

Audio • Video • Autosound

High Fidelity Trade News

A PUBLICATION OF COMMUNICATION CHANNELS, INC.

JUNE 1983

DATELINE: CHICAGO CES

Hotter Than
Mrs. O'Leary's
Barn

HF T71300565 1 8212 A 193216
AL HAWKES
PRESIDENT
HAWKES TV SOUND CELLAR A 3DG
10 HARDY RD
WESTBROOK
ME 04092

**Sometimes
a little pressure
in the right place
can move
mountains.**



Leverage makes all the difference. And there's no better example of it than in a recent study of stereo equipment buyers.

Whatever they were buying—receivers, turntables or tape decks, low, mid-range or top-of-the-line equipment, whether it was a first-time or a repeat purchase—at least 6 out of 10 buyers consulted an enthusiast magazine for buying information. No other medium was even close!

Those are buyers, not necessarily enthusiasts. But they looked to an enthusiast magazine for buying help before visiting the store.

Source: STEREO REVIEW's 1981 Study of Buyers of Audio Components

Here's what the study shows about:

Helpfulness of media: Articles and advertising in enthusiast magazines are rated helpful by a majority of buyers who consulted them. (By contrast, none of the other media are rated helpful by a majority of users.)

Immediacy of media: 70% of the buyers who narrowed down their brand choices before buying consulted an enthusiast magazine.

The dominant medium: 82% of the buyers who read or looked into an enthusiast magazine read or looked into STEREO REVIEW.

Media Consulted by all buyers of hi-fi equipment

Enthusiast Magazine	66%
General Interest Magazines	44%
Newspapers	45%
TV/Radio Commercials	34%

Based on Time Buyers

Stereo Review

We make the market.

So if you're ready to move mountains in the stereo market, apply STEREO REVIEW's advertising leverage.

For a complete copy of the Buyer's Study, write or call Brian McCabe, Advertising Director, (212) 725-4157, STEREO REVIEW, One Park Avenue, New York, N.Y. 10016

Circle No. 1 on Reader Service Card

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High Fidelity Trade News

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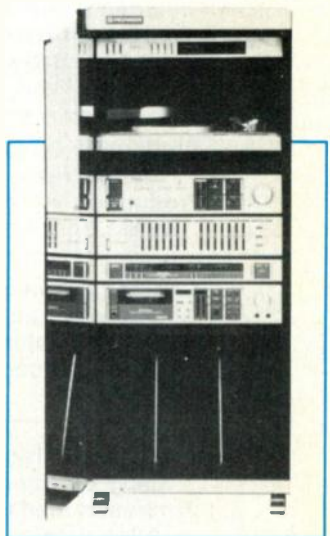
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The Cover: Looking north along Michigan Avenue across the Chicago River, one sees several famous landmarks, including the Wrigley Building and the Chicago Tribune. Photo by the editor; design by Mary Jane Murphy.

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HIGH FIDELITY TRADE NEWS
is published monthly by
Communication Channels Inc.
Editorial offices at
6255 Barfield Road, Atlanta, Ga.
30328

For
advertising representatives
with regional sales offices
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BPA



Nowhere To Go But Up

CHICAGO — Many of you reading this are here at the Summer Consumer Electronics Show to marvel at what the news magazines delight in calling our “adult playground” of gadgets. The very diversity of products points out the health of the industry, the creative minds of its engineers and the foresight of its marketing people.

What you won't see here are the figures behind the tremendous growth in what I choose to call personal electronics — those things that are designed for the entertainment and edification of human beings and that are simple enough to be used by the vast majority of them.

There is in Cleveland a market research company known as Predicasts Inc. that has spent time and considerable effort compiling data on the history of the electronics boom in order to predict where it will eventually lead. For its work it expects to sell the data, compiled into a 90-page report entitled *Home Entertainment of the Future*, for \$1,095. However, I'll hit the highlights for you and save you the money for more important pursuits.

Predicasts points to a number of factors that led to an almost 10% annual growth for the home entertainment industry between 1967 and 1981, including a steady increase in consumer affluence and spending, favorable demographic trends and declining equipment prices resulting from technological advances and increased competition. Sales of entertainment equipment rose from less than \$4 billion in 1967 to more than \$13.5 billion in 1981. Predicasts expects the market to further expand to \$17.5 billion by 1985 and to nearly \$30 billion by the mid-1990s.

Video entertainment will continue to grab the lion's share of the consumer's dollar, the company says. Television sets in use will increase from about 150 million in '81 to nearly 220 million in '95, or nearly one per person. The introduction of stereo broadcasting and the addition of other convenience and performance features will continue to stimulate demand to the point that sales of color TV will reach \$11 billion by 1995, nearly twice what they were in 1981.

High fidelity equipment realized an almost 12% annual increase in sales from the late 60s to the early 80s, from \$600 million in 1967 to nearly \$4 billion in 1981. Cassette recorder and player sales, as an example, exhibited dramatic increases, mushrooming from \$8 million in 1967 to \$2.5 billion in 1981. Projections for cassette sales call for increases to more than \$3 billion by 1985 and more than \$5.5 billion by the mid 90s. Predicasts also sees “significant” gains for audio equipment (components, speakers, amplifiers, receivers and microphones), with sales increasing from about \$650 million in 1981 to more than \$1 billion in 1985 and more than \$3 billion by the mid 90s.

Of course, these figures are just projections, but if they are realized, they spell a bonanza for the manufacturers and retailers of electronics. Business is going to be good for somebody. Only you can decide whether that somebody is you.

Timothy L. Martin

BASF WE'RE OUT TO SWITCH YOU OVER.

With dynamic new consumer tested packaging.

With the one quality line that gives you more



to sell—an exclusive Pure Chrome

formulation in audio and video, in addition to our full range

of FlexyDisks®



and consistent

With new improved formulations

high quality throughout

our family of products. With megabucks in



advertising and sales support.

With a proven marketing strategy designed to

protect your margins. Stop by CES Booth#616

and let us show you

BASF Chrome into gold.

how to turn

Because if you're

out to brighten your profit picture

this year, now's the time to switch to

BASF Chrome audio and video tapes.



See us at Booth #616.

 **BASF**
Chrome Audio & Video Tapes

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World Radio History

JVC Reorganizes Due To Expansion

ELMWOOD PARK, N.J. — JVC Co. of America has reorganized its corporate structure into five product category divisions to reflect its expansion into new product areas, including car audio and magnetic tape, and to accommodate present and future growth of the company.

The development of the five corporate divisions — high fidelity, general audio (car audio and portable audio), consumer video (consumer video products and color TV), magnetic tape and professional video — will allow JVC to stimulate its growth by developing more concentration on each of the product categories, according to N. Sakoda, president.

The restructuring involves several personnel changes. Todd Sugiyama is now senior vice president/finance and administration. Josh Yoshioka is senior vice president/sales and marketing.

Harry Elias' recent promotion to senior vice president/consumer divisions makes him responsible for all of JVC's consumer divisions. Dan Roberts continues as vice president/professional video division, which is unaffected by the reorganization.

In the high fidelity division, Vic Pacor is national sales administrator and national planning manager. In the general audio division, Ed Renner is national marketing manager/car audio, and Donn Barclay is both national sales administrator/general audio division and national planning manager/portable audio.

Martin Homlish is national sales manager/consumer video products, William Kruger is national sales manager/color TV and Drew Pragliola is assistant national sales administrator, all in the consumer video division. In the magnetic tape division, Gary Schwartz is national marketing manager.

AudioSource Adds To CD Library

FOSTER CITY, Calif. — AudioSource has added the Pierre Verany label to its record catalog and is producing three of the 35 classical titles in the Compact Disc format.

"We consider Pierre Verany to be more of an audiophile than specialty line," noted Bruce Hamilton,

AudioSource administrator. "As a number of reviewers have mentioned, its releases of solo organ and early music are well performed, but the outstanding characteristic is the quality of their sound and pressings."

Suggested list price for the analog records is \$11.95, and the CDs, which are in stock, are available at \$24.95.

3M Gets License For New Videotape

NEW YORK — Matsushita Electric Industrial Co. Ltd. has granted 3M a license to use Matsushita patents and technology to make a new generation of thin-film, high-density video recording tapes.

The new technology uses a metal evaporation process to produce a video tape that is only half as thick as conventional video tapes but can store several times more information per square inch.

"The new metal-evaporated videotape was recently selected as a tape format for the so-called 8mm compact video recorder/camera systems now under development," said Shigeru Hayakawa, senior managing director in charge of research and development for Matsushita.

Under terms of the agreement, 3M will pay an undisclosed sum for the license in addition to a royalty on each videotape made. The agreement is for five years, with an option to extend the license. 3M is given the non-exclusive right to manufac-

ture and market the product worldwide.

GM Continues Delco/Bose Venture

KOKOMO, Ind. — Following a successful first year with the Delco/Bose autosound system, General Motors has included the system in its 1984 Corvette.

The cooperation of Delco and Bose, which began four years ago, has resulted in an automotive sound system in which the receiver and speakers are designed to match the acoustics of the interiors of specific automobiles.

The public apparently has been receptive to the idea. Delco is reporting that the system is selling almost double what was initially projected when it was first offered as an option on four of GM's luxury models last year. The system adds almost \$900 more to the sticker price of a car than a standard factory-installed car radio.

U.S. Games Yields To Competition

CHICAGO — U.S. Games, one of the many new video game software suppliers that entered the market last year, has been closed by its parent, The Quaker Oats Co.

