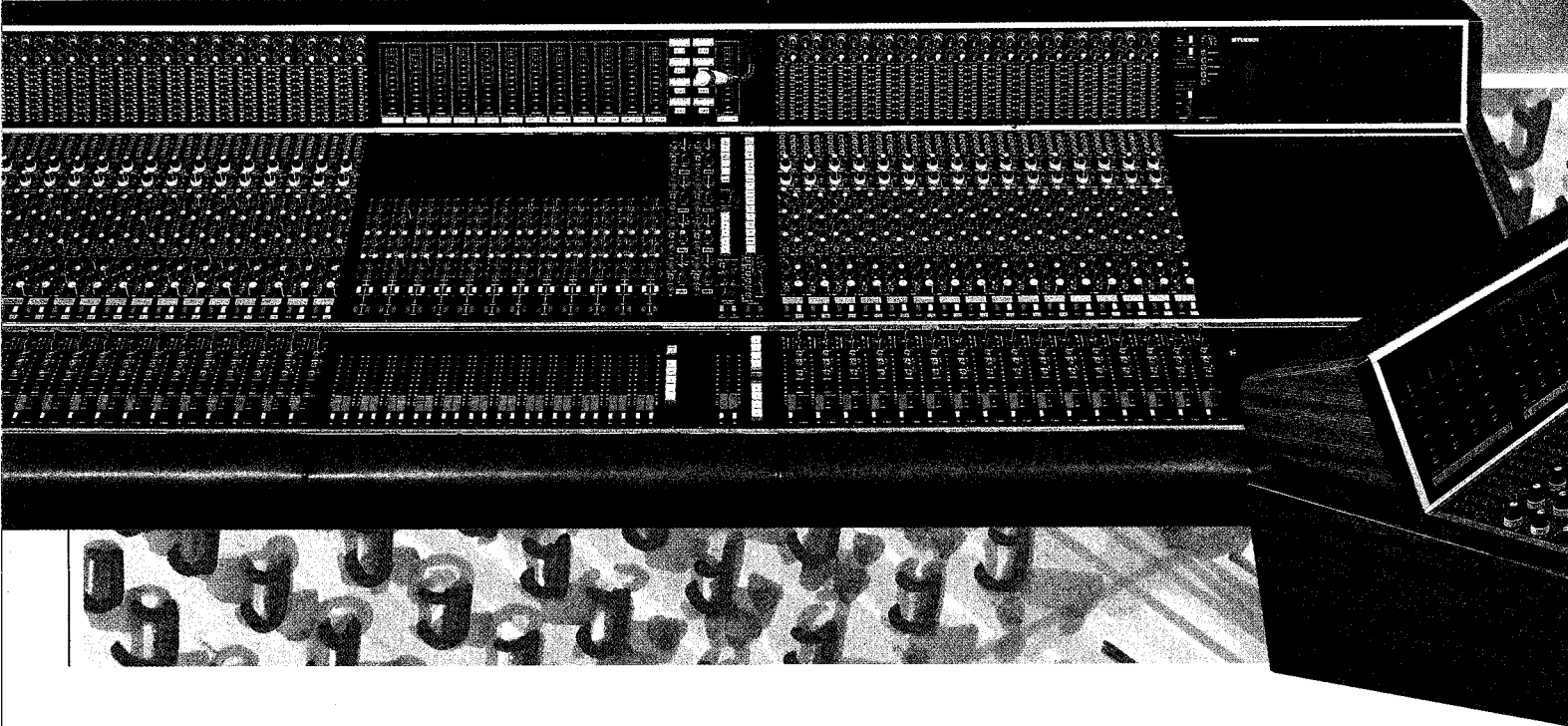
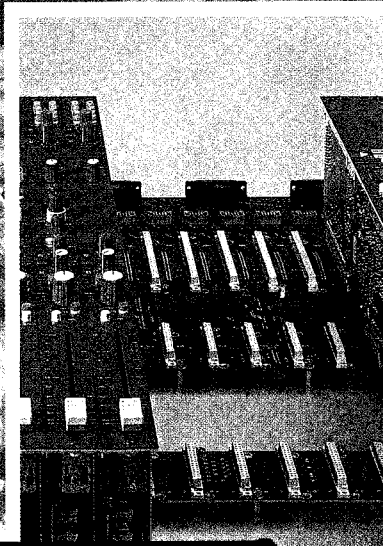
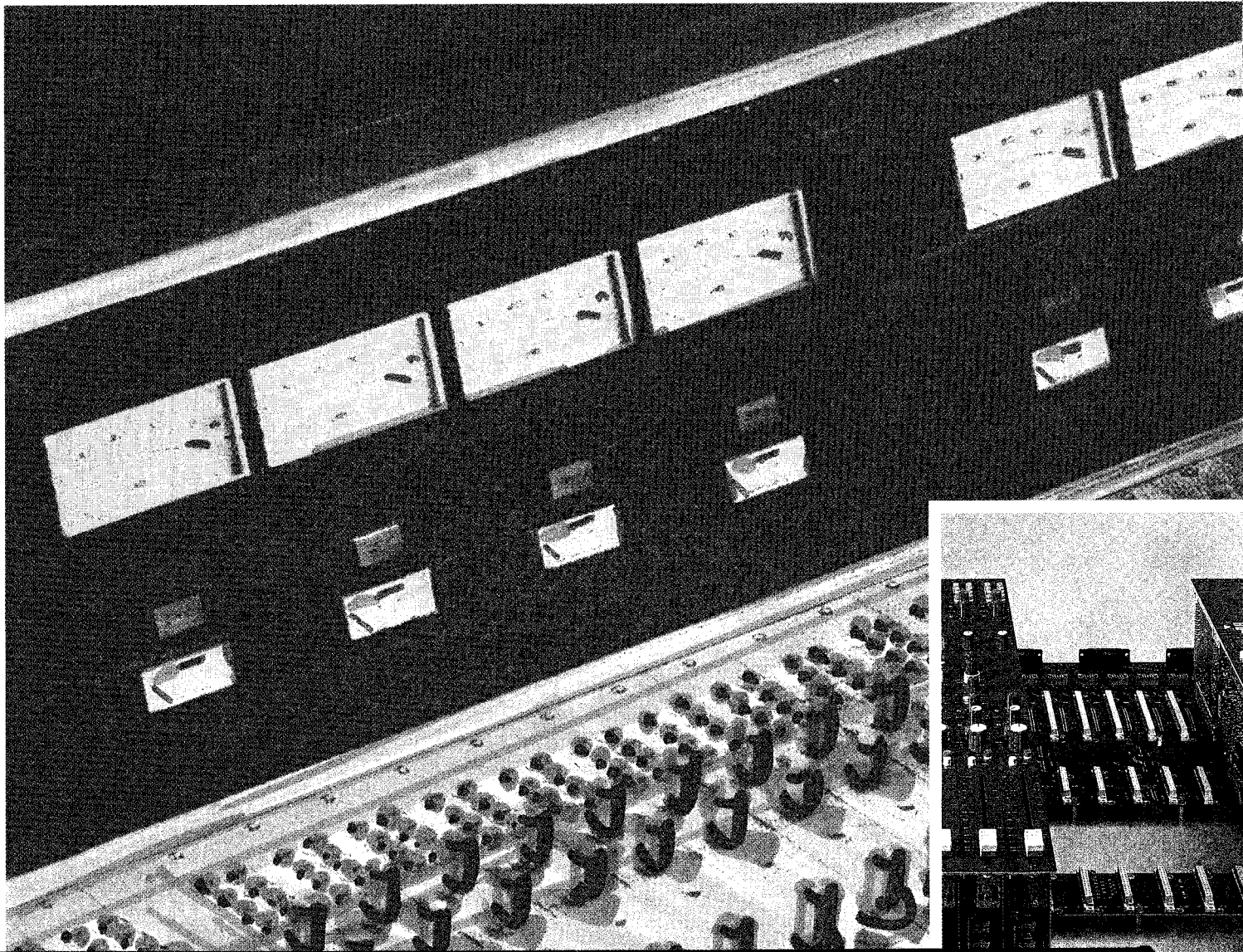
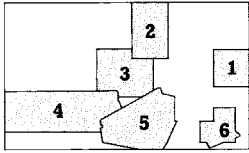
Analog and digital, because even the best is relative.

Offering the best for each application remains a typical Studer philosophy. The new multichannel A820 tape recorders with integratable noise reduction systems, the digital Studer D820X with the rugged Twin Dash format, or the compact machines of the Revox series C270 for 2, 4 or 8 tracks prove again the validity of this policy.

1. Revox introduction to the desert
2. First 4-channel tape recorder, Studer J37
3. Studer A80 modular amplifier unit
4. Studer Revox cassette transport
5. A speciality: Studer Revox sound heads
6. Revox A77 servo-capstan motor
7. Studer D820X digital tape recorder
8. New Revox series tape recorder: model C272
9. State-of-the-art analog technology: Studer A820



SWISS SOUND SPECIAL



During the past four decades, the mixing consoles have developed as dramatically as the tape recorders. Over this period Studer consoles have gained an enviable quality image.

Mixing consoles for sound specialists.

It all started when absolute purism of sound (a term hardly heard today) had reached its zenith. Even in the Studer 27, our first professional tape recorder (1951), the amplifier section was designed as a separate OB mixer. One unit of the first "real" mixing console, type 69 with linear faders (and tube amplifiers), was in operation at the UN in Geneva for well over 20 years.

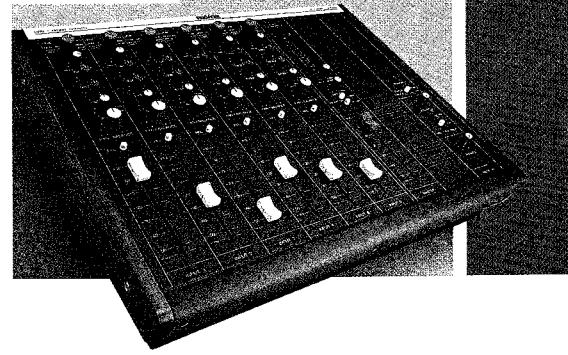
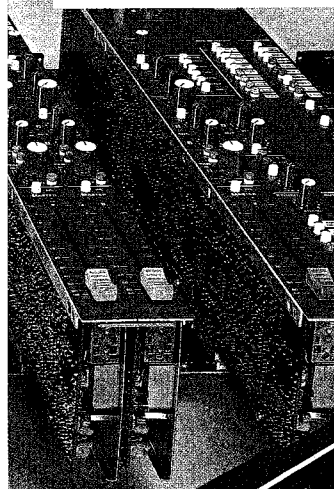
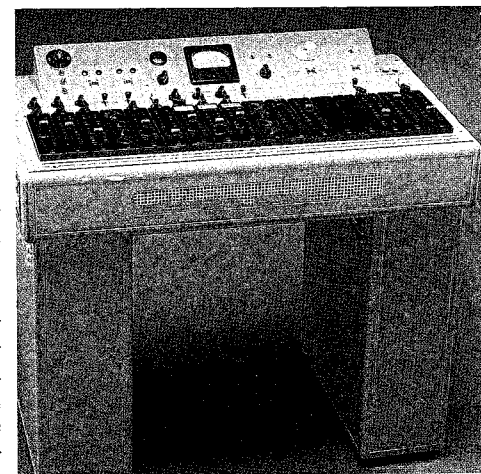
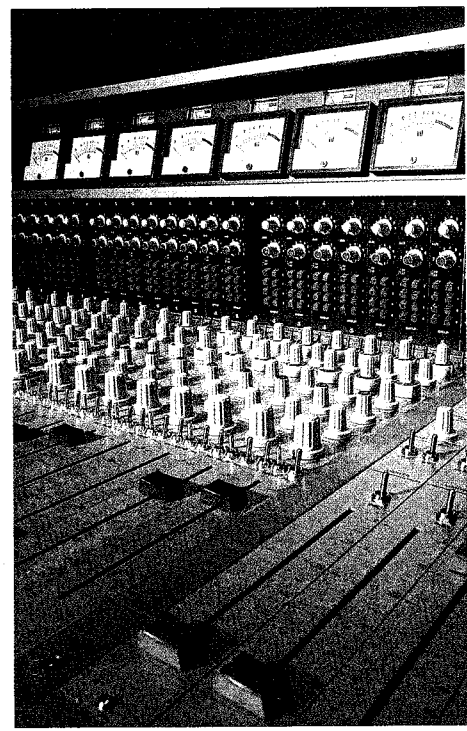
20 years of experience in series manufacture of mixing consoles.

Series production of mixing consoles started at Studer with the model 089. The door was then open to refine the modular technology and to build mixing consoles not only for broadcasting studios but also music recording studios. The successor, the series 169/269/369, became highly popular not only in mobile but also in stationary applications.