The disposition of the game subsidiary was revealed in an announcement of Quaker's third quarter fiscal results in April.

Plane Crash Kills Company President

SAN FRANCISCO — Peter Werback, president and founder of Linear Power Inc., died March 31 in a crash of his private plane during a return trip to Auburn, Calif., where the company is headquartered.

Reports say that apparently a heavy storm over Northern California blew Mr. Werback's plane off course and was a contributing factor in the crash.

Mr. Werback started in the consumer electronics industry with ESS as an electronic design engineer. He decided to leave the home hi-fi industry to pursue what he envisioned as a large potential market in high-end car stereo. He fore-

saw that with the home stereo market near a point of saturation, car audio would be the next frontier.

Mr. Werback formed Linear Power (then called Shmegg Electronics) in Sacramento, Calif., in 1975. The company has grown dramatically and is reportedly number one in sales of U.S.-made car audio amplifiers.

Mr. Werback is survived by his wife and co-founder of the company Ruth Lucido-Werback, who has said she remains devoted to maintain the company's operational structure as well as to continue the same philosophy and goals.

Could you sell a tape that's guaranteed to sound live forever?



What if you told a customer you
would guarantee his satisfaction forever?

Memorex HIGH BIAS II does. Here's the guarantee:

"You will not hear truer sound reproduction on any high bias cassette. Ever. Or Memorex will replace it. Free." That's strong stuff. But HIGH BIAS II is a strong performer. It delivers flat frequency response at 0 dB, yet maintains ultra-low noise levels. A unique binding process called Permapass™ keeps it that way—literally

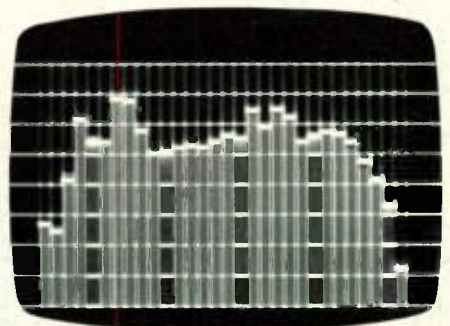
locking the music onto the tape, play after play. While Memorex's precision-engineered tape transport system keeps the tape running smoothly, forever.

Another guarantee: Once people hear about this tape, they'll come looking for it. (And they will hear about it—our advertising will reach an average of 4 million people every day.) And once they hear it, they'll be back for more. Regularly.

(Loyal customers tend to act that way.)



Magazine ads
introduce the Ultimate
Tape Guarantee.



TV shows it's tough even for a
computer to tell if it's "live" or
Memorex HIGH BIAS II.

IS IT LIVE, OR IS IT
MEMOREX



Discover the World

Introducing

PORTADECK



It's A Home Deck...It's A Portable. Video Cassette Recorder



It's the most versatile VCR we've ever created. Stacked up or side-by-side, the Portadeck is right at home in any space or modular environment. A single cable disconnect, and it's ready to go anywhere you are. With all of Hitachi's famous features. Like our exclusive four corner access with rocker action which, unlike other portables, virtually eliminates any possibility of pushing the wrong button. There's our "customized" tuner (model VT-7P) that lets you pre-set any combination of up to 133 channels using 10 keys. And of course, you still get our famous quality and reliability plus sound-on-sound and video dub features that we originated. Portadeck has all this and much more in our smallest, lightest, best looking video recorder Hitachi has ever made. It's what makes us a world leader in technology. And you a profit leader in today's competitive video market.



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Introducing... **Compact Disc Digital Audio Player**

Hitachi has crossed the threshold of a music lover's dream. The reality...Hitachi's DA-1000 audio disc player. With performance levels that far exceed even the finest conventional turntable. You get pure, clean sound, faithful to the original performance. But superior sound quality is just the beginning. The verticle design offers space saving benefits, unusual excitement of the disc itself, plus ease of operation. The revolutionary digital disc eliminates the annoying effects of dust, scratches and wear.

**Come see us at CES
MALL LEVEL — BOOTH 416
June 5-June 8**

There's still more excitement with the DA-1000's comprehensive playback control system. A simple touch of the fingertip picks up forward or reverse, cue, repeat—even program playback, allowing the user to program up to 15 selections for playback in any sequence, automatically! As good as the DA-1000 sounds on paper, imagine how impressive the actual sound must be. Witness it for yourself.



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Scientists Refine 3-D Television

Two British scientists known for their work in three-dimensional optics have developed design techniques that overcome one of the major drawbacks for broadcasting 3-D television. Conventional 3-D produces an image distortion for those viewers not wearing the special blue and red glasses. The new design, however, allows viewers not wearing 3-D glasses to watch the programs without distortion or double images.

The breakthrough was instigated by Adrian Gaye, managing director of RSVP Limited and a



In its effort to develop a consumer market for its 3-D television / stereo / surround sound home entertainment concept, 5-D Corp. Ltd. designed its special anaglyphic glasses to be solid and stylish.

founder-partner of the 5-D Corp. Ltd. The 5-D Corp. now has drawn up final plans for a camera and sound system that combines three dimensional picture and effects with stereo and surround-sound.

Gaye cited several opportunities for the future of 5-D, including video music recordings, TV and video advertisements, recordings of wildlife, underwater or action subjects and factual or fictional studies of space.

Gaye said he also viewed his production of solid, stylish anaglyphic glasses and clip-ons for spectacle wearers as an important move in making the 5-D concept more practical.

"As the home becomes more and more of an entertainment center for the family," Gaye predicted, "the flexibility of 5-D will enable all of its potential to be realized and utilized without the consumer having to invest in new equipment."

\$300 Buys Satellite Antenna

A satellite receiving antenna priced at less than \$300 when purchased in quantity attracted the attention of dealers and distributors interested in its retail pricing possibilities at the Las Vegas Satellite System Manufacturers Convention in March.

Satellite America Inc. provided the pricing breakthrough for the six-foot antenna. The complete package, including LNA and receiver, was offered for less than \$700 when purchased in quantity.

"We were overwhelmed with orders for our new line of antennas and receivers during the show,"

said David Fedric, company president. "We had a staff of more than 30 working our booths and still were unable to make sales presentations to all interested dealers and distributors.

"Our projections indicate that we could easily break \$20 million in shipments during this first full year of operation," he added.

Satellite America also introduced a high-efficiency feed, the Dual-Reflect, which controls the polarity electronically and relocates the electronics behind the reflector.

'DRAW' Expands Video Options

The first commercially available Direct Read After Write unit, the Panasonic OMDR (Optical Memory Disc Recorder), is expected to open a wide variety of applications for optical and video disc systems.

The OMDR can record live scenes or record from other video sources, such as disc or tape. An optical wand can be used to read bar codes on a script in order to access specific frames. The OMDR has a half-second access time, and up to 15,000 color pictures can be stored on a single 8-inch disc. Unlike with videotape, a single track can be played back endlessly without any adverse effect on the recorded information or the pickup. Computer-controlled recording is possible, and direct-access selection keys let the user pinpoint any desired frame.

Although the current system does not have sound, audio versions of the OMDR are expected to be announced soon.

Applications for the OMDR are anticipated in government, industrial, educational and medical fields.

More Video Titles Hit \$29.95

In a continuation of experiments with lower price points for pre-recorded video cassettes, Media Home Entertainment has reduced the price of 16 of its titles to \$29.95.

"Our intent is to provide the opportunity for the consumer to see a bulk of product at the low price and to allow the retailer to increase his product selection for a lower investment," said Paul Culberg, vice president of sales and marketing.

The first catalog titles offered with the reduced price are *Tourist Trap*, *Horror Express*, *End of the World*, *Day Time Ended*, *Laserblast*, *High Velocity*, *Cocaine Cowboys*, *Rebel Rousers*, *Return of the Tiger*, *The Image of Bruce Lee*, *The Bodyguard* and *The Deadly and the Beautiful*, all of which originally listed at \$49.95; *Psychomania*, *Blankenstein* and *The Day of the Triffids*, which carried list prices of \$44.95; and *The Night of the Living Dead*, previously priced at \$39.95.

Media plans to have 50 titles reduced to \$29.95 by June 1983.

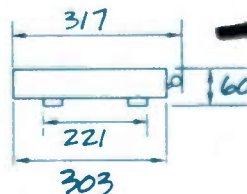
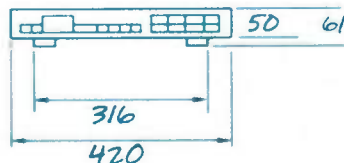
NEW TUNER TECHNOLOGY SO IMPORTANT YOUR CUSTOMERS WON'T TUNE IT OUT.



NEW PRODUCT PROFILE—1983

MODEL NO	F-90	PRODUCT NO	20 of 103
DESCRIPTION	AM/FM Stereo Tuner		
T MP	4/83	T INTRO	5/83
DEVELOPMENT CONCEPT	<ul style="list-style-type: none"> *Newly designed DDD FM circuitry for outstanding tuner performance *Contemporary styling 		
SELLING POINTS	<ul style="list-style-type: none"> *Digital Direct Decoder: Reduces harmonic distortion; Improves signal-to-noise ratio; Improves channel selectivity; Improves stereo channel separation. 		
FEATURES	<ul style="list-style-type: none"> *Digital Direct Decoder Circuitry *Quartz digital synthesis tuning *8 AM/8 FM station presets *Wide/Narrow IF Bandwidth *Station Search *Record level check *Digital display 		

DESIGN DRAWING



Units: mm

DESIGNER	H. Kanki HK	ENGINEER	H. Tabata JT
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#20 OF 103 NEW PRODUCTS

PIONEER
Because the music matters.

See us at CES
Exhibit
#702-706.

PARA In Paradise

Dawn breaks over the Caribbean port of Ocho Rios.

By Timothy L. Martin
Editor

OCHO RIOS, Jamaica — There are those who say that specialty audio retailers are a strange breed. After all, they might point out, would normal people travel thousands of miles to a tropical island lined with sun-drenched beaches only to sit in a dark room and be berated by an obnoxious lecturer?

Yet some 50 people, principals in 28 hi-fi shops from around the United States, did just that in mid-April when they attended the third annual Professional Audio Retailers Association conference here. While the sun shone brightly outside the Sheraton, inside the main ballroom these people, as well as representatives of 18 manufacturing companies, listened to ways to make their businesses better.

"The way I look at it," said retailer Claudia Kowitz, "a tan will fade in two weeks. I hope to learn something in here that will last a lot longer than that."

One of the more interesting developments at the PARA meeting was not planned as part of the program. Getting together as a group over a private lunch, the manufacturers present discussed an idea that has been kicked around from time to time — that of organizing a third industry trade show for audio products only. All agreed the idea has merit, though most of the manufacturers said they could not pull out of the present CES arrangement for practical reasons, adding that a third trade show for what is

becoming a smaller and smaller segment of the total personal electronics industry is an added expense most would rather avoid.

However, they said, if such an audio trade show ever did get off the ground, they would feel obligated to support it.

PARA president Wayne Puntel, who received the gavel from outgoing president Walt Stinson at this meeting, pointed out to me that PARA's involvement with the separate trade show idea was limited to providing a forum for the manufacturers to discuss it. Although he sat in on the meeting, he wanted to make it clear that PARA is not officially pushing for such a show.

Changing Market

Puntel pointed out in his opening remarks that retailers today are faced with a market that is not only changing, but changing at a rapid pace. So the topics discussed ranged from "Market Planning in an Age of Uncertainty" and "Can We Manage and Sell During the Electronic and Consumer Revolution?" to "How to Earn Profits Through the People Who Work for You." All were good, basic presentations aimed at improving a manager's skills in dealing with people, both his employees and his customers.

However, the best presentation by far was put together by Tom Klein of Bang & Olufsen. Called "Positioning Service for Growth and Profit," Tom's discussion focused on the potential gold mine that a

properly managed service department can be and pointed out some of the pitfalls to which most operations can succumb.

(Instead of me trying to tell you what Tom said, I've asked him to write a monthly column on service, and he has graciously consented to do so. His first, elaborating on the theme he began in Jamaica, is scheduled to run in the July issue and continue the next month. It figures to be well worth reading, and Tom says he expects a lot of comments on it.)

As a personal note, let me say how impressed I was by the professionalism exhibited by the members of PARA. Although the meeting was held here in this resort city, these people came to learn about improving their businesses, and that's what they devoted much of their time to. It is to their credit, and to the credit of PARA's professional management team of Jerry Fogel and Kathy Parker, that the meeting was conducted in a relaxed yet businesslike manner. It was a well-run, thoroughly planned event, and if next year's meeting (inside bets have placed it at Palm Springs) is nearly as informative, it will be another not-to-be-missed occasion.

Of course, not everybody was serious all the time. If you get a chance, call up Don Palmquist at Yamaha or Claudia or Jerry Kowitz at Jerry's in Phoenix, and get one of them to tell you about the crab races. □

Infinity never did recognize the conventional limitations of speaker designs. We proved it with the \$27,000, 7½-foot-tall Infinity Reference Standard speaker system. And we're about to prove it again with a line of four car speakers that utilize state-of-the-art Infinity technology and will retail for a suggested \$75 to \$179 per pair.

These speakers can handle all the dynamic intensity and

musical subtlety the new generation of advanced car stereo cassette/receivers can reproduce.

For dealers, they also reflect Infinity benefits: limited distribution, high profitability and lasting value.

See us at McCormick Inn, lower level 1-3 and 1-4. You'll also hear our Infinity home audio speakers, including the remarkable new RS IIa.

You're in for a refreshing

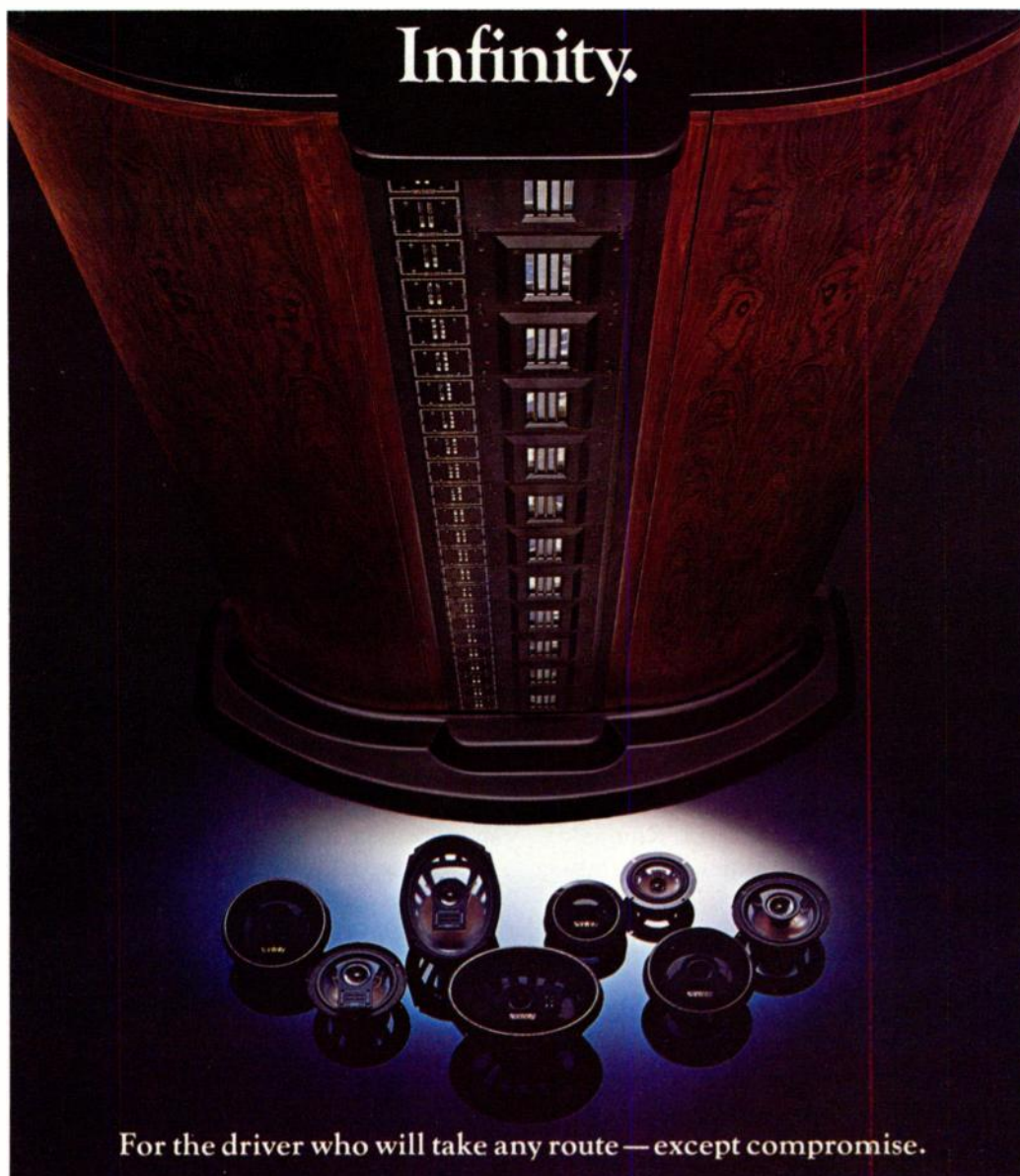
experience. Musically and financially.



Shift into high fidelity.

 **Infinity.**

Introducing A Reference Standard for car speakers.



For the driver who will take any route — except compromise.

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World Radio History



The boys down at the Hill Street Station (in the 800 block of Maxwell Street in west Chicago) have promised they will turn a blind eye to any sharp deal-making or fast-moving products they come across at CES.

DATELINE: CHICAGO CES

Hotter than Mrs. O'Leary's Barn

New Products To Add Sizzle To Your Summer

CHICAGO — There's excitement here this month. You can feel it. Forget the bitterly fought mayor's race and the winter that seemed to go on forever. No one's blue down at Hill Street. More than a thousand exhibitors, hundreds of press representatives and almost 80,000 delegates from around the world are expected in the Windy City to help Chicago celebrate its rites of summer.

The CES is back in town.

This show promises an exciting array of products. Most of the old names in electronics are here, many with new lines being shown for the first time. Yamaha Electronics Corp. USA, for example, is showing its first autosound line, the results of two years of develop-

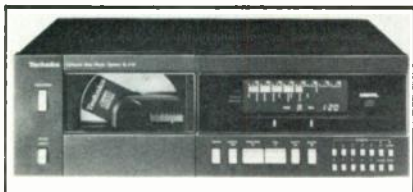
ment. Pioneer Electronics (USA) Inc. is introducing 40 new products to complement 63 new products introduced earlier in the year. Digital technology is making its presence felt, and Technics is offering four products utilizing it.