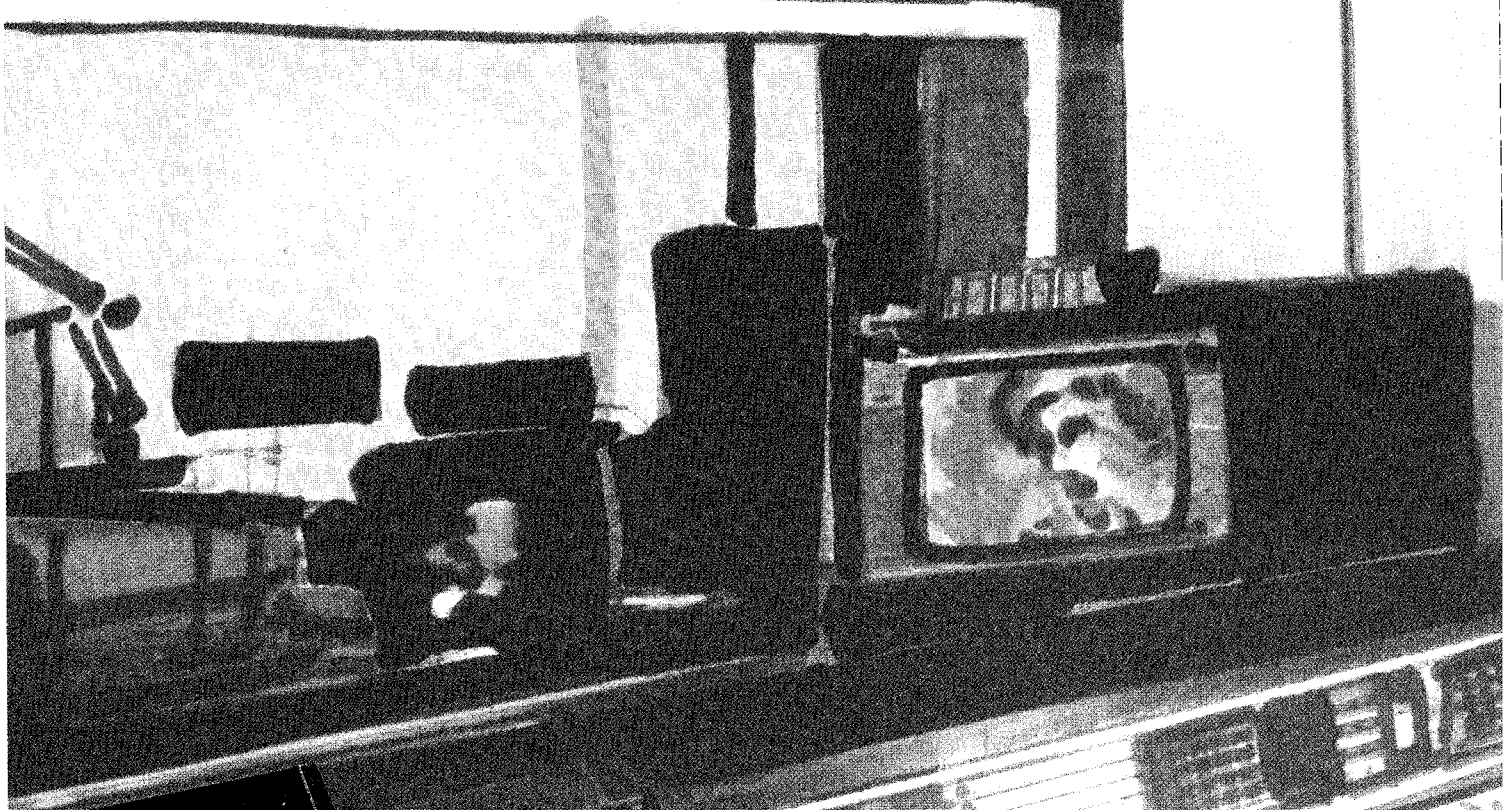
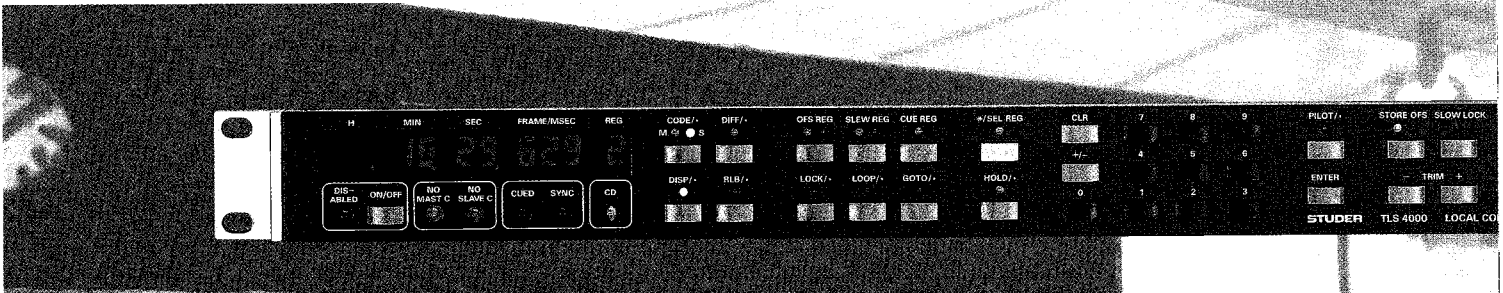
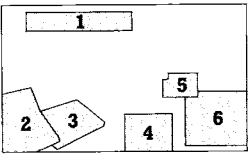
Low-noise mixing console technology for the digital age.

With the modern series 900, totally new ideas for audio mixers featuring extremely low noise were implemented, so that the way become clear for building very large consoles according to customer specifications. This flexible technique makes use, for example, of VCA controllers for automation. High-quality, very compact mixing consoles (suitable for PCM) of the series 961/962/963 followed. Even more miniaturized is the latest mixer, the first to bear the name Revox: C279 - also in VCA technology!

1. Studer Mixing Console 69
2. Studer Mixing Console 369
3. Studer 963, sophisticated modular units
4. Studer 900, large-scale mixing consoles
5. ... and compact-style
6. ... and small-size Revox C279



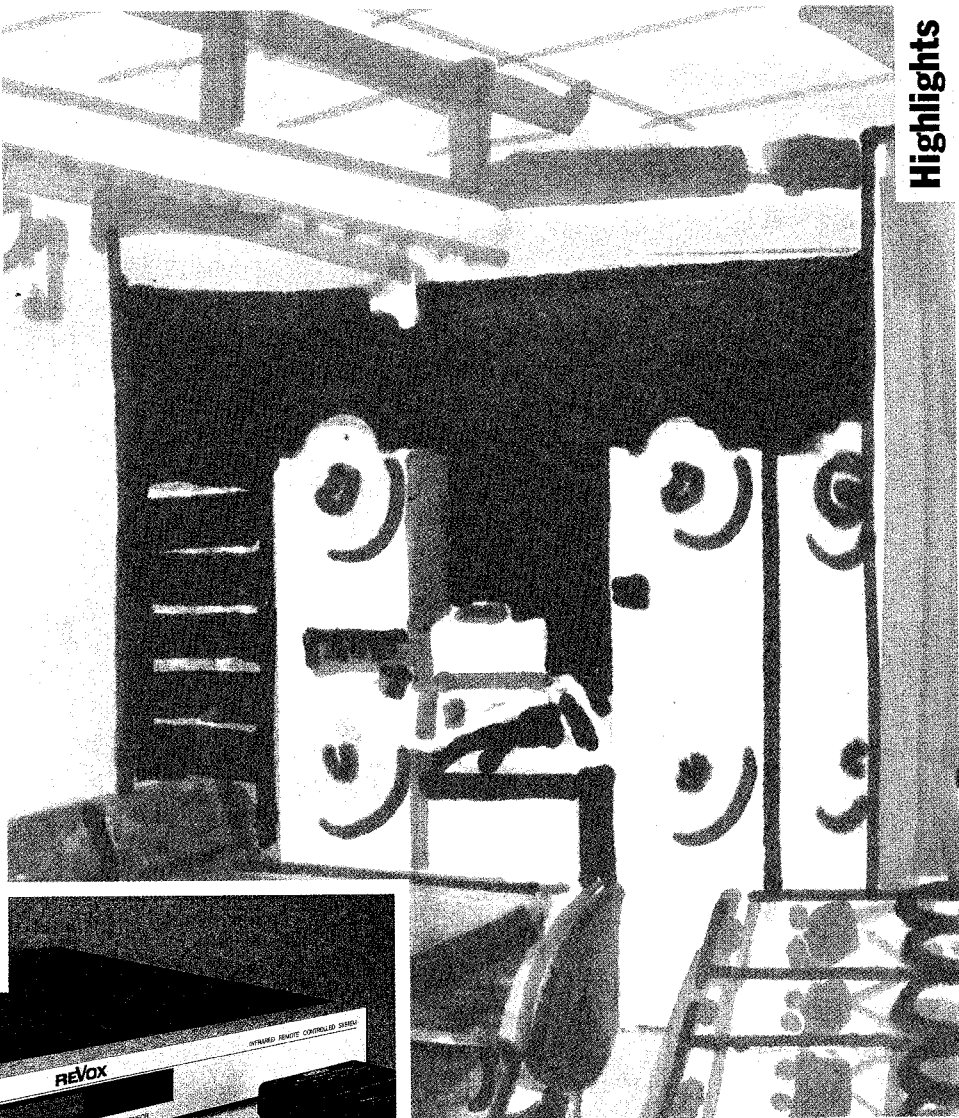
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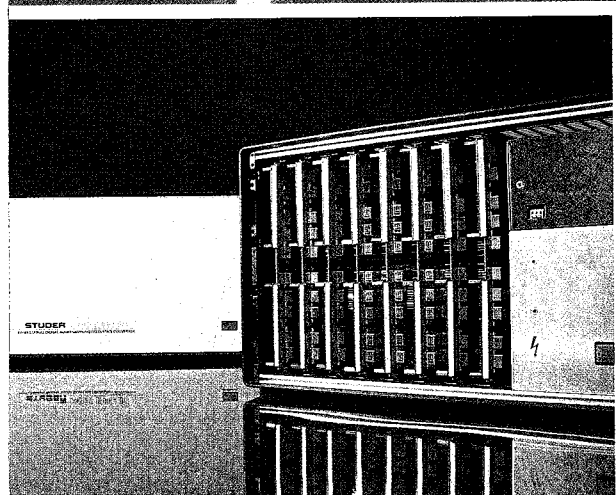
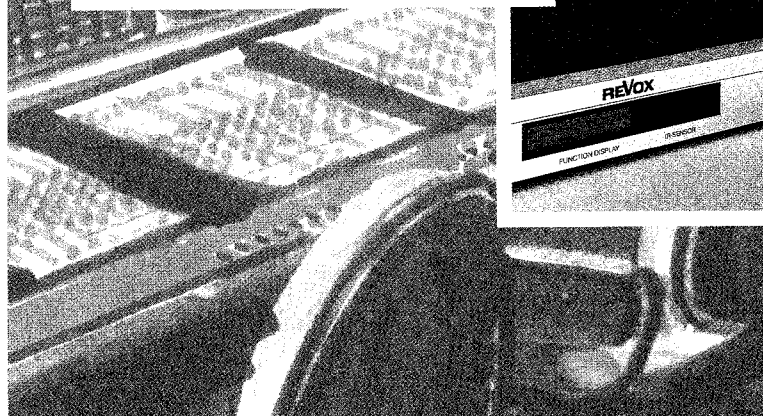
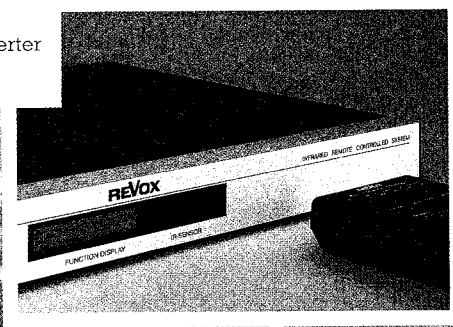
Modern radio, television, film, and music recording studios are system-oriented; so-called "peripheral" devices are the additional components responsible for the final result.

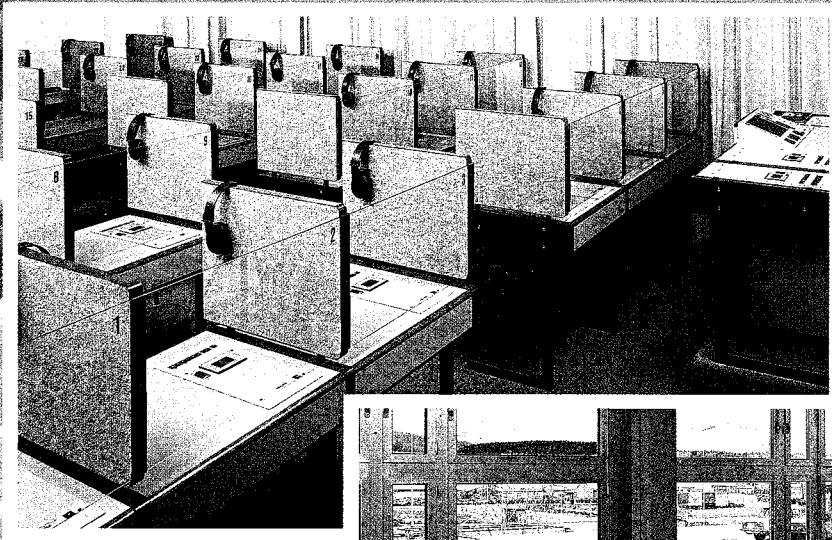
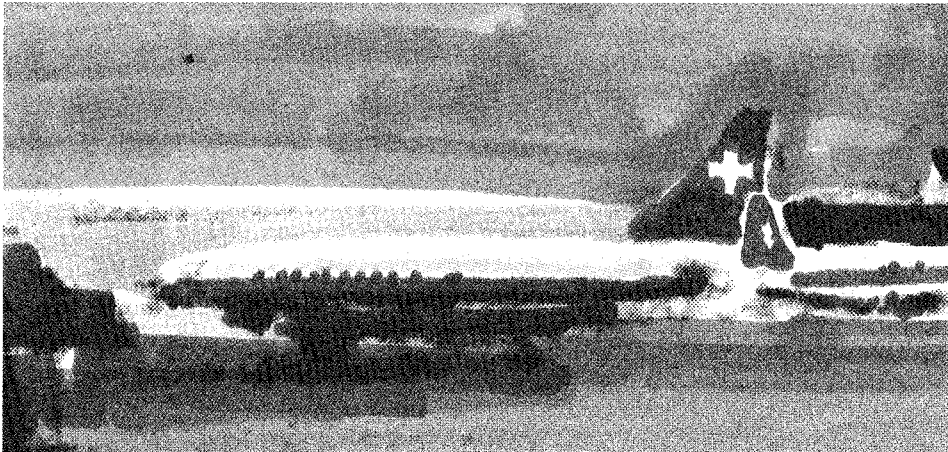
Every component is important - that is why we build the peripheral devices ourselves.

Video productions impose particularly stringent demands on synchronism and flexibility. In view of this Studer started very early with the development of its own SMPTE/EBU time code synchronizer (TLS2000, later TLS4000) and system controller SC4008/16) for synchronous coupling of complete audio/video/film systems. With the availability of PCM audio memories, Studer built the first fully digital 2-channel sampling frequency converter in 16-bit quality. And in addition to complete remote control systems for professionals, the serious audiophile can have a PC-compatible control unit for his hi-fi system (Revox B203).