New companies, some of which weren't in existence at the last summer show, will be showing products in categories that are equally new.

In this section we hit the highlights of some of the major introductions. In the next issue of **High Fidelity Trade News**, we'll offer even more extensive coverage than we have in the past. With **High Fidelity Trade News**, even if you miss part of the show, you won't miss out.



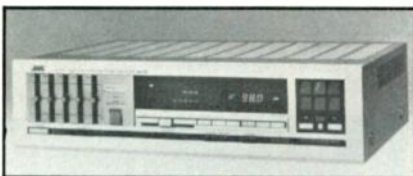
Technics SV-100 processor



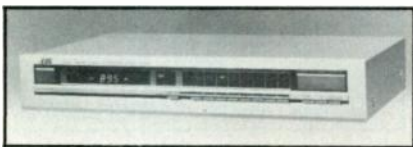
Technics SL-P10 CD player



Technics SV-P100 recorder



JVC R-X44 receiver



JVC TX-22 tuner



JVC A-K22 amplifier



JVC QL-F300 turntable

Technics Focuses On 1s and 0s

Technics considers digital audio to be the future of the hi-fi business and, therefore, has decided to nudge the concept along with the introduction of four separate pieces of digital audio equipment for the consumer.

At this month's Consumer Electronics Show, Technics is showing off its digital Compact Disc player, two digital processors and a digital tape recorder. All four, says Technics general manager Michael Aguilar, provide the sound quality promised by designers of the digital audio technology, known technically as Pulse Code Modulation.

In the PCM process, an analog sound signal is taken from a microphone and converted into a series of 1s and 0s, or a digital code, much like a computer. During playback the process is reversed, turning the 1s and 0s into an analog signal that is sent through the stereo amplifier and projected through speakers. Because each digital series represents one particular sound, it can be interpreted only in that particular way, which accounts for the exact sound reproduction.

Technics has taken this computer-age technology and added a variety of technological features, which the company says can only be found on Technics digital equipment.

"While other companies are entering this field with leader models, Technics decided to offer its best models first," Aguilar said. "This was done because we want the consumer to know just what digital can do. The general consumer still

needs to be educated about PCM technology and the tremendously convenient features it offers."

For Technics SL-P10 Compact Disc player, those features include complete programmability that allows the user to listen to any number of selections on a disc in any order or even listen to a particular passage in any of the selections simply by touching a few buttons.

The digital cassette recorder/player, SV-P100, is a dedicated tape deck incorporating a PCM processor with a tape recorder system. It allows recording enthusiasts to obtain the quality of digital recording at home, with its wide dynamic range, elimination of modulation noise and reduced wow and flutter. The unit uses a newly developed rotary head system that lets the VHS cassette be inserted from the front.

Finally, Technics is offering a portable digital audio processor, model SV-100, and a home unit, model SV-110. The SV-100 is compact, lightweight and designed to work easily with Panasonic's portable VHS recorders. It connects to any video recorder, instantly converting it into a digital audio recorder.

The SV-110 is designed to match the dimensions and appearance of home high-fidelity components and video recorders and can be hooked up to two VCRs at once.

Suggested retail prices are \$1,000 for the CD player, \$3,000 for the digital tape recorder, \$900 for the portable processor and \$800 for the home processor.

Circle No. 140 on Reader Service Card

JVC Dresses Up Hi-Fi Line

Coming off a record sales year for its hi-fi division, in which sales were up 22% over 1981, JVC Co. of America is adding 22 new products for 1983. Harry Elias, senior vice president/sales, consumer electronics divisions, calls the three new receivers, integrated amplifier, two graphic equalizers, tuner, seven turntables and eight cassette decks "the most exciting line-up of hi-fi products in the industry."

Leading the receiver introductions is the model R-X44, a Super-A digital synthesizer FM/AM stereo receiver. Offering 50 watts per channel, minimum RMS, with both channels driven into 8 ohms from 20 Hz to 20 kHz with no more than 0.008% THD, the unit features JVC's Super-A amplifier technology, which JVC claims combines

the best of Class A and the best of Class B amp design with none of the disadvantages. The R-X44 incorporates a five-band Sound Effect Amplifier stereo graphic equalizer, and a SEA REC switch allows the user to make custom-equalized tapes.

It offers quartz-Phase-Locked-Loop tuning, six AM and six FM presets, a comprehensive indicator system, two VIDEO/AUX inputs, independent switches for two sets of speakers, a loudness control that restores the natural balance between lows and highs at low listening levels and JVC's triple power protection. The nationally advertised price is \$330.

Other recent receiver additions include the R-K22, 30-watt-per-channel unit with S.E.A. graphic equal-

izer, quartz-PLL digital tuning and auto QSC for better sound from weak FM stations. It is priced at \$250. The R-K11 is a 30-watt-per-channel unit with Auto QSC, PLL stereo demodulator IC that allows reproduction of FM stereo broadcasts with the lowest possible distortion and wide frequency response and the triple power protection circuit. It is priced at \$190.

JVC's latest integrated amplifier is the A-K22, a 40-watt-per-channel unit with color-coded LED indicators that change from orange to green when all systems are go and back to orange should something go wrong. Each of the inputs has its own indicator that turns from green to red when selected. The tape input shifts from green to orange when it is selected. The A-K22 features a two-amp design for purer sound and JVC's triple power protection. It is advertised at \$190.

The T-X22 from JVC is a quartz-locked digital synthesizer FM/AM tuner featuring Auto Scan and preset memory tuning modes. A signal-strength indicator changes color from red to orange and finally green when a station is optimally tuned. It uses a static driver for the digital frequency display and provides high-fidelity AM sound with a balanced mixer that produces little harmonic or intermodulation distortion. The tuner is advertised nationally at \$180.

The two equalizers include a top-of-the-line system featuring an S.E.A. stereo graphic equalizer and built-in multi-band delay time equalizer for added musical depth. JVC says its reverb amp, unlike most on the market, adds reverb selectively to mid-low and low frequencies and lets the user control reverb, both by time and level, at five frequencies,

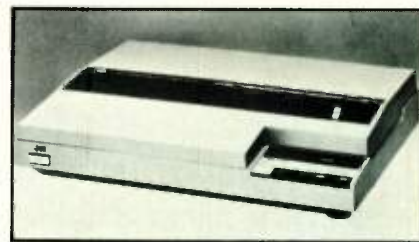
channel by channel. The SEA-R7 features 12 frequency equalizer controls per channel, from 16 Hz to 32 kHz, with a control range switch for more flexibility. It handles two tape decks and permits recording and monitoring with either deck — with or without equalization and delay — and two-way dubbing. It is priced at \$400.

JVC's seven new turntables include four linear-tracking systems, two direct-drive models and an Auto-Return belt-driven turntable. They range in price from \$240 for the QL-L2 quartz-locked, fully automatic, linear-tracking turntable to \$100 for the L-A100, an auto-return, belt-driven system. All but one of the new turntables incorporate independent suspension systems that provide superior resistance to acoustic feedback.

The eight new cassette decks include JVC's first auto-reverse models. They are designed to eliminate performance compromises inherent in conventional auto-reverse techniques with what JVC calls the "Flip Reverse" head system. The DD-V9 combines this auto-reverse capability with a three-head configuration, which offers the convenience of automatic recording and playback and monitoring during recording. It also features JVC's computerized Bias, Equalization, Sensitivity of Tape tuning system, which analyzes the electromagnetic properties of any tape and adjusts the deck's electronics to match. It is priced at \$800.

Other new decks include the DD-V7 at \$500, the KD-V44 at \$330, KD-V40 at \$290, KD-V33 at \$220, KD-V22 at \$180, KD-V11 at \$140 and the KD-W5 dual-transport cassette deck at \$340.

Circle No. 141 on Reader Service Card



JVC QL-L2 turntable



Yamaha R-100 receiver



Yamaha YCS-530 car speakers

Car Stereo Stars For Yamaha

Yamaha Electronics Corp. is using this month's CES to show off its 15-piece entry into the U.S. car stereo market. The line, which includes three cassette receivers, two cassette tuners, one amplifier, an equalizer and eight speakers, is aimed at the upper end of the market, with prices ranging from \$550 for the top-of-the-line cassette receiver to \$60 for a pair of 4-inch, dual-cone, full-range, door-mount speakers.

In the design of its car stereo line, Yamaha has concentrated on the specific needs of U.S. consumers, according to Steve Girod, national sales manager for car audio. "This applied to audio quality,

convenience features, styling and size," he said. The result, Yamaha claims, is a line notable for its ease of installation, reliability, ease of operation and better-than-conventional performance.

Examples include Yamaha's LED display system, a bottom-loading tape transport with easily accessed controls, a red LCD indicator light to warn the user that the heads and pinch roller assembly need cleaning, down-sized chassis and notches to enable the wiring to be positioned on the side or out the back.

In home audio, Yamaha is emphasizing its Compact Disc player, the CD-1, which it expected to be-



Yamaha 500B system



HIGH FIDELITY TRADE NEWS 17

coating not only eliminates static and dust debris but provides dependable winding properties.

BASF also has improved its IEC Type I cassette tape formulations and made further refinements in its ultra-precision cassette shells. The BASF Performance I has an enhanced formulation that delivers an increase of +3 dB in Maximum Output Level and a +5 dB in high-frequency sensitivity for greater dy-

namic range and better high-end response.

The Pro I-Super, a product of BASF's latest ferric technology, also is designed for the IEC Type I position.

All BASF cassettes benefit from the latest refinements in the company's ultra-precision cassette shell, designed to minimize tape skewing.

Circle No. 155 on Reader Service Card



TEAC V-300 cassette deck



TEAC V-500X cassette deck



TEAC EQA-10 equalizer



Cerwin-Vega D-2 loudspeaker



ADS Atelier A2 amp & T2 tuner

TEAC Emphasizes Deck Prices

With its six latest cassette deck introductions, TEAC is making features previously found on its higher priced decks available for prices ranging from \$650 to \$200.

According to TEAC spokesman Tay Hotta, this emphasis on affordability is an attempt to clear up some generally held misconceptions about the TEAC cassette deck line. "TEAC has been known for its high-technology, quality products," he said. "Consumers know it's a good product, but, psychologically, they think it is too expensive. And that is not true."

Hotta said TEAC has had lower-priced decks in its line for a few years, but no one has really noticed them. The company now has three decks with Dolby and dbx noise reduction priced in the \$300 range, in addition to the more familiar top-of-the-line decks with prices extending up to \$2,000.

He emphasized that TEAC is not trying to bring down its product pricing across the board, but rather to expand the company's market. To do that, TEAC must not only offer the lower-priced decks, it must make consumers aware of their availability and affordability. Hotta said TEAC will be spending a lot of money at the dealer level for coop advertising. TEAC's national advertising, he explained, does not usually emphasize the prices of particular products; whereas, a dealer's local advertising usually is very price oriented. TEAC plans to "make it easy for the dealer to advertise the TEAC products," he added.

Leading those "more affordably priced" products are the V-707RX and V-909RX, priced at \$500 and \$650, respectively. Both include dbx, dbx Disc decoder, Dolby B, LSI computer controlled logic transport, programmable functions and 13-segment LED FL peak meters. The higher-priced deck also has Dolby C.

Two other decks offering dbx features and some programmable transport functions are the V-400X and V-500X, priced at \$260 and \$340, respectively. These feature I.C. logic transport control. The V-500X also has Dolby C and a Computational Program System.

The lowest-priced models of the new TEAC decks are the V-300 and V-350C, both metal tape compatible with Dolby B noise reduction systems. The V-350C also has Dolby C. Suggested retail prices are \$200 for the V-300 and \$230 for the V-350C.

In addition to the new home cassette decks, TEAC is experimenting in the personal portable audio market with its first such entry, the PC-7RX personal stereo cassette player with auto reverse/repeat, dbx, independent volume controls, two headphone jacks, headphones, normal/metal tape selector switch, a carrying case and a belt hook. Options include a \$70 AM/FM stereo tuner and the \$50 LS-X3 internally amplified mini-speaker system. The PC-7RX is priced at \$210.

Finally, TEAC is introducing the EQA-10 10-band audio frequency spectrum display and dual 10-band graphic equalizer, priced at \$149.

Circle No. 142 on Reader Service Card

Cerwin-Vega's Digital Speakers

Cerwin-Vega is highlighting two two-way home loudspeaker systems that it says have been specifically developed in anticipation of such new recording technologies as digital.

The D-1 uses an 8-inch woofer and 1-inch voice coil high-fre-

quency horn with crossover at 3,000 Hz in a 20-by-11-by-10-inch shelf cabinet. Frequency response is rated at 30 Hz to 20 kHz and power handling capacity is 5 to 100 watts RMS with impedance rated at 8 ohms. Component transducers in the D-1 are connected in phase for

accurate phase information. Suggested retail price is \$350 per pair.

The D-2 is designed for use on the floor or on a shelf. It has a 10-inch woofer with the 1-inch voice coil horn and crossover at 3,000 Hz.

Frequency response and impedance are similar to the D-1, but the D-2 can handle up to 125 watts of power. The D-2 retails for \$400 per pair.

Circle No. 149 on Reader Service Card

ADS Expands Atelier Line

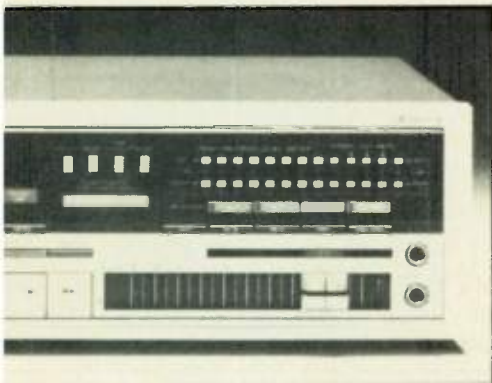
ADS has announced two additions to the Atelier line of matched audio components introduced earlier this year. The A2 integrated amplifier and companion tuner, T2, take advantage of one of the key concepts on which the Atelier series was based, namely, a design in which the scale and proportions of the basic module can accommodate later productions, including such advances as the digital audio disc player.

The A2's high-efficiency class AB amplifier design incorporates a rail-switching system that automatically shifts to the higher set during peaks. It also uses two phono preamps, one for moving magnet cartridges and the other for moving coil cartridges, which are incorporated so that a user can tape a record being played on one turntable while listening to a disc played on another. Preamp output and main amp input jacks allow for connection of signal processors or subwoofer systems and make bi-amplification possible. A high-level input for connecting audio from a video cassette recorder or video disc player also is provided. Hinge

points for treble and bass controls, 70 Hz in the bass spectrum and 9 kHz in the treble range, are placed to adjust critical segments of the frequency band without noticeably altering mid-band frequencies. A tone control bypass is provided, as well. The A2 is rated at 80 watts per channel from 20 to 20,000 Hz into 8 ohm loads with THD of less than 0.05%. Suggested retail is \$579.

The T2 tuner includes three separate tuning systems including 16 preset memory buttons, FM search buttons and a manual tuning knob. Each of the presets can be set for either an FM or AM station. The touch of a button selects the programmed station, with the tuner's built-in memory automatically choosing the FM or AM band. In the event of a power outage, the T2's memory will hold information up to two days without the need for batteries. The design also includes a fine-tuning control for varying the FM tuning up to 25 kHz in either direction, particularly useful for minimizing interference from adjacent stations. The tuner has a suggested retail price of \$399.

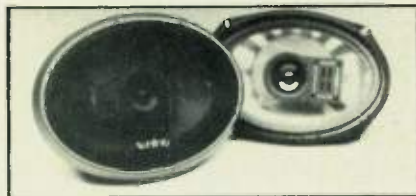
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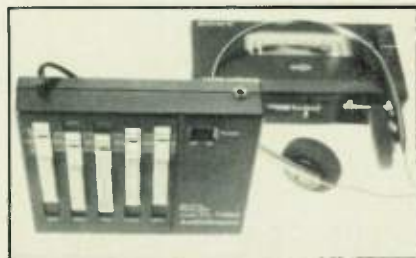
Infinity A63 car speaker



Infinity A42 car speaker



Infinity A693 car speaker



AudioSource portable equalizer

Infinity Unveils Reference Standard

Infinity Systems Inc. is debuting four Reference Standard Automotive Speakers that it says were specially designed to handle the dynamic challenges of today's sophisticated electronics. The A693, A63, A62 and A42 use the same components and materials that the company has developed in creating its home loudspeakers, including the EMIT tweeter, polypropylene woofers, reinforced grilles, heavy-duty steel frames and rugged driver materials.

The top-of-the-line A693 is a three-way system with a sophisti-

cated crossover to blend the large woofer, polycarbonate mid-range and EMIT tweeter. The mid-range and tweeter are mounted in a module that minimizes interference from the woofer's output. The speakers are priced at \$179 per pair.

The A63 three-way, 6½-inch round speaker is useful for installations requiring a more compact unit. It is priced at \$139 per pair. The A62 is a 6½-inch round two-way design priced at \$99 per pair. The A42 is a compact 4-inch, two-way speaker priced at \$75 per pair.

Circle No. 150 on Reader Service Card

AudioSource Equalizes Portables

AudioSource is offering what it says is the first graphic equalizer for personal stereos. Packaged for counter and product-tree display, the unit features slimline design and five slide controls offering ± 10

dB at key frequencies: 60 Hz, 250 Hz, 1 kHz, 3.5 kHz and 10 kHz. It retails for \$39.95.

The company also is showing its follow-up to the EQ-One equalizer/analyzer introduced in 1982. The

EQ-Two offers five-band equalization. Unity gain controls for each channel permit precision level-matching on equalized recording/

playback. Cosmetically similar to its predecessor, the EQ-Two retails for \$99.

Circle No. 154 on Reader Service Card

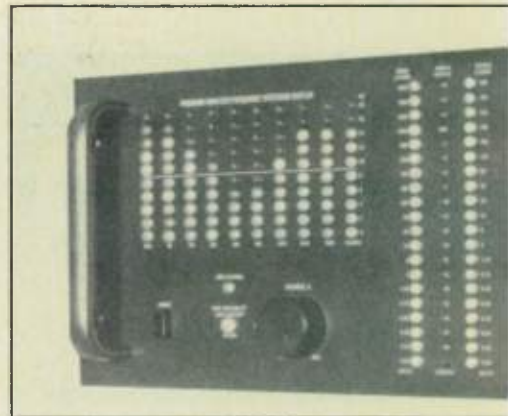
Soundcraftsmen Digital Amp

The DDR 1200 Digital/Dynamic Reserve Amplifier from Soundcraftsmen has been designed expressly for digitally recorded music reproduction. In addition to its unique circuit designs, the stereo amplifier features full-frequency spectrum display, which when used with an equalizer and the specially recorded LP test record supplied with the amp, allows the user to analyze and correct tape formulation/tape recorder mismatches and frequency response deficiencies in the phono cartridge and other system components.