1. Local control unit of Tape Lock System 4000
2. Studer 4016 System Controller
3. Studer 4008 System Controller
4. Studer SFC-16 Sampling Frequency Converter
5. Revox B203 Timer Controller
6. Revox Loudspeaker System Agora B





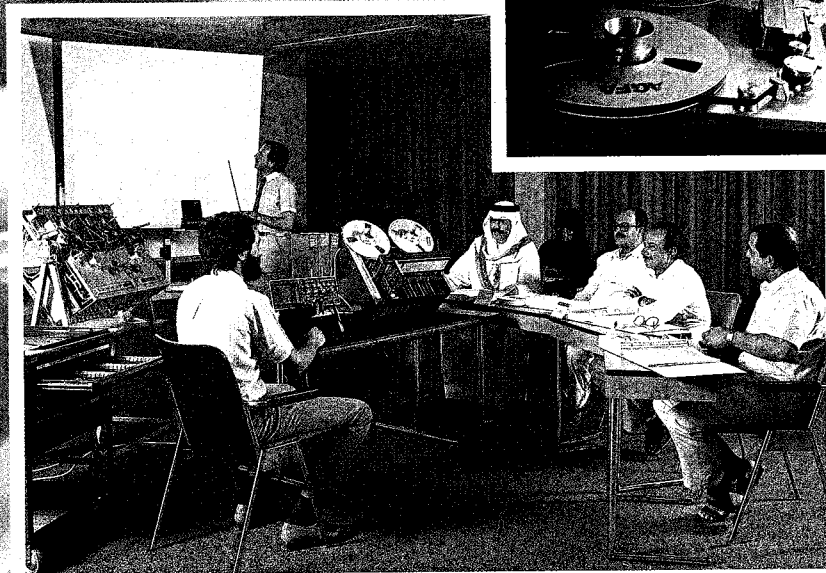
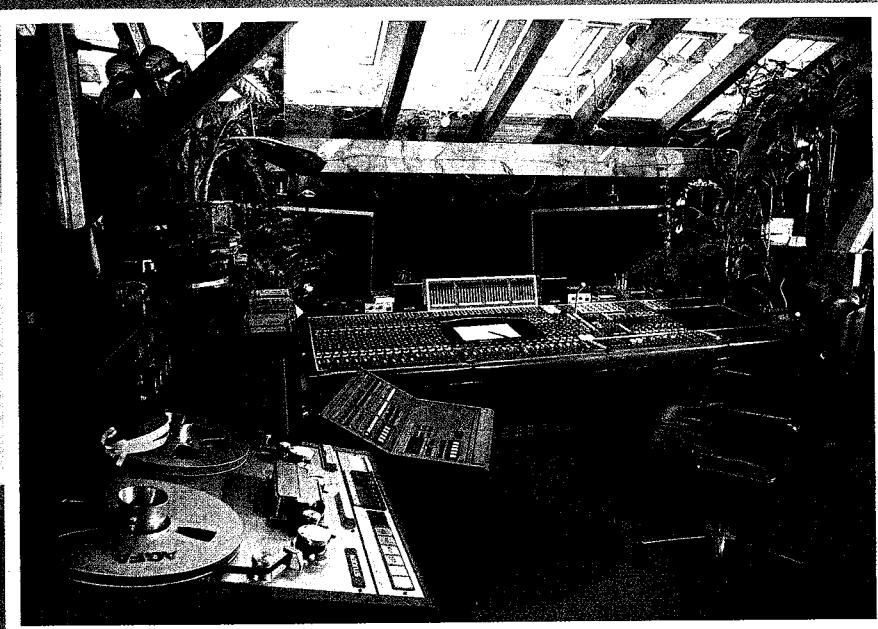
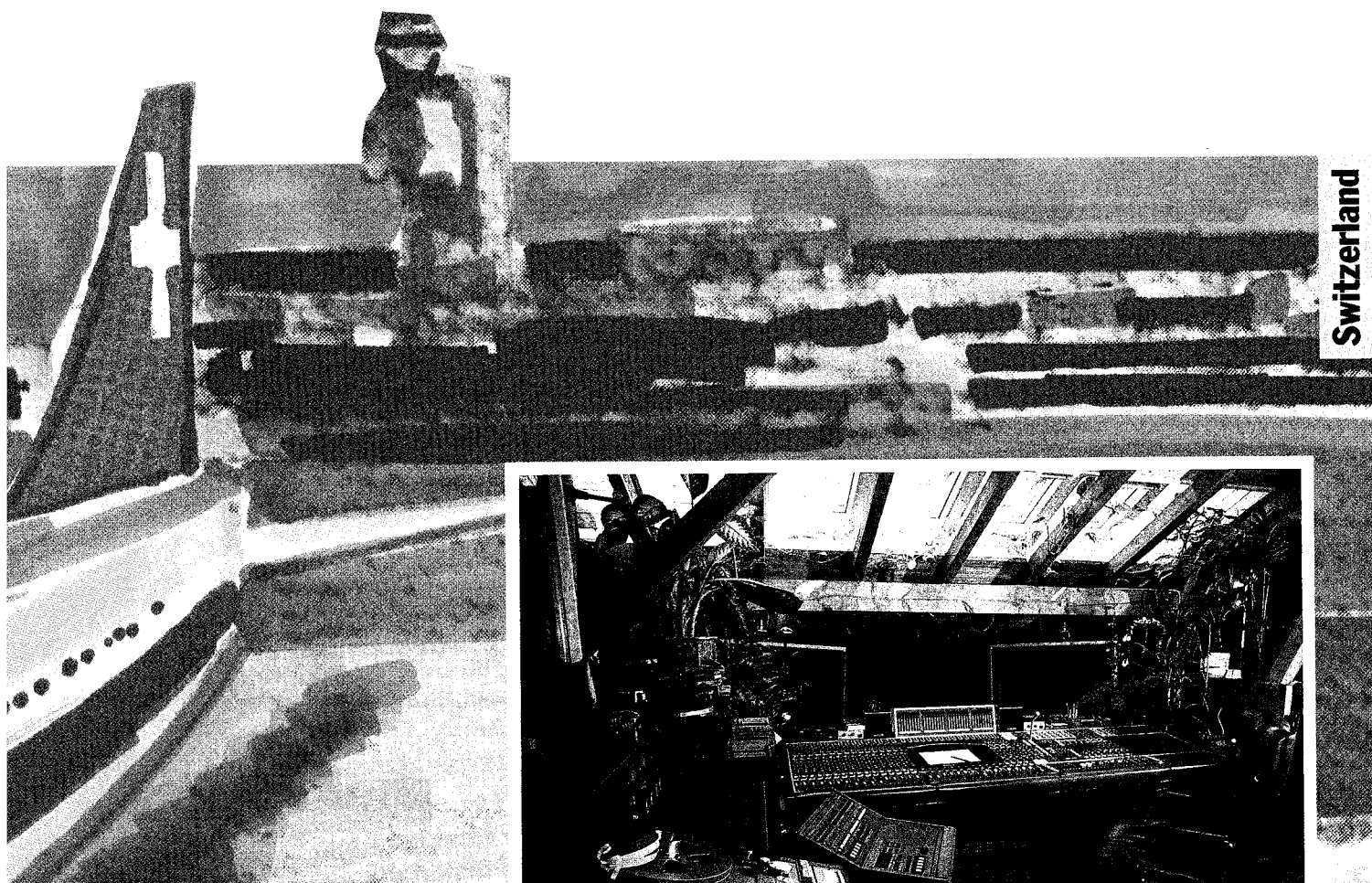
Responsible for the distribution of Revox products in Switzerland and overseas, **Revox Ela AG** was established in 1951 when the **Revox** brand name was introduced. Located in the close proximity of its parent company, it occupies 85 employees (home sales and export, technical staff, administration, stock keeping) including a subsidiary in the western part of Switzerland.

The export department attends to some 70 representatives worldwide. Orders are carried out from stocks in both Switzerland and Germany. Nationally, Revox products are distributed by 600 authorized and specialized dealers. The technical department renders after-sales-service, guarantees spare part supplies (for the time being, even for products older than 30 years), provides for training and documentation of all technical services, and installs and services language laboratories in Switzerland and abroad.

The company has also built up management and control in several subsidiaries; analysing markets, elaborating new products, sales forecasting, advertising as well as financing and stock-keeping of manufactured products are further duties of Revox Ela AG.

STUDER

Switzerland

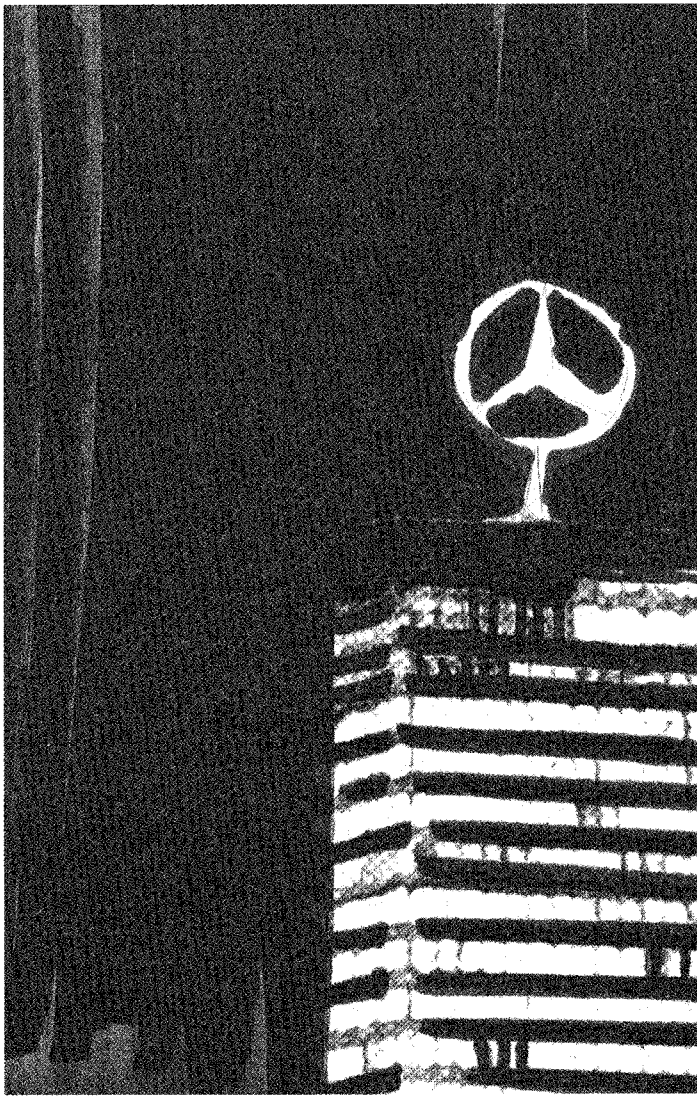


It is our declared objective to sell professional **Studer** products world-wide. For the small but nevertheless important home market and with 90% of production destined for export, this responsibility has been assumed and over the years continuously expanded by **Studer International AG**. Intensive overseas promotion, the cultivation of personal contacts with qualified distributors and our maintenance and training services have resulted in a controlled presence and spread of Studer products on the world markets. To solidify this position it became necessary to set up subsidiaries in various international markets, both wholly-owned, and as joint-ventures with local employees of the Studer group.

We are convinced that our company and the sales companies have excellent opportunities for continued development: The objective is not to become too big, but big enough to be present in all major markets.



REVOX

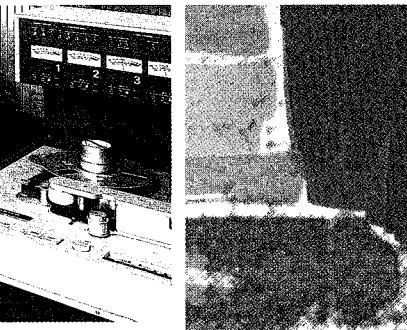


Studer Germany, with its headquarters in Löffingen, employs over 750 people. Founded in 1966 as a subsidiary, this group now comprises Studer Holding GmbH, the production company Willi Studer GmbH with factories in Löffingen, Bonndorf, Ewatingen, and Säckingen, as well as the sales company **Studer Revox GmbH**. The responsibilities of Studer Revox GmbH are the marketing and servicing for the three well-established product lines: professional studio engineering, high-quality Revox hi-fi equipment, and language laboratories.

The company started marketing professional studio equipment in 1980 and this has since been expanded. The main market sectors are music recording studios, private and public broadcasting companies, theaters, and municipal auditoriums. There has also been a significant growth in private local radio. Large publishing houses and mixed local business groups are planning new private radio stations that include up to 10 studios per installation. Some large Studer projects in theaters and municipal halls have been completed in recent months. The Old Opera and the City Theaters in Frankfurt, the City Theaters in Giessen and Koblenz, the playhouse in Düsseldorf, as well as the convention centers in Berlin and Hamburg are particularly worth mentioning. In the meantime most theaters work with Studer equipment.

And a further share of the market will follow – with news ideas and new generations of equipment – across the full product range marketed by Studer Revox GmbH.

Local radio and sync studio at Stuttgarter Zeitung Radio Hamburg, local radio station



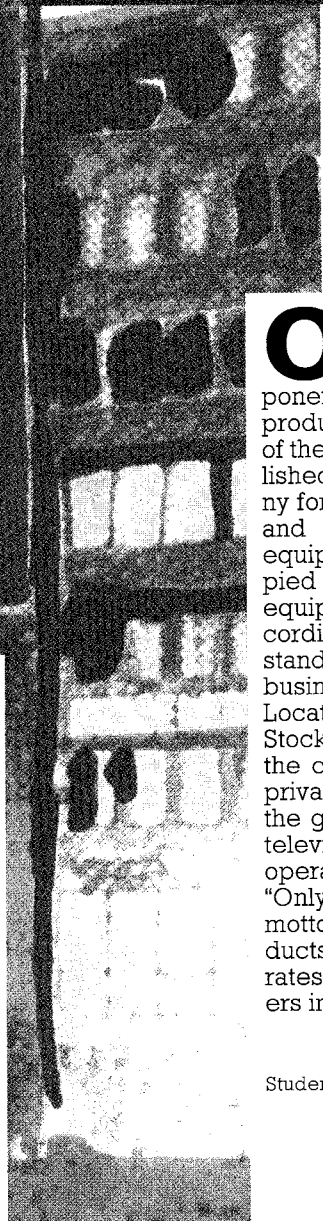
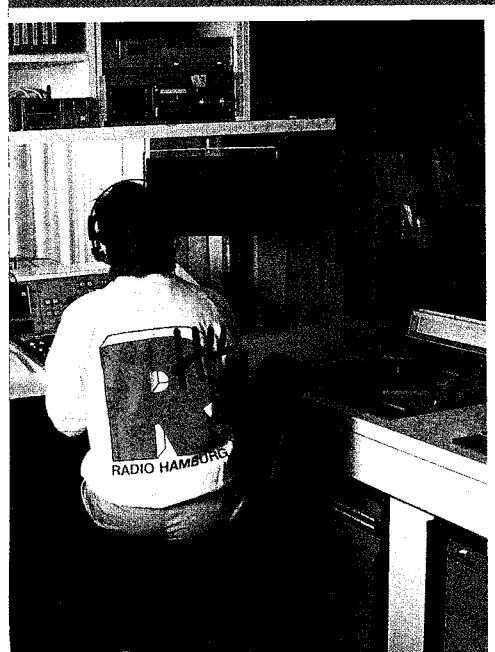


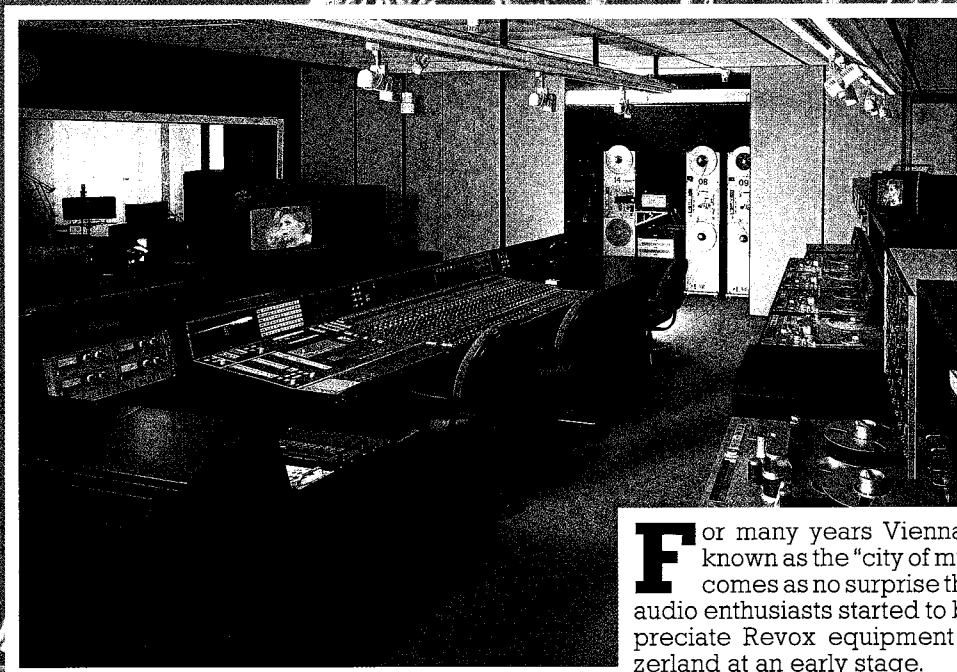
Originally a division of Elfa Radio & TV AB, a renowned Swedish company selling electronic components and distributing Studer Revox products exclusively since the middle of the fifties, **Elfa Studio AB** was established in 1983 as an independent company for the purpose of intensifying sales and servicing of professional studio equipment. Nine employees are occupied with handling studio broadcast equipment exclusively. Studer tape recording machines and mixing consoles stand for almost 50% of the company business.