Rated at 250 watts per channel at 8 ohms, the amp also supplies mo-

mentary reserve power, which the company says is necessary for undistorted reproduction of digital program material, in excess of 600 watts per channel.

The DDR 1200 uses a "smart," dual signal-tracking power supply and offers continuous full-power operation without overheating, shutdown or failure. It is stable down to 2 ohms impedance, making it suitable for use with low-impedance loudspeakers or speakers with widely varying impedance curves. Instead of circuit breakers or speaker line fuses, the amp uses an Auto-Crowbar protection device that cuts off all A.C. power to the



Soundcraftsmen DDR-1200 amplifier

1983 SUMMER CES SCHEDULE

Exhibits Open	McCormick Place McCormick Inn McCormick West	Conrad Hilton Hotel
Sunday, June 5	10 a.m.-6 p.m.....	10 a.m.-8 p.m.
Monday, June 6.....	9 a.m.-6 p.m.....	10 a.m.-8 p.m.
Tuesday, June 7.....	9 a.m.-6 p.m.....	10 a.m.-8 p.m.
Wednesday, June 8.....	9 a.m.-4 p.m.....	10 a.m.-4 p.m.

DAY 1: SUNDAY, JUNE 5

12 noon-1 p.m.

- How to Start Your Own Software Department or Store (MW #5)
- The Home Computer Market—Who's Buying What? (MW #7)

1 p.m.-2 p.m.

- Consumer Computer Training as a Profit Center (MW #5)
- Successful Sales Techniques for Business, Recreational, Educational and Personal Productivity Software (MW #7)

2 p.m.-3:30 p.m.

CONSUMER ELECTRONICS OVERVIEW CONFERENCE
(MP Chicago Room)
A statistical update of sales

statistics and marketing trends for all consumer electronics product categories.

4 p.m.-5 p.m.

- How to Sell Video as a System (MP Theatre #1)

DAY 2: MONDAY, JUNE 6

9 a.m.-10:30 a.m.

CES COMPUTERS AND GAMES CONFERENCE
(MP Chicago Room)
Panel I: Hardware
Panel II: Software

11 a.m.-12 noon

- Successful Personal Computer Retail Strategies: From Specialist to Mass

Merchant (MW #5)

- Successful Personal Computer Hardware Merchandising Techniques (MW #7)

12 noon-1 p.m.

- Successful Personal Computer Software Merchandising (MW #5)
- Selling Computer Peripherals Profitably (MW #7)

1 p.m.-2 p.m.

- Digital Audio: Selling a New Technology (MP Theater #1)
- Integrating Audio, Video and Computer (MW #5)
- How to Start Your Own Software Department or Store (MW #7)

amplifier should a short be detected and then resets itself automatically. It uses no current limi-

ters in its protection circuitry. The unit retails for \$1,199.

Circle No. 153 on Reader Service Card

Toshiba Moves Into New Markets

Toshiba America is supporting the 49 new products it is introducing this spring with a \$3 million fall advertising program, expected to generate nearly 2½ billion impressions with a combination of print, radio, television and billboard ads.

According to J. Paul Michie, senior vice president of Toshiba, the product introductions and advertising support underscore the company's commitment to boost sales in the American market, particularly in new market areas such as telephones. "Toshiba is looking to add \$50 million in sales during the last half of this year for the consumer electronics division," Michie said.

Toshiba's initial entry into the

telephone market is a voice-synthesized telephone answering machine. Priced at \$229.95, the model TCD-50 talks to both caller and owner, eliminating the traditional "beep" tone. After the outgoing message is finished the Execu-Sect tells the caller, "Please leave your message." The machine tells the owner the total number of calls received, along with the time and day they were received. The model also features remote message retrieval, ring delay, built-in condenser microphone, earphone/external speaker jack and 30-second VOX, a voice-operated circuit that records for the duration of the incoming call and then shuts off automatically.



2 p.m.-3:30 p.m.

CES TELEPHONE EQUIPMENT CONFERENCE

(MP Chicago Room)

3:30 p.m.-5 p.m.

CES RETAIL MANAGEMENT WORKSHOP

(MP Chicago Room)

- Maintaining Profitability
- Using Computers Effectively
- Employee Compensation

4 p.m.-5:30 p.m.

CES EXPORT OPPORTUNITIES SEMINAR II

(MP Theater #1)

DAY 3: TUESDAY, JUNE 7

9 a.m.-10:30 a.m.

CES VIDEO CONFERENCE

Panel I: Hardware

Panel II: Software (MP Chicago Room)

11 a.m.-12 noon

- Service as a Profit Center (MP Theater # 1)

12 noon-1 p.m.

- Successful Sales Techniques for Business, Recreational and Personal Productivity Software (MW #5)

- Successful Personal Computer Retail Strategies: From Specialist to Mass Merchant (MW #7)

1 p.m.-2 p.m.

- Successful Personal Computer Hardware Merchandising Techniques (MW #5)
- Successful Personal Computer Software Merchandising Techniques (MW #7)

2 p.m.-3:30 p.m.

CES RETAIL ADVERTISING & PROMOTION WORKSHOP

(MP Chicago Room)

- Using Print Media Effectively
- Using Radio and TV Effectively
- Store Layout and Design for Merchandising the New Product Categories

4 p.m.-5 p.m.

Digital Audio: Selling a New Technology (MP Theater # 1)

DAY 4: WEDNESDAY, JUNE 8

9 a.m.-10:30 a.m.

CES AUDIO CONFERENCE

(MP Chicago Room)

Panel I: Home and Personal Audio

Panel II: Car Audio

11 a.m.-12 noon

How to Sell Video as a System (MP Theater #1)

12 noon-1 p.m.

- Selling Computer Peripherals Profitably (MW #5)
- Integrating Audio, Video and Computer (MW #7)

1 p.m.-2 p.m.

- The Home Computer Market—Who's Buying What? (MW #5)
- Consumer Computer Training as a Profit Center (MW #7)

*The CES Conferences begin with a keynote address followed by a panel made up of manufacturers and retailers, moderated by a member of the press. The Retail Management and Advertising & Promotion Workshops are roundtable sessions for 400-500 retailers. All other workshops will begin with a 10 to 15 minute presentation followed by a group discussion for up to 100 attendees at McCormick West and up to 200 at McCormick Place.

MP = McCormick Place
MW = McCormick West

Toshiba's second telephone product is the TCD-30 telephone answering machine, offering remote message retrieval, VOX, soft-touch controls and LED indicator for all functions. It retails for \$169.95.

In the company's more familiar product lines, Toshiba is showing its newest 20-inch FST Blackstripe TV sets, a line unveiled at the Winter CES in January. FST models provide a flatter, squarer picture tube with a 27% wider viewing angle and an extra inch of image area. The top-of-the-line CZ-2010 includes a 133-channel frequency synthesized tuner with detachable 18-key, direct-access remote control and sophisticated audio and video input/output connections. Suggested retail price is \$999.95.

Toshiba has included its Beta Hi-Fi VCRs in a line it calls the Video Logic series. One is a home model priced at \$1,199. The other is a portable, described as the smallest in its class, also priced at \$1,199. It will be available this fall.

The Video Logic series also in-

cludes a Beta VCR, model V-M32, priced at \$599.95, and a top-of-the-line color video camera, model IK-2200, featuring auto focus, reversible electronic viewfinder, high-performance 1/2-inch pickup tube and 6X zoom lens. The camera is priced at \$949.95.

Among Toshiba's new audio products is the model RP-S9 AM/FM radio, billed as one of the world's smallest radios. Weighing only 3 ounces, the credit-card-sized radio is small enough to fit in the palm of a hand and features collapsible mini-headphones, automatic power off, automatic frequency control and a belt clip. It will be available in June at a suggested retail price of \$59.95.

The company also is featuring the model RT-150S at the top of its radio cassette line. It features auto-reverse and retails for \$149.95. The model RT-SX3, at a suggested retail price of \$199.95, features detachable speakers and a four-band graphic equalizer.

Circle No. 159 on Reader Service Card



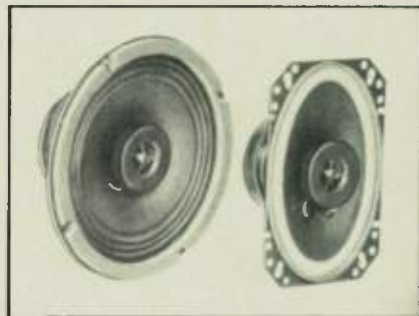
Toshiba CZ-2010 television



Toshiba V-X34 Beta Hi-Fi portable



Nakamichi DMP-100 digital processor



Pyle 6 1/2-inch & 4-by-6 car speakers

Nakamichi Offers Digital Processor

Nakamichi U.S.A. Corp.'s DMP-100 digital mastering processor features a choice of 14- or 16-bit quantization, improved analog circuitry and specifications the company guarantees. Compatible with any home VCR meeting NTSC standards and having direct-video input and output jacks, the processor adheres to the 14-bit EIAJ format to ensure that recordings encoded by the DMP-100 will be reproduced properly by any EIAJ-compatible digital decoder, but also offers the option of 16-bit quantization to afford greater dynamic range and lower distortion.