Located in Solna, near the center of Stockholm, activities are spread across the country, where a great number of private and local radio stations as well as the government-owned broadcast and television company, Sveriges Radio AB, operate.

"Only the best is good enough" is the motto of Elfa Studio AB; by choosing products of highest quality, the company rates among the most effective suppliers in the Swedish studio market.

Studer 903 mixing consoles at STV News Center





For many years Vienna has been known as the "city of music". It thus comes as no surprise that Austrian audio enthusiasts started to buy and appreciate Revox equipment from Switzerland at an early stage.

In 1968 Studer set up a Revox sales company in Vienna, which in 1977 evolved into today's **Studer Revox Wien GmbH**. In the company's own building 10 employees are responsible for the marketing and technical support of Revox hi-fi equipment and language laboratories as well as professional Studer equipment. Being a natural gateway to the East, it also supports the corporate activities in Eastern Europe.

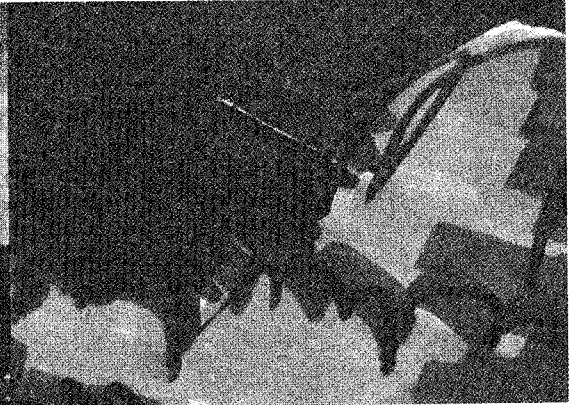
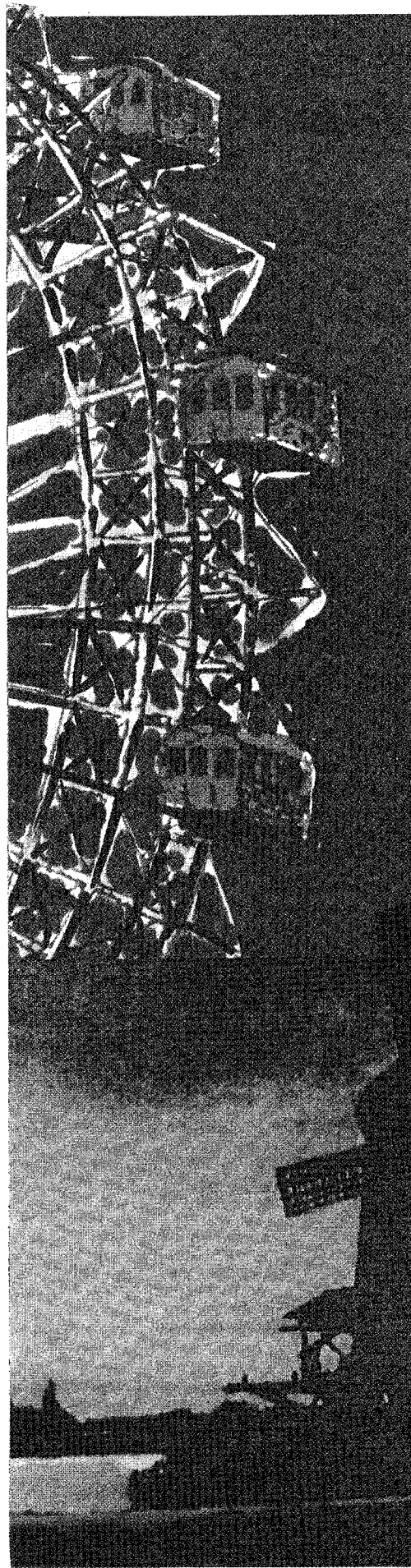
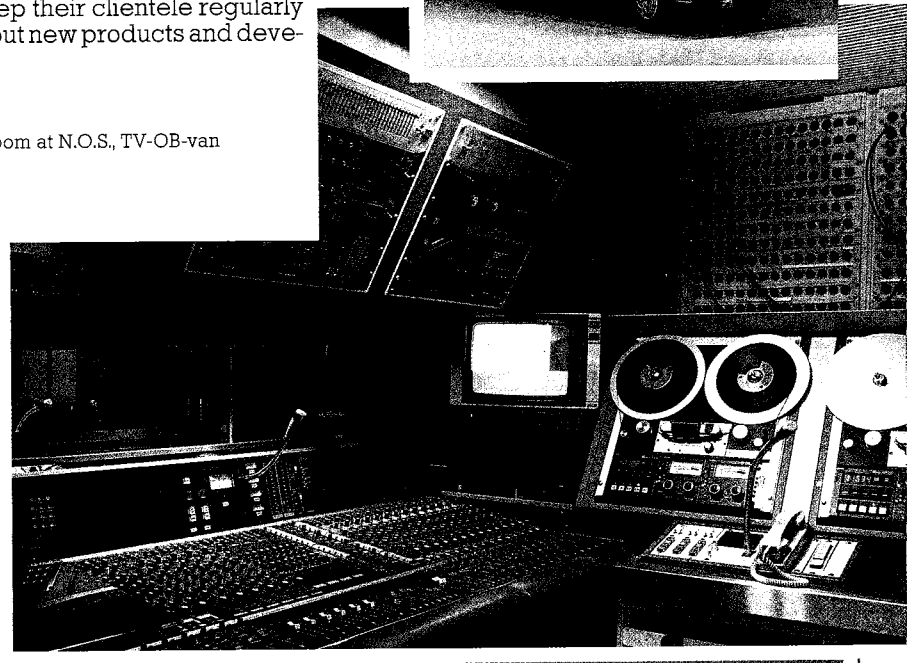
The close and successful cooperation with the Austrian Radio and Television Company, ORF, as well as institutions, theaters, and many private customers has been most rewarding. Selected distributors provide the link to the large group of sophisticated private and semi-professional users. Probably the most striking success was the installation of 3 dubbing and synchronization systems in Vienna, in which SC4016 units control video, audio and film equipment. Studer Revox Vienna expresses its sincere thanks to all customers and business friends for their confidence and excellent cooperation.

Post-production complex SK1 at the ORF Center, Vienna

Europe

Some 35 years ago, Leon Heynen, an electronic engineer with great interest in sound technology, started a consulting and trading company for specialized electronics. Today, the Heynen group comprises six companies in the field of measuring and controlling, electronic components and professional audio/video. In the Benelux countries, the interests of Studer Revox are represented by **Heynen B.V.** and Heynen Audio/Video B.V., both of Genep, Netherlands, and Heynen Audio/Video B.V. of Hasselt, Belgium. A team of highly skilled sales and service engineers is constantly engaged in order to provide the kind of assistance that is vital for the customer and that combines technical know-how with a sound business conduct. The audio division of Heynen B.V. has grown remarkably during the last decade. For the "electronic paradise" of the new NOS studios, for example, Heynen B.V. has made an important contribution towards its technical standard. In addition to the participation in major exhibitions, Heynen B.V. uses various means of publicity and PR to keep their clientele regularly informed about new products and developments.

Sound control room at N.O.S., TV-OB-van

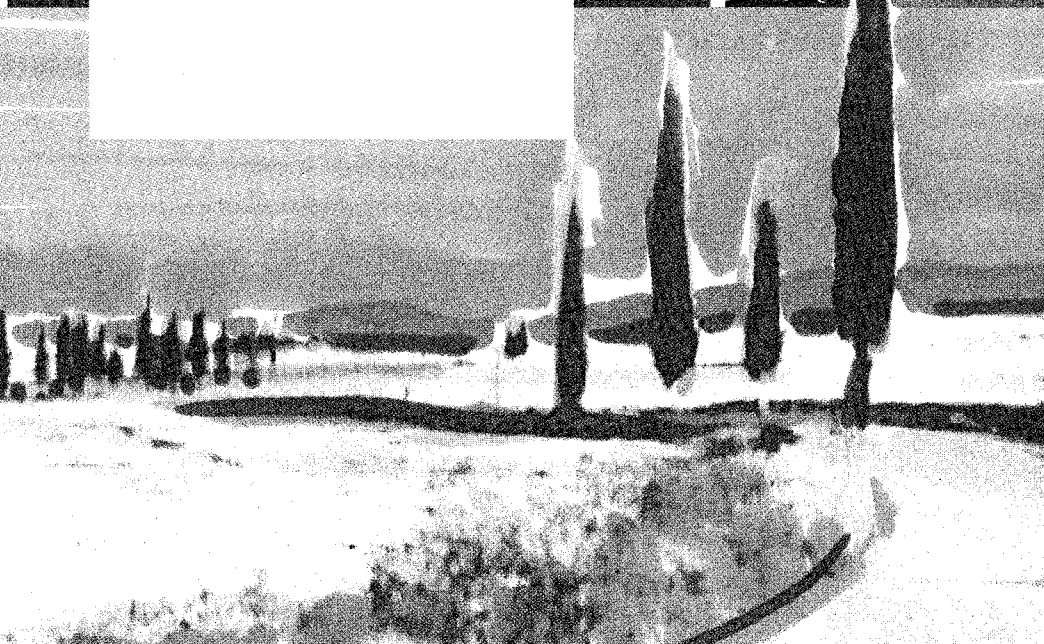
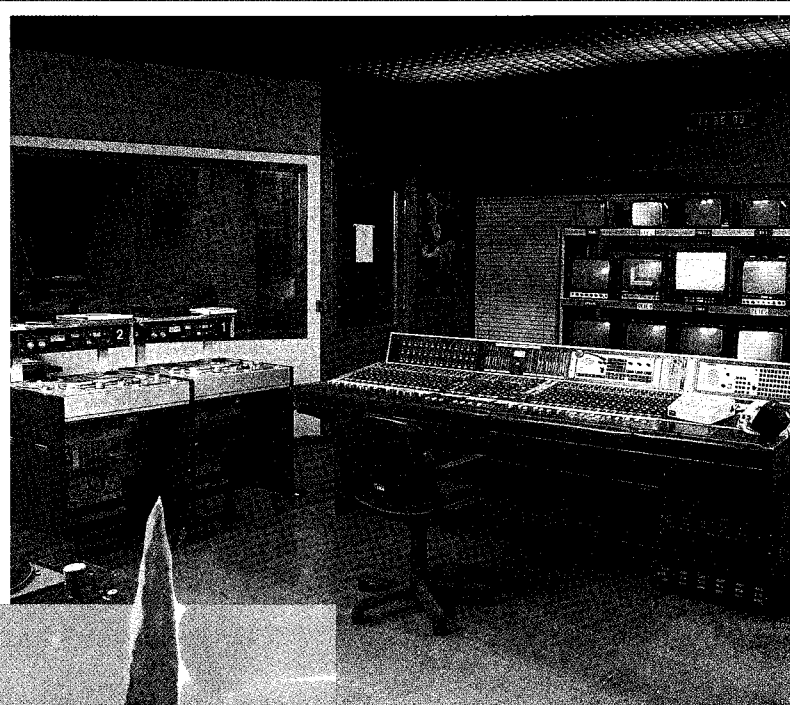


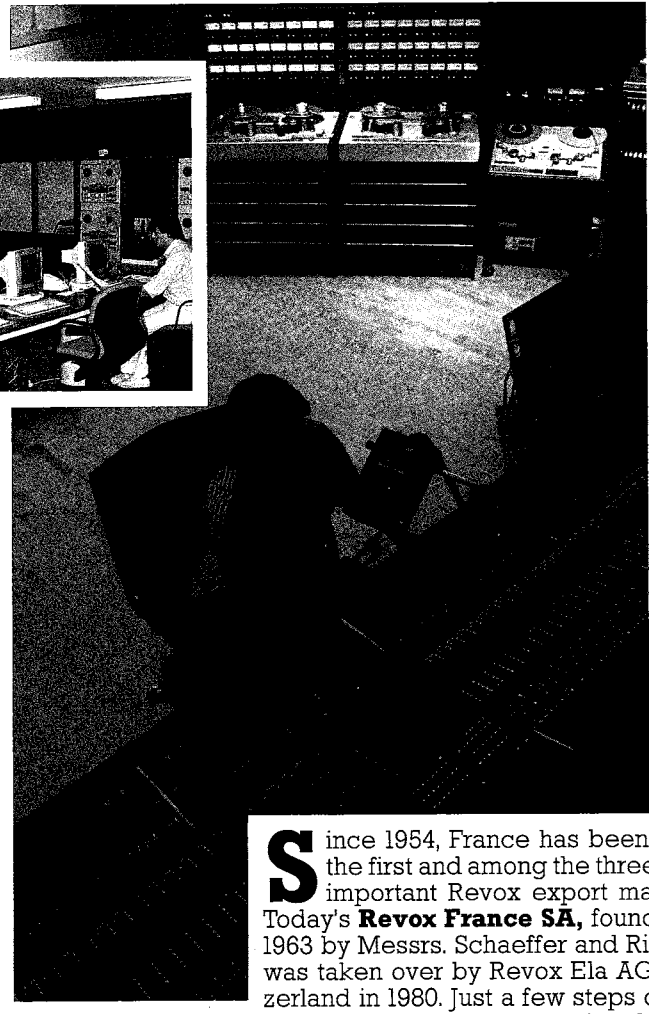
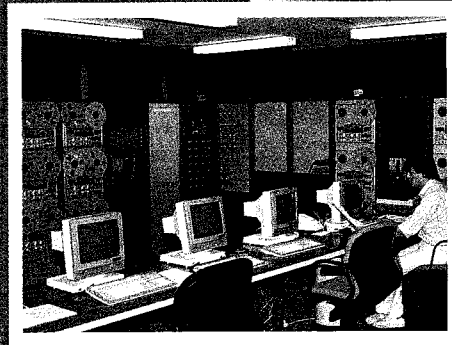
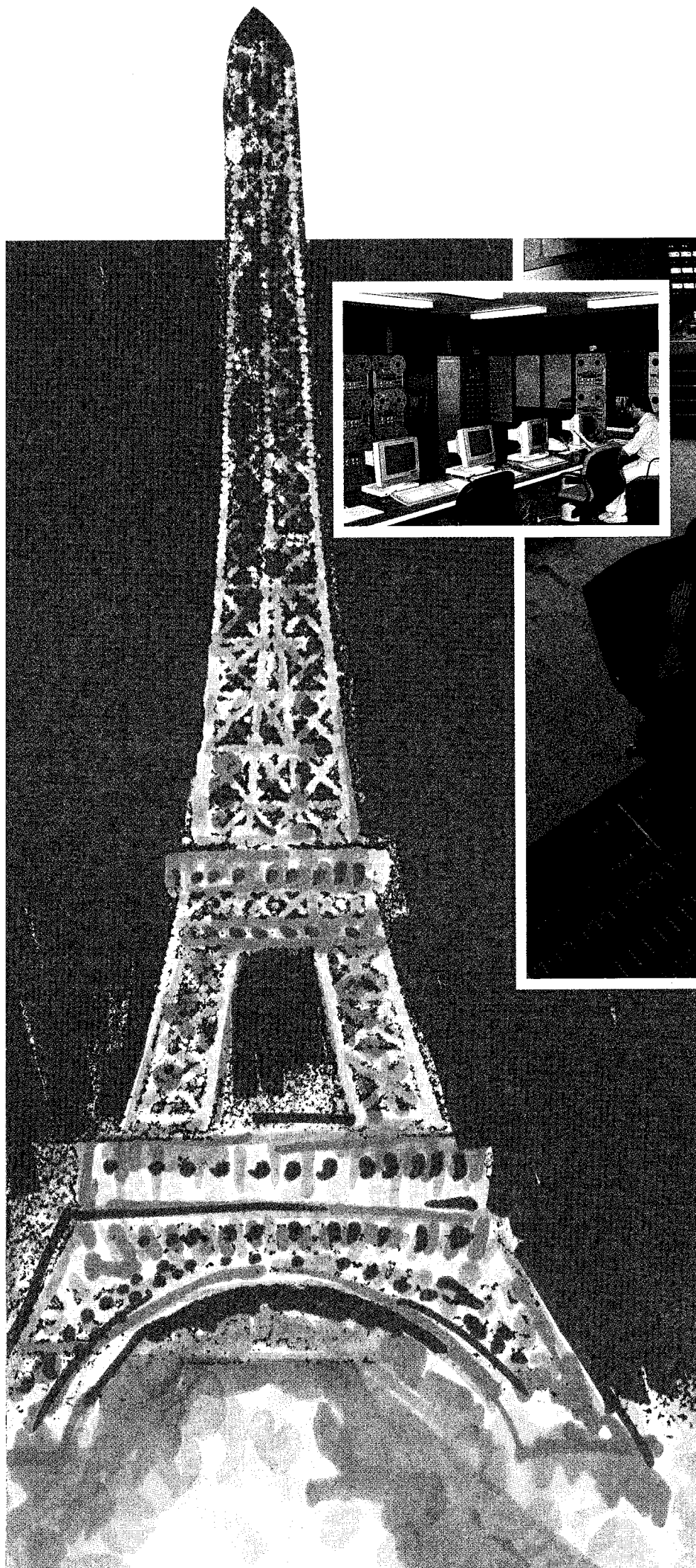
When professional audio established itself in Italy in 1958, no information leaflet was available on professional equipment, let alone any hardware to be seen; a few importers would sell by showing sparsely existing brochures to the customer. This situation changed in the early sixties.

Audio International SRL of Milan was the first to offer the luxury of a showroom with ample opportunity for demonstration and information.

In June 1975, the company head set out to contact Studer in order to obtain distribution rights for professional products – and succeeded. In Italy, this was the time when anyone skilled enough to repair a tape recorder was considered to be a genius. Consequently, and in tune with the business philosophy of the company's suppliers, great emphasis was placed on after-sales service. Today, after 13 years of representing well-established brands, the company has successfully adapted to the requirements of a highly developed market and is rightly considered to be best reference in Europe.

RAI Milan, Studio 13





Since 1954, France has been on of the first and among the three most important Revox export markets. Today's **Revox France SA**, founded in 1963 by Messrs. Schaeffer and Riesser, was taken over by Revox Ela AG Switzerland in 1980. Just a few steps off the Champs Elysées, it occupies 30 employees (sales, administration, technical department, stock-keeping). The company distributes Revox, Beyer, Dolby and other complementary product lines for the high-fidelity, educational (language laboratories), broadcasting, industrial and professional markets.

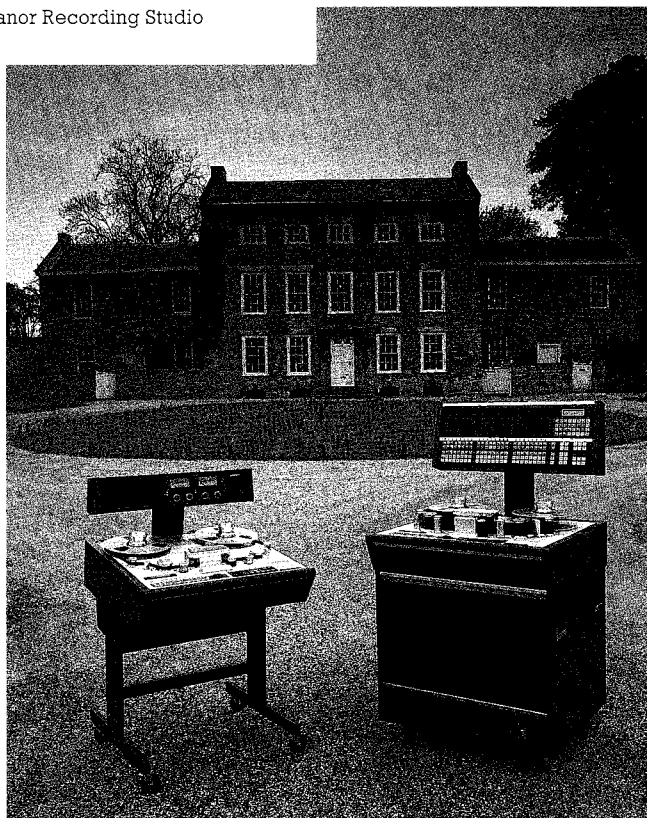
The success of the professional range of Studer products started in the sixties and developed in 1972 when **Studer France S.à.r.l.** was founded. At the modern company domicile in Paris, 11 employees work in the broadcast and television market; video and film productions undergo constant technical changes. Studer France therefore adapts to new technologies and their application. Company motto is: "To remain a leader, there is only one possibility: be the first".

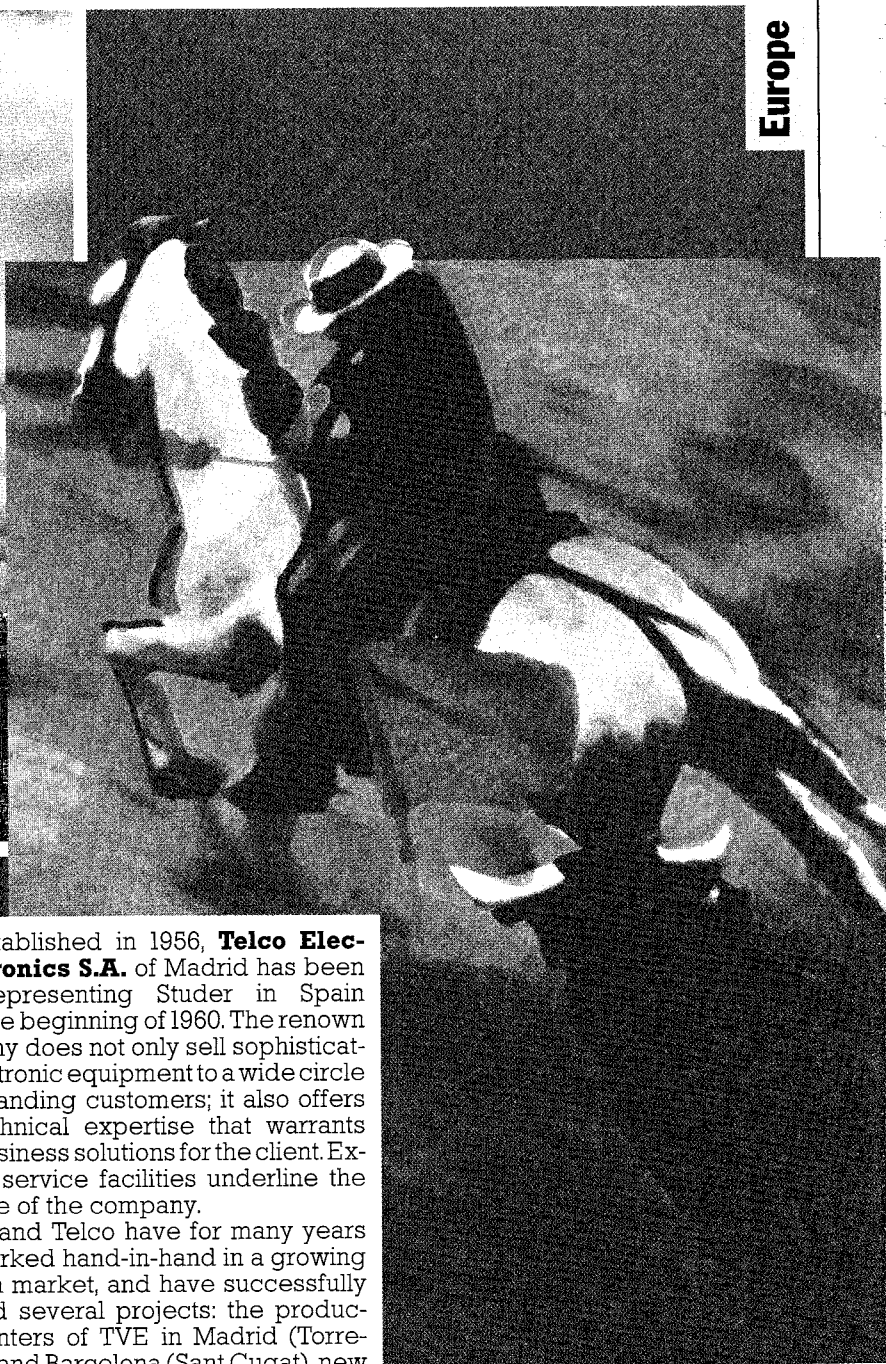
Multi-program control room at COM4 Paris Studio des Dames (Philips group) in Paris

Established more than 35 years ago by F.W.O. Bauch, a research physicist, the company is the United Kingdom's major supplier of professional audio equipment, and industry leader in other professional systems. In spite of its growth, **F.W.O. Bauch Limited** remains a family business and maintains the flexibility to respond quickly and positively to customers' needs and to market opportunities.

From the early 1960s, Bauch Limited has represented Studer products in the U.K. and has been able to capitalize on the growth of the recording and broadcast market from that period to the present day. Although an independent company, there has always been a close working relationship with Studer on all levels. Through these channels of excellent communication, for example, the special version B67 MKII was created to meet the need of major U.K. broadcasters, and instantly became a best-seller. The introduction of a wide range of new products demonstrates Studer's commitment to the market and promises an industrious and exciting future in business.

Great Linford Manor Recording Studio





Established in 1956, **Telco Electronics S.A.** of Madrid has been representing Studer in Spain since the beginning of 1960. The renown company does not only sell sophisticated electronic equipment to a wide circle of demanding customers; it also offers the technical expertise that warrants best business solutions for the client. Excellent service facilities underline the prestige of the company.

Studer and Telco have for many years now worked hand-in-hand in a growing Spanish market, and have successfully realized several projects: the production centers of TVE in Madrid (Torrespaña) and Barcelona (Sant Cugat), new TV and radio networks of Catalunya (TV3), Basque (ETB) and Galicia (TVGa). An important event was the Football World Cup 1982, accentuating technical progress: Spanish broadcast and television companies used Studer professional equipment. Telco's presence is strong; the 1992 Olympic Games in Barcelona will be another challenge for the active company.