The company guarantees performance to frequency response, dis-

tortion and dynamic range specifications based on the special care it says it has taken to use high-quality analog components in the processor. The performance of a digital system, the company explains, is particularly affected by the quality of the analog circuitry required for conversion of the original analog signal to digital and then back to analog.

Other features include a powerful error-correction code, line and microphone inputs, independent Rec-Level controls and 50 dB peak-responding meters with automatic or manual reset. The processor is priced at \$1,990.

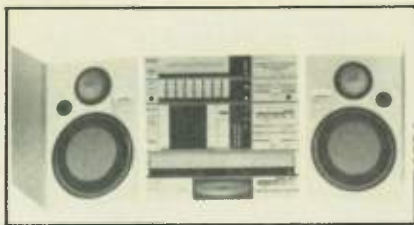
Circle No. 152 on Reader Service Card

Pyle Fills Out Car Speaker Line

Pyle Industries Inc. is adding two new coaxial speakers to its automotive speaker line, a 4-by-6-inch model and a 6 1/2-inch model. Both feature a high-efficiency compression-loaded dome and a high-temperature Power-Proof voice coil. The 4-by-6 is rated at 35 watts RMS with a 70-20,000 Hz response and retails for \$84.95 per pair. The 6 1/2-inch model is rated at 50 watts RMS with 55-20,000 Hz response and retails for \$119.95 per pair.

Pyle also is unveiling a Horizon Series flush-mount mid-range/tweeter system and an 8-inch high-

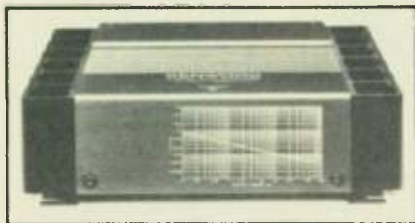
compliance woofer. The mid-range/tweeter features a 4-inch mid-range with chemically treated polyurethane foam surround, a 1-inch compression-loaded dome and a 12 dB high-resolution crossover network. It is rated at 55 watts RMS maximum with frequency response of 100-20,000 Hz and retails for \$155.95 per pair. The woofer joins Pyle's 4-inch, 5 1/4-inch and 6 1/2-inch high-compliance woofers, designed especially for use in small, sealed enclosures. The deep excursion woofer has a chemically treated polyurethane foam surround and



Sharp SYS-107 system



Polk SDA-2 loudspeaker



Kenwood KAC-8200 power amplifier

high-temperature 1½-inch, four-layer, Power-Proof voice coil. It is rated at 100 watts RMS with a fre-

quency response of 20-3,000 Hz and retails for \$39.95 each.

Circle No. 151 on Reader Service Card

Sharp Upgrades Audio System

A fully automatic, both-sides-play, auto-reverse, linear-tracking turntable with horizontal front loading, and an auto-reverse stereo cassette tape deck with soft-touch transport controls and Dolby B/C noise reduction are the key eye-catchers in Sharp Electronics Corp.'s System-107.

The turntable gives the user not only programmable music selection and program search, but even provides a graphic outline of the record with orange and green LED's pinpointing where the cartridge is, whether it's side A or B, a repeat indicator and an indicator for the music-select function.

The system's tape deck automatically senses the type of tape installed in the unit, normal, metal or CrO₂, and sets the circuitry accordingly.

These two pieces are teamed with an FM/AM integrated tuner/amp, with five-band graphic equalizer and eight FM station presets, and a set of two-way Bass reflex speakers featuring pistonic-action, flat diaphragm woofers to provide a complete system with 30 watts per channel, minimum RMS, at 8 ohms, from 40 Hz to 20 kHz with no more than 0.8% THD.

Other audio offerings include two other audio systems, two stereo cassette decks with Dolby B and C

noise reduction and five portable stereo cassette recorders, offering a range of features.

For the video buyer, Sharp is featuring three video cassette recorders, one a four-head, double-azimuth recording system equipped for 142 random-access, cable-ready channels. This unit also provides a stereo audio, two-track Dolby noise reduction system, 17-function wireless remote control and a feature Sharp calls Simple Touch Recording, for instantaneous recordings without the need to set the clock.

The other VCRs are front-loading models offering eight-hour record/playback capability with T-160 tape and 2-4-6 hour switchable modes.

Sharp also is putting a lot of emphasis on its TV line, adding several space-saving console models with features including detachable random-access remote control, RGB inputs, a "Channel Restrictor" to allow control over the channels available for viewing, sleep timer, "flashback" control, on-screen time and channel display and a quartz-synthesized, 142-channel, cable-compatible tuner. The number of viewing channels available on several new portable TVs has been upgraded from 105 to 136, and one 12-inch black-and-white model is available in four cabinet colors.

Circle No. 145 on Reader Service Card

Polk Debuts SDA-2 Speaker

Polk Audio is showing its new SDA-2 loudspeaker, a somewhat smaller version of its top-of-the-line SDA-1 introduced here last year. Retailing for \$1,200 per pair, the speaker incorporates the same technology used in the SDA-1 that allows each ear to hear only one speaker, "resulting in fantastic imaging and dimension," according to Polk vice president Sandy Gross.

"It almost sounds as good (as the \$1,700 SDA-1) and for \$500 less a pair it's phenomenal," he said.

Each SDA-2 incorporates two

Polk SL1000 tweeters, three Polk bass/mid-range drivers, one 12-inch sub-bass radiator and an "extremely sophisticated crossover network." Frequency response is rated at 16 Hz to 25,000 Hz and power handling capacity at 15 to 500 watts per channel. The speaker is 39 inches tall, 16 inches wide and 12 inches deep.

The less-expensive SDA-2, Gross said, "reiterates our commitment to bring great sound at an affordable price."

Circle No. 158 on Reader Service Card

Kenwood Shows Amps, Equalizers

The latest product introductions from Kenwood include two power amplifiers, a pre-amp/graphic equalizer and an equalizer/amplifier.

The power amps are 35-watt-per-

channel and 75-watt-per-channel models priced at \$199 and \$299, respectively. The pre-amp/graphic equalizer is priced at \$199 and features nine-band equalization, sound

exciter, front compensator, fader control, digital-type push switch control, frequency response from 20 Hz to 70 kHz and 0.02% THD. The

equalizer/amplifier offers seven-band equalization, plus LED level/peak indicator.

Circle No. 156 on Reader Service Card

Sampo Builds Cable-Ready TVs

Sampo Corp. of America is expanding its line of cable-ready, color, portable televisions this month. The two additions, a 19-inch set and a 13-inch set, offer 105-channel, cable-ready tuning and remote control.

Both feature a Mira-Brite picture tube, Mira-Color circuitry for flesh-tone correction from channel to channel directly in the set, Mira-Sound audio system and automatic fine tuning. The 19-inch model features a Mira-Power chassis that reduces power consumption by 25%. The walnut woodgrain high-impact cabinet includes an easy-to-grip handle. Suggested retail price is \$519.95. The 13-inch model offers a

35% reduction in power consumption. It is priced at \$419.95.

Sampo also has added two consoles to its 25-inch color TV line. One is housed in a Mediterranean style cabinet and features 105-channel, cable-ready, random-access touch tuning and remote control. The other has a traditionally styled cabinet and offers remote control. Both include Mira-Scan auto channel search, Mira-Color, Mira-Brite picture tube, Mira-Sound and Mira-Power chassis.

Suggested retail prices for the two consoles are \$929 for the cable-ready model and \$829 for the traditionally styled model.

Circle No. 157 on Reader Service Card



Sampo 13-inch color portable



Wharfedale Mach 9 loudspeaker

Wharfedale's Series Awaits Digital

Wharfedale Loudspeakers has replaced its E Series of loudspeakers with four top-of-the-line speaker systems dubbed the Mach Series. The Mach 3, 5, 7 and 9 are designed to increase Wharfedale's share of the market, particularly in anticipation of the special requirements of digital.

"What makes the Mach Series so outstanding," said Geoffrey Miller, general manager of U.S. operations, "is the rare combination of extraordinary high power, sensitivity and bass extension within compact cabinet sizes that are achieved with almost clinical clarity and consis-

tency across the entire audible spectrum."

The company claims the Mach systems can make a 30-watt amplifier perform more like 300 watts. Materials used to achieve the promised results include heavy magnets, ventilated aluminum voice coils and high-temperature-resistant wiring. Other special features include a treble end complemented by compression drive tweeters loaded by horns designed to ensure a wide, smooth dispersion of sound, automatic resettable overload protection, LED displays.

Circle No. 152 on Reader Service Card



Sanyo VCR 7300 portable Beta Hi-Fi

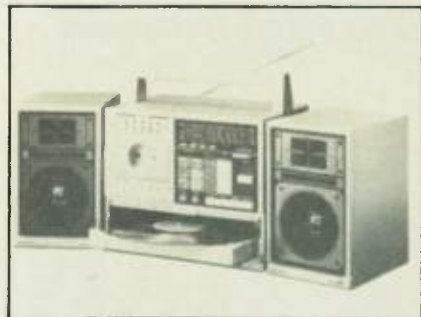
Sanyo's Theme Is Portability

From a cassette stereo system with phonograph to a Beta Hi-Fi video cassette recorder, Sanyo is urging its customers to take their entertainment with them, wherever they go.

The company bills its portable mini-stereo component system with integral two-speed phonograph and five-band graphic equalizer as a combination home entertainment system and portable "party companion." It is equipped with an AM/FM stereo/shortwave radio, a cassette recorder with Dolby B noise reduction, metal tape compatibility and Sanyo's Automatic Music Select System and twin detachable two-way speakers. Suggested retail price is \$449.