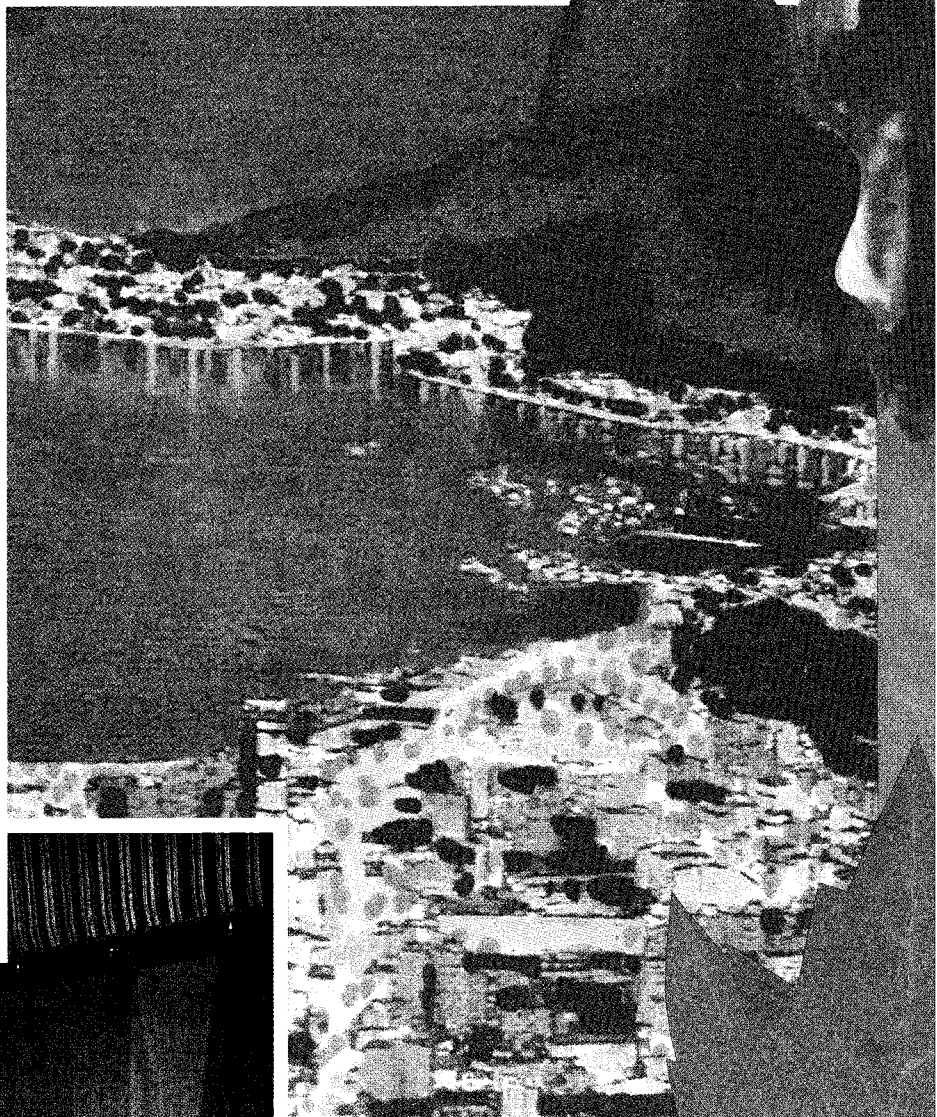
Television Center of Television Española



More than 10 000 radio and television stations, several thousand recording studios – these are the dream figures all suppliers of audio equipment rave about when **Latin America** is mentioned. Although the economical crisis persists in this part of the world, Studer Revox has been reference for more than 30 years.

In the early fifties, **Magneto Sonora** of Buenos Aires was the first Studer representative outside Europe. From **Argentine** to **Mexico**, from **Brazil** to **Venezuela** and in many other national markets, a great number of radio and recording studios are equipped with Studer Revox tape recorders. The Revox G36 and A77 as well as the Studer C37 and B62 tape recorders are still established masterpiece at numerous studios although the machines have been in operation for decades. Latin America has in spite of this not missed any technological advantages: the new Studer A820 tape recorder and system controller SC4008 have found their way into several studios.

TV Channel 13, Santiago de Chile



In 1973, a new distribution market was opened for Studer at a time when the recording industry was becoming more sophisticated and demanding in its pursuit of quality. Broadcast, vitally important in a country the size of Canada, needed reliable equipment that would withstand heavy continual use.

Studer Revox Canada Limited has an outstanding network of 21 professional sales offices, 34 hi-fi sales outlets and 11 Revox service centres across the country. Largest customer of the company is CBC with 31 television stations and 68 radio stations. Whether the client is large or small, the Studer commitment to quality and service started 40 years ago in Switzerland and is still strong today, in Canada.

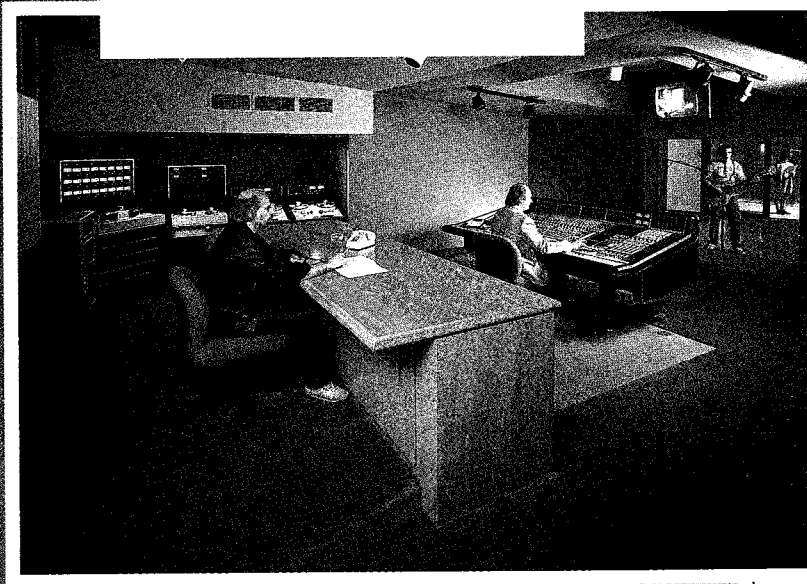
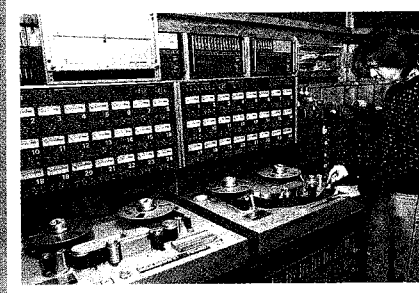
Studio 13 at CBC Montreal

Studer's U.S. subsidiary company, Willi Studer America, established in 1973 to challenge the dominant powers of the professional recording market, moves its headquarters to Nashville, Tennessee - Music City, USA! - in 1975 and is renamed

Studer Revox America, Inc., after resuming the distribution of the Revox line. Today, most of the company's 41 employees work at the Nashville headquarters. Sales, service and QC functions are handled in Nashville and field offices in New York, Los Angeles, Dallas, Chicago and San Francisco. The leading manager of the progressive U.S. company emphasizes that today's successful audio company cannot be limited to a narrow tape recorder and mixing console business. In every sense the company profits most by defining its activities in accordance with the demands of the diverse U.S. markets it serves, which collectively might be called the communication and information industry. By supplying this industry with appropriate new products based on the creative use of technology, it is expected that Studer Revox will maintain its leadership in the American market for many years to come.

The Power Station, New York,
 Producer Bob Clearmountain

NFL Films Video Center, Mt. Laurel, New Jersey



Since the earliest days of its international sales activity, Studer has been present in certain Eastern European countries such as **Hungary**, **Poland**, and the **Soviet Union** with the studio recorders C37 and J37. Contacts with **Albania**, **Bulgaria**, and **Rumania** also developed due to the extensive travelling undertaken by our sales representatives. Since Studer products were generally well received, shipments to these markets increased rapidly. With today's advanced line of tape recorders and mixing consoles, Studer has gained a considerable market share. Orders range from individual units to complete systems for sound amplification in large halls, the audio section of television studios and the synchronization systems used in this field, or even complete systems on a turnkey basis. The fact that one of the best known recording studios in Moscow works with a digital tape recorder gives evidence of the technical sophistication of these markets.

Formula-1 Racetrack Hungaroring,
audio control room



One of the first customers to install a Studer C37 professional tape recorder was Radio Prague over 25 years ago. The C37 is still being used in **Czechoslovakia** by the Prague and Bratislava broadcasting service. The introduction of the A80 led to additional successes in the broadcasting sector, in television, in recording and film studios, where a considerable number of these units have been installed.

Various models of Studer mixing consoles, from the early ones up to today's generation comprising the series 900 and 961/962, have been installed. Equally successful are the Studer synchronizers for coupling audio and video: Over thirty A810-2/2TC tape recorders and TLS4000 tape lock systems are in operation with the national television service.

Radio Bratislava, experimental studio

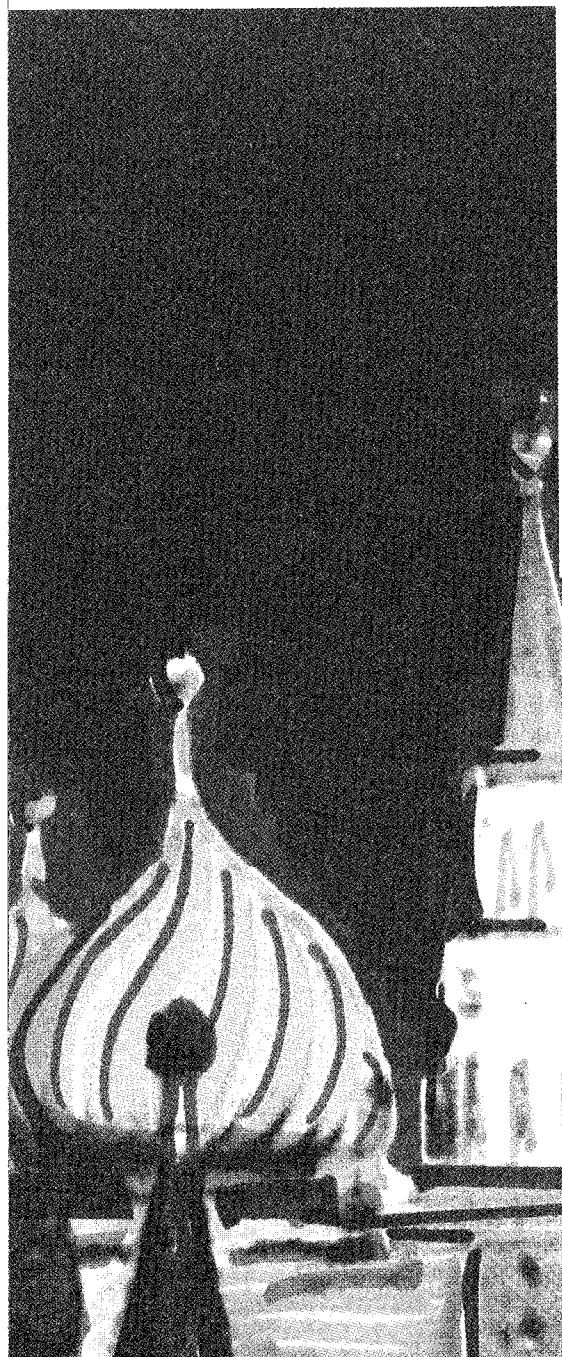


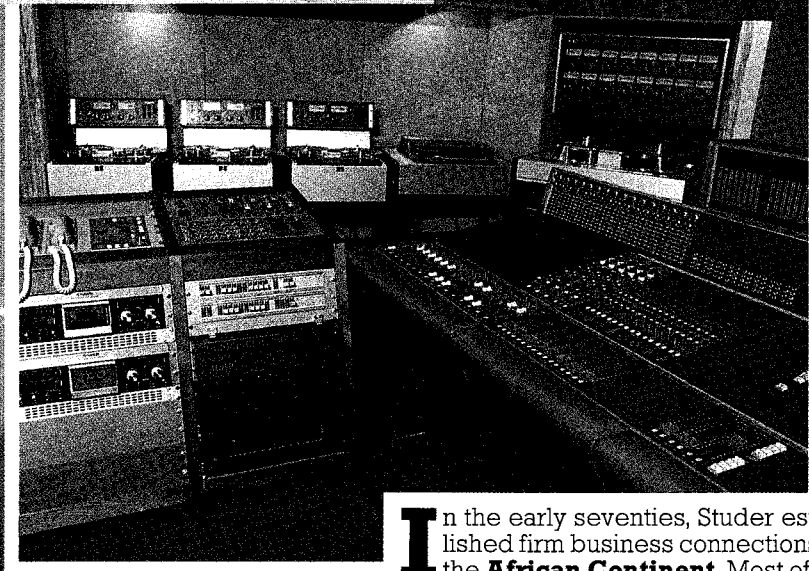
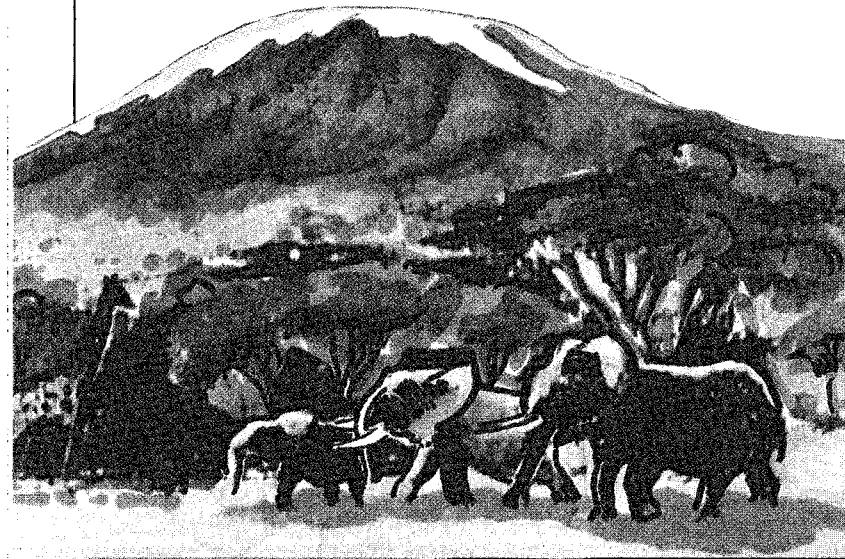


The first 4-channel tape recorder, the Studer J37, actually a prototype of this series, was sold to Radio Budapest in **Hungary** in 1966. Today, 20 years later, this broadcasting company is still a Studer customer: A Studer 962 mixing console was used for international transmission during the 1987 Formula-I Grand Prix.

In **Yugoslavia** Studer activities started at Radio Zagreb with a C37 tape recorder. Radio and Television Belgrad, Ljubljana, Novi Sad, Pristina, Sarajevo, Skopje, and Titograd followed with other Studer tape recorders and mixing consoles. For the 1984 Winter Olympics in Sarajevo and the 1987 Universiade in Zagreb, Studer supplied a considerable number of tape recorders and mixing consoles. During the past years, the studios of various local radio stations have been equipped with Studer A80 RC, B67 tape recorders, 169/269 mixing consoles, and Revox A77, B77 and PR99 tape recorders.

Radio Ljubljana, local radio station





In the early seventies, Studer established firm business connections on the **African Continent**. Most of the broadcast stations had been set up at the beginning of the sixties when independence came and a large number of studios were to be renewed, either partially or totally. At the start, Studer's activities were limited to the supply of single equipment only. It was therefore necessary to create new structures to cope with a novel task: the supply of turnkey systems which included equipment, project engineering, the final installation as well as training of maintenance and operation personnel.

The seventies were also a period where African music advanced from local folks entertainment to an internationally recognized form of cultural expression. Numerous recording studios were consequently established, mostly equipped with Studer Revox tape recorders. In African regions, where electronics and mechanics suffer from tropical climates, Studer Revox equipment has on account of its outstanding reliability and robustness almost become legendary.

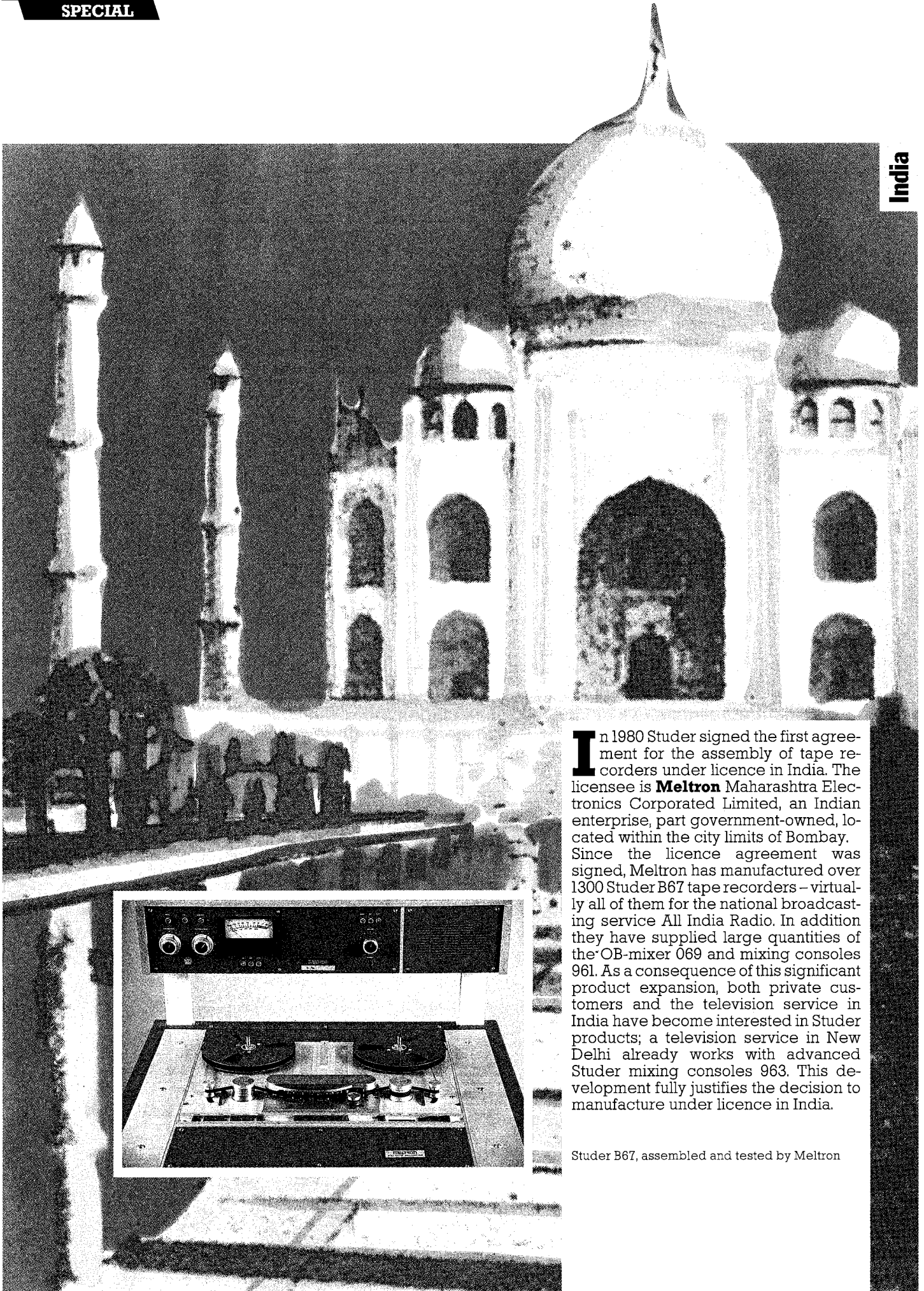
Drama studio of RTT Radio Télévision Tunisie

In the **Middle East** Studer has a considerable market potential. Since 1975 these areas have been visited regularly, and an especially close contact is maintained with exclusive distributors and customers. Mutual trust and excellent cooperation have contributed to the successful completion of the following broadcasting projects and large deliveries (in alphabetical order):

- Bahrain:** "Isa-Town" broadcast project.
- Jordan:** supply of tape recorders, mixing consoles to Radio Jordan.
- Kuwait:** tape recorders, mixing consoles, OB-Vans for KBS Kuwait, complete installation of a multichannel recording studio for Romco, Kuwait.
- Lebanon:** tape recorders, mixing consoles.
- Oman:** TV Studio 4, audio section and OB-van for project "Qurm".
- Saudi Arabia:** 5 regional studios, OB-van for "Radio Jeddah".
- United Arab Emirates:** broadcasting project "RPC" (Ministry of Information) for SW + MW, FM station "Capital" in **Abu Dhabi**. Tape recorders, mixing consoles for radio and TV **Dubai**.

Continuity Studio at the RPC Broadcast Centre Abu Dhabi





In 1980 Studer signed the first agreement for the assembly of tape recorders under licence in India. The licensee is **Meltron** Maharashtra Electronics Corporated Limited, an Indian enterprise, part government-owned, located within the city limits of Bombay. Since the licence agreement was signed, Meltron has manufactured over 1300 Studer B67 tape recorders - virtually all of them for the national broadcasting service All India Radio. In addition they have supplied large quantities of the OB-mixer 069 and mixing consoles 961. As a consequence of this significant product expansion, both private customers and the television service in India have become interested in Studer products; a television service in New Delhi already works with advanced Studer mixing consoles 963. This development fully justifies the decision to manufacture under licence in India.

Studer B67, assembled and tested by Meltron

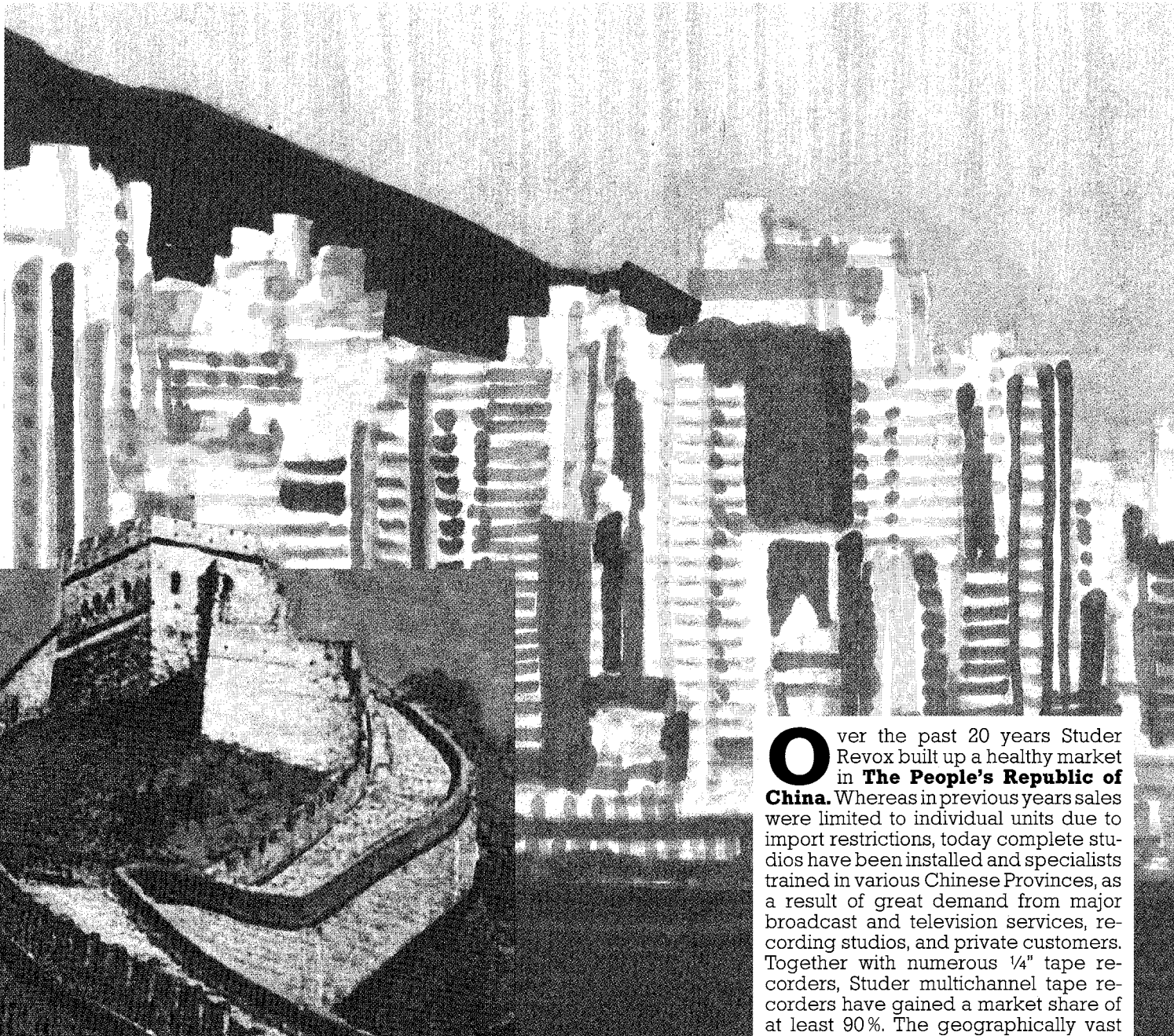


Studer Revox Audio PTE. Limited

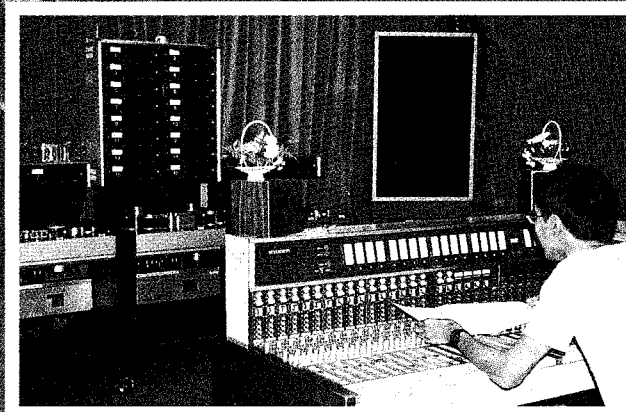
was founded in Singapore in June 1983, in order to protect Studer's interests, to put the execution of projects into competent hands, and to ensure quality service for the Studer and Revox equipment already on the market. This third Far East Studer subsidiary is responsible for the markets in Singapore, Indonesia, Malaysia including Sabah, Sarawak, and Brunei.

A small team fulfills a challenging task, which in growing markets must be handled with great individualism, know-how, and dedication. Excellent liaison with the Swiss parent company provides the necessary support in the popularization of new technologies in markets that are generally faced with economic problems. This youngest of all Studer subsidiaries has already completed sophisticated projects in Malaysia (third TV program) and Sabah (broadcasting production building). The objective is clear: solidification and expansion of the trusting relationship with broadcasting corporations and private customers.

Oscar Studio, Singapore



Over the past 20 years Studer Revox built up a healthy market in **The People's Republic of China**. Whereas in previous years sales were limited to individual units due to import restrictions, today complete studios have been installed and specialists trained in various Chinese Provinces, as a result of great demand from major broadcast and television services, recording studios, and private customers. Together with numerous 1/4" tape recorders, Studer multichannel tape recorders have gained a market share of at least 90%. The geographically vast market is covered by Studer Revox (Far East) Limited, Hong Kong. Every day a team is on assignment somewhere in China. Their duty involves participating in important exhibitions, holding seminars, as well as sales and service activities, requiring a great deal of hard work and technical expertise. The outlook for the future is bright: quality, reliability, and first class service have given Studer Revox a firm position over the past two decades.



Central People's Broadcasting Station, Beijing

Located in Hong Kong, the centre of trade and industry in Asia, **Studer Revox (Far East) Limited** operates in a market where strong competitive activities dominate more than anywhere else. Studer Revox products are used in all government radio stations as well as at least 80% of the local music studios. Such coverage of the market and severe competition demand effective measures: Consistent price structures, reliable delivery and installation terms, spare-part stocks and prompt service facilities for all equipment are a must. The growing trend towards more modern and sophisticated post-production facilities for both video and film offer excellent marketing perspectives for state-of-the-art audio tape recorders and mixing consoles, cassette recorders, CD-players and synchronizing systems. Studer Revox - which has worldwide acclaim as a leader in professional audio, as the producer of a most comprehensive range of professional audio products, and as an expert in the realisation of turnkey projects - is the synonym for success.

Wing Hang Recording Studio, Hong Kong





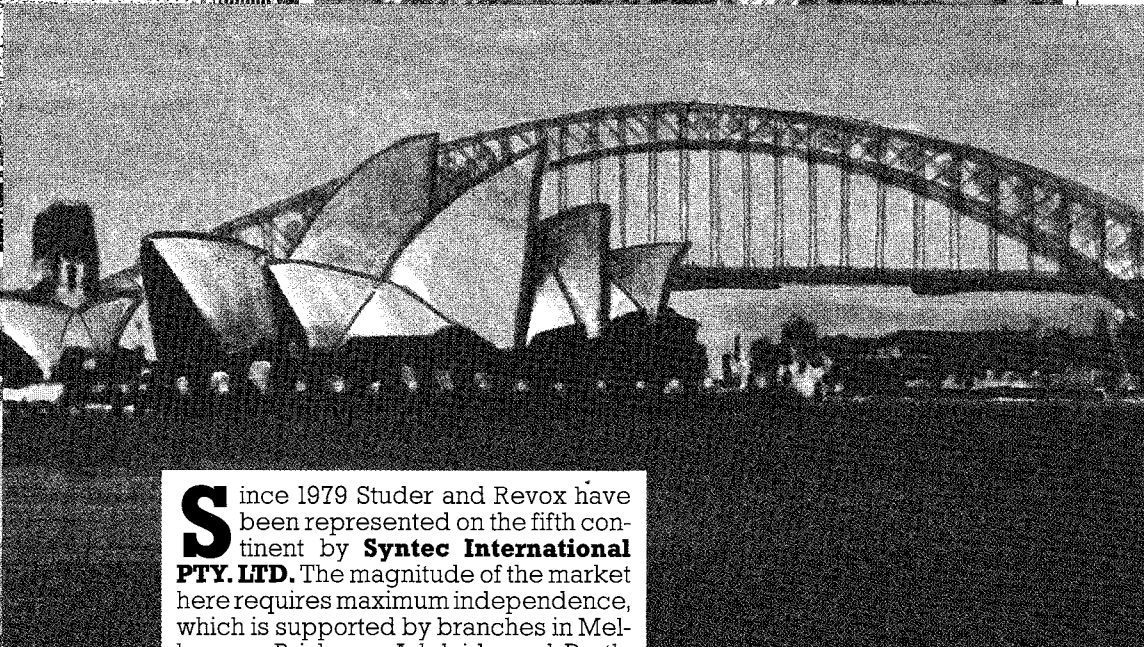
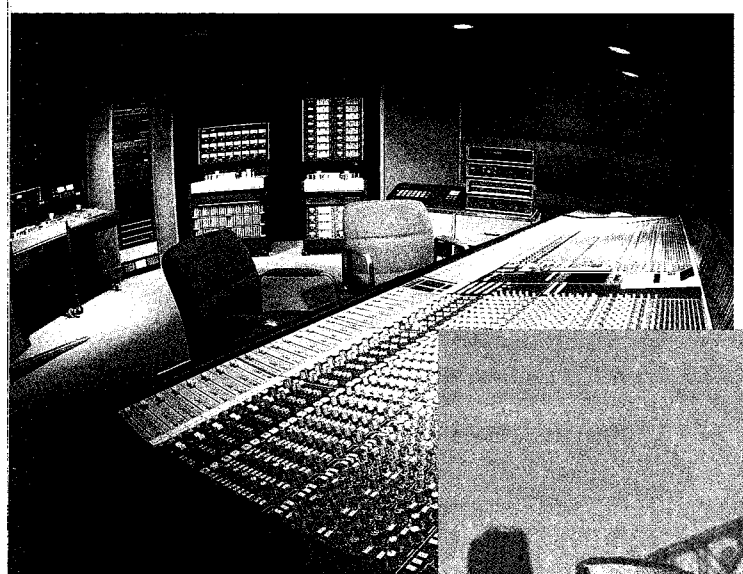
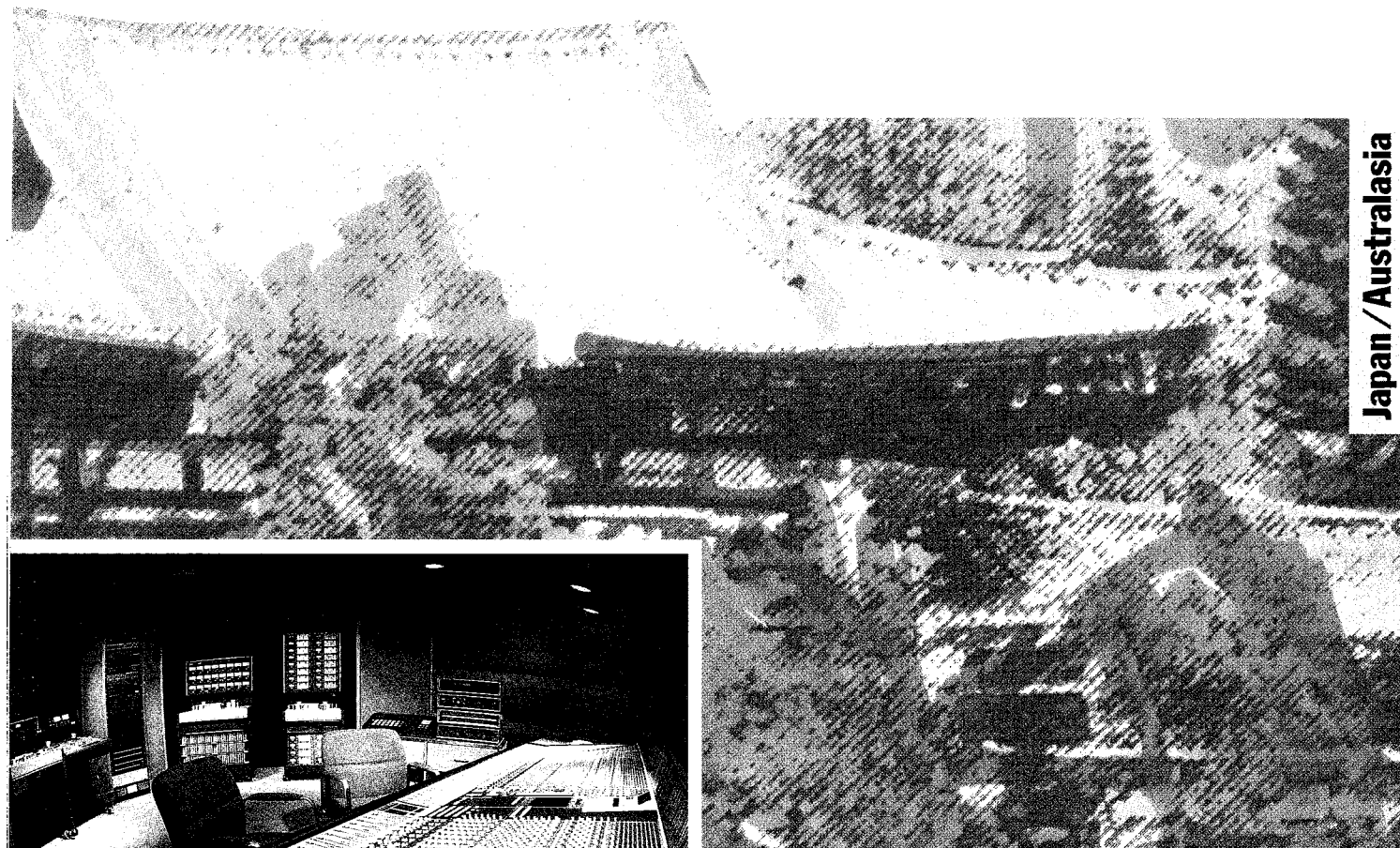
Some fifteen years ago, the first shipment of Studer Revox equipment left for Japan. The product range has been in the market ever since. In 1982, an affiliated company – **Studer Revox Japan Limited** – was established, an organisation that has grown to be of great significance to its customers and suppliers. 15 employees at Tokyo headquarters and a branch office in Osaka handle marketing matters and service back-up. The company has maintained a firm position in the music recording market ever since it started six years ago and credits this to the fact that Swiss precision, audio quality and greatest reliability of both product lines are the basis of success in an exceptional market. The company team combines this with great commitment towards their work, and flexibility on all levels.

Studer products are operated in key broadcast stations and top sound sweetening studios in the Japanese capital, a challenge in a market that includes 132 private broadcasting systems as well as the NHK, a public corporation with a nation-wide network and great popularity. The monetary situation world-wide has also left its marks on the Japanese industry; mass market production gives way to the manufacture of high-value goods, a development that will consequently create a situation of direct competition in a sophisticated market. The Studer Revox team is optimistic: a product of excellent quality will always receive a fair estimate.

Sound Sweetening room at Video Focus

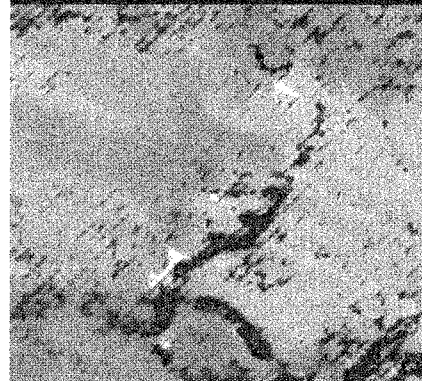


Japan / Australasia



Since 1979 Studer and Revox have been represented on the fifth continent by **Syntec International PTY. LTD.** The magnitude of the market here requires maximum independence, which is supported by branches in Melbourne, Brisbane, Adelaide and Perth. Customers include the Australian Broadcasting Corporation and major recording studios such as Studios 301 in Sydney, who offer first-class recording services with 3 generations of Studer tape recorders. Syntec International stands for experience and success in Australia.

Studios 301, EMI Recording studios in Sydney



Since the inception of the Swiss Studer enterprise, which has grown into a multinational corporation, 40 years of innovative history in audio electronics have passed – from the radio tube to the microprocessor! The space available in this 40-page Swiss Sound edition is far too short for even a mere sketchy outline of the activities that have taken place during this period. Employees stationed in all parts of the world have contributed to the success – employees, who, despite their totally different personalities, pursue a common goal:

Reliability through quality – also in the future.

This guiding principle was not only the starting impetus, but long before that the ideal of the company's founder. It has retained its priority, and "infected" many followers, and will also remain the backbone of every Studer product in the future.

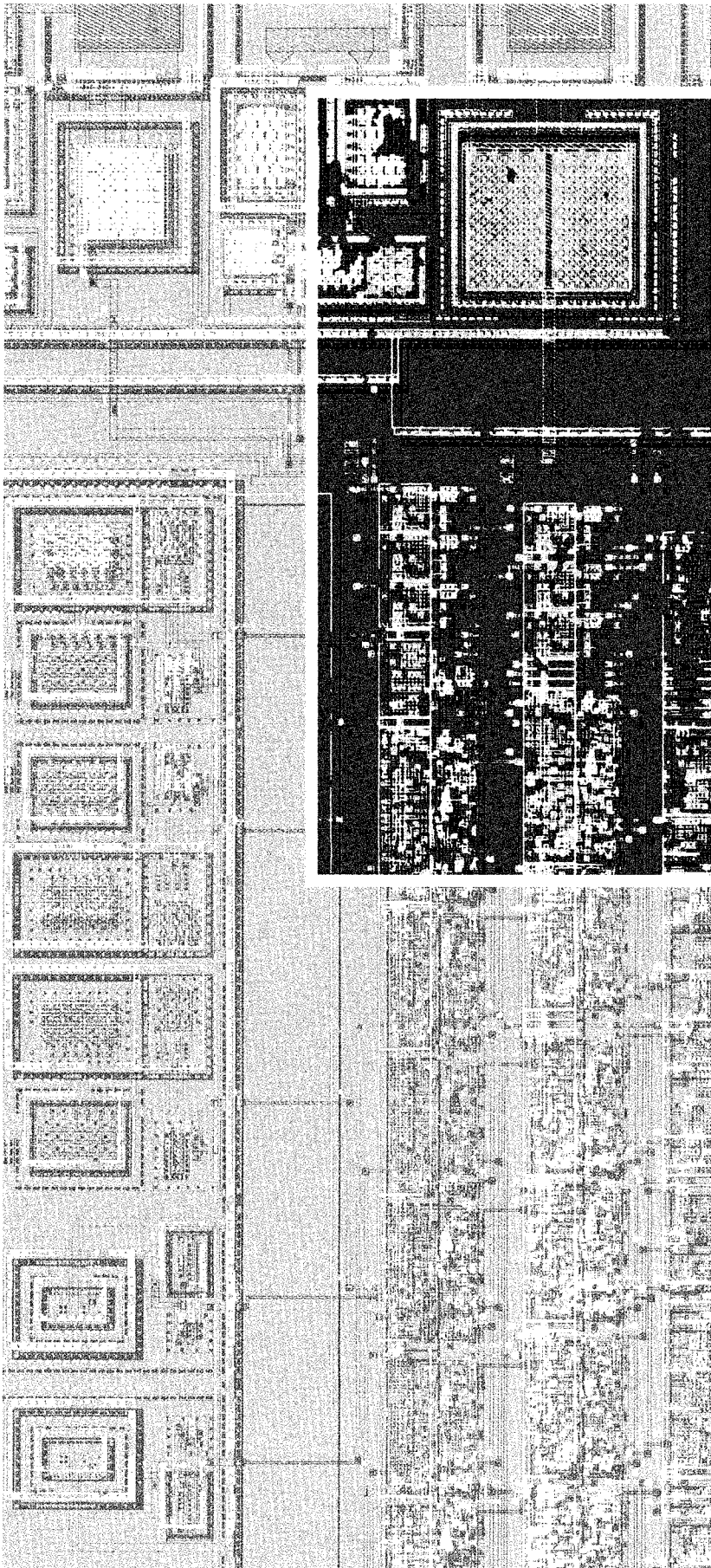
Analog audio technology always has a future.

The decision digital or analog has never arisen for Studer. The refinement of analog technology proves that mixing consoles and tape recorders with integrated noise reduction systems are eminently suited for digital PCM applications.

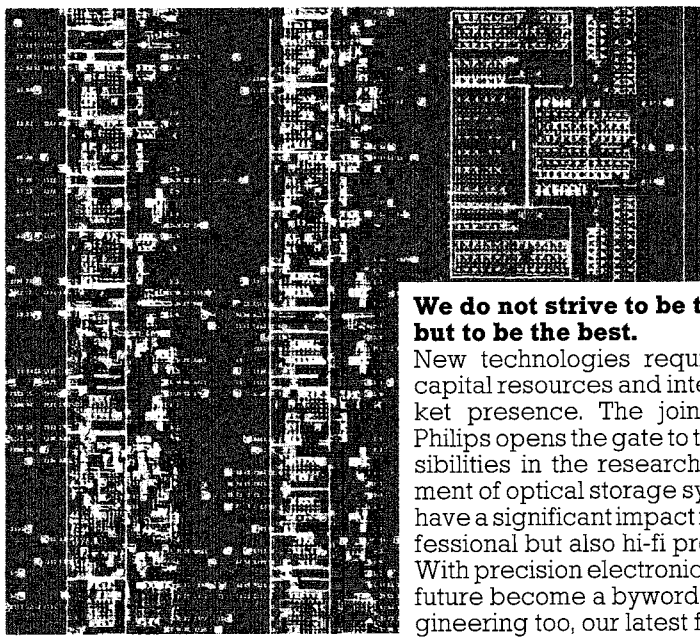
Digital technology: A future on a broad scale.

Digital technology has many faces; Studer will add a few new ones. Experience in digital controls and high-precision synchronization units gathered over many generations of tape recorders will prove invaluable in the development of interdisciplinary control, automation and editing systems. Broadcast data and wide-band systems set new standards in hi-fi technology, and the name Revox will gain even more prominence as a leader in operating convenience and top quality.

In digital recording technology, Studer has demonstrated not only robustness but also high-quality performance through traditional mechanical stability, precision and the Twin Dash format – based on the maxim:



Future



**We do not strive to be the first
but to be the best.**

New technologies require know-how, capital resources and international market presence. The joint-venture with Philips opens the gate to totally new possibilities in the research and development of optical storage systems that will have a significant impact not only on professional but also hi-fi products. With precision electronics, Studer will in future become a byword in medical engineering too, our latest field of activity.

**The future has long been
inaugurated: in 1948, with Studer
audio technology.**

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