More new portable audio equipment includes two AM/FM stereo cassette recorders with dual cassette mechanisms for easy tape dubbing, three other AM/FM stereo cassette recorders, five additions to its "Sportster" series of headphone-equipped personal stereos and its first accessory speaker systems designed for the Sportster series. Prices range from \$179.95 to \$19.95 for the portable stereos and from \$99.95 to \$9.95 for the accessory speakers.

For the video enthusiast, Sanyo offers a portable Beta Hi-Fi video cassette recorder, which uses the "Audio FM" recording system for stereo sound quality that Sanyo says surpasses all conventional au-



Sanyo C 20 portable components

dio source material, including LP records, audio cassettes and open-reel tapes. It offers a dynamic range of 80 dB and features a seven-day/single-event timer and 105-channel, cable-ready tuner, plus Betascan high-speed picture search and eight-function wired remote control. It is priced at \$999.95.

Sanyo also is adding new car stereo products. Two AM/FM cassette car stereos feature high-power output, Dolby B noise reduction and full auto-reverse tape transports. A seven-band graphic equalizer/power amplifier provides 20-watt-per-channel output and is priced at \$129.95. The stereos are priced at \$159.95 and \$199.99, with the more expensive one featuring five AM or FM presets and a rear-panel connector for cars equipped with a power antenna.

Sanyo is showing four car stereo speaker systems, ranging in price from \$49.95 to \$79.95.

In its home audio equipment, Sanyo is emphasizing price. It has a 17-watt-per-channel AM/FM stereo receiver priced at \$99.95, and a stereo cassette deck with Dolby B noise reduction and metal-tape compatibility for \$69.95. Two belt-driven turntables and two direct-drive turntables are priced from \$69.95 to \$119.95.

The company has introduced four pre-matched audio systems, as well. The 20-watt-per-channel set has tuner and amp, stereo cassette deck, semi-automatic belt-driven turntable with automatic arm return, a two-way speaker system and cabinet and is priced at \$399.95. The \$799.95 system tops the new entries with a 50-watt-per-channel integrated amplifier, Direct Call Circuitry, five-band graphic equalizer, AM/FM stereo tuner with one-touch control, stereo cassette deck with switchable Dolby B/C, plus Normal or CrO₂ tape compatibility and programmable music select system, matching three-way speaker system and cabinet.

In home video, Sanyo is adding two front-loading Beta-format video cassette recorders, priced at \$449.95 and \$549.95; a hand-held color sound video camera with built-in remote tape transport controls and variable iris control, priced at \$699.95; a 25-inch color monitor with switchable Green Screen Mode for high-resolution data display with a personal computer, priced at \$799.95; two 13-inch "Spectra Tech" color televisions, priced at \$329.95 and \$379.95, and a 25-inch "Spectra 2000" color television with wireless remote control, priced at \$699.95.

Circle No. 146 on Reader Service Card

Tuners Star For Pioneer

Completing one of the more ambitious lineups for 1983, Pioneer Electronics Inc. is introducing more than 40 products this month, which join the 63 other Pioneer newcomers this year.

The belle of the Pioneer ball is its line of autosound equipment bolstered by Supertuner III autosound technology. Designed to ensure excellent FM reception "anywhere you can drive a car," Supertuner III in-

creases FM tuning sensitivity, multipath rejection and pulse noise suppression and improves three-signal intermodulation.

Pioneer also is spotlighting the Digital Direct Decoder, a home component tuner with digital circuitry. In the F-90 model, the tuner prevents override of weaker stations by stronger ones on the same radio band.

Circle 165 on Reader Service Card

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"Polk Audio is one of the finest suppliers in the Audio Business."

Wayne Puntel — Audio Craft, Cleveland OH

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polk audio
The Speaker Specialists

Circle No. 7 on Reader Service Card

HIGH FIDELITY TRADE NEWS 25

Internationale Funkausstellung Berlin Sept. 2-11, 1983

Video-TV-HiFi

International Audio and Video Fair Berlin

Berlin leads the way

Some 1981 statistics

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1,700 journalists attended the fair

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Contacts and discussions between 55,000 trade visitors from 31 countries

A focus of consumer interest

422,428 registered visitors

Innovations on display

10 major developments with bright prospects

A look into the future

18 institutes demonstrating new items

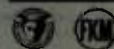
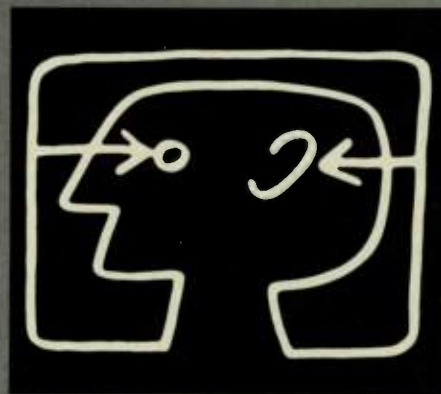
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It's Time To Make Things Happen

That's what Tandberg of America says specialty audio retailers ought to be up to.

By Marcia Golden

It's been too many years since the only prerequisites for opening up an audio store were a shingle on the door and someone to count the change at the cash register.

Changing times and markets should have forced dealers, distributors and manufacturers to readjust marketing strategies and game plans, yet, according to Joel Rosenblatt, national sales and marketing manager of Tandberg of America, too many still run their businesses as though the '60s and '70s never ended. He emphasized the need for both retailers and suppliers to develop new sales tactics for the '80s and '90s and not wait passively for good times to return.

Even as far back as in the October 1982 issue of his now bi-monthly newsletter to retailers, Tandberg of America president Tor Siversten pleaded with dealers not to "use the economy, video or personal computers as reasons for their stagnant sales." Nor, he added, should they "wait for 'new technologies' to rescue them.

"More and more," Siversten wrote, "we see retailers dividing into those who make things happen and those who let things happen. The bright spots in our industry, those dealers experiencing monthly sales increases over 1981, remain those who are positioning themselves as audio specialists. These dealers consistently communicate their professionalism through their advertising, their displays and their sales techniques."

According to Rosenblatt, Tandberg, too, is focusing attention on its market position, its advertising programs and on P.O.P. through dealer support and product development. As a small company, it has targeted the audio specialists as vendors of choice, and in the past few years, the company has begun a process of evolution — from the maker of cassette decks with a sideline of electronics, to a maker of audio electronics with a sideline of decks.

Because the Japanese so dominate the cassette deck market, Rosenblatt said, Tandberg realized the importance of finding a place in the market in which it could survive. The company pinpointed a position between the mass merchant Japanese and the esoteric manufacturers and what Rosenblatt termed "lunatic fringe." The result, which is

starring for Tandberg at this month's Consumer Electronics Show, is the company's second line introduction: the Series 3000A.

Reported to be sonically improved, without the bells, whistles and fireworks that make some audio equipment veritable light shows, the new series hits approximately the same price points as Tandberg's current 3000 Series. Cosmetics have changed from a silver/pewter finish to matte black.

Highlighting the line is the 3014 cassette deck, code named "St. George" (To find the reasoning for the name, one need look no further than English mythology.). A scaled-down version of the 2400 tape recorder, it uses the same transport system as the existing model. Priced at approximately \$1,345 list, the system features a microprocessor that controls a variety of tape



Tandberg's 3014 cassette deck, nicknamed the "St. George."

recording/playback tasks through six standard tape control buttons (e.g., release, record, rewind, stop, wind and play). By varying the touch sequence, the user determines what specific functions the deck performs, such as program search, auto rewind, etc.

As important as positioning is to Tandberg, it should be equally important for the audio dealer, Rosenblatt said. He told **High Fidelity Trade News** that as the spotlight has shifted from audio to video and computers, the attention of mass

merchants, discounters and department stores has followed, leaving enormous vacancies that the audio specialist is ideally positioned to fill.

When Stereo Discounters, an East Coast retailer devotes an entire ad to Panasonic space heaters, someone has to pick up the slack. Even manufacturers are diversifying into other product categories, Rosenblatt said. Sanyo is into space heaters; Hitachi has moved on as well; and Toshiba is selling coffee makers.

Size is no guarantee of success either, he added. "Operations such

as Pacific Stereo and Tech Hi-Fi have also shown there is a problem in trying to be all things to all people."

But what Rosenblatt finds most frustrating at the specialty dealer level is the inability or unwillingness to merchandise and market to the customer most likely to avoid a discount house for an audio specialist. "I walk into a Crate & Barrel or into the electronics section of some of the department stores and marvel at the displays," he said. "Then I walk into some of the specialty dealers and I don't understand their strategy."

"There is a definite customer who doesn't want to buy a mass market or inexpensive audio system. He wants the equivalent of a Rolex watch, without a digital display. Yet we expect him to make an investment in a store where merchandise is piled up and wires are everywhere. Would you buy a \$300 suit in a place that displayed its merchandise the way some audio specialists display theirs? How you display your merchandise and what your store looks like is important."

Because of its size, Tandberg will be focusing most of its marketing and promotional efforts in dealer support. It will invest in some national advertising and use its dealer co-op funds to support that program. Rosenblatt cited one example. "We got 7,000 bingo responses to a half-page ad featuring a tuner and integrated amp that ran in *Stereo Review*. Now some of those responses are from people who just like to circle numbers. But even if 2% of them turned out to be purchasing customers..."

"We're putting those responses in a big envelope along with an invitation to see the products they inquired about at their local dealers."

In short, he said, "If there's anything we can do, we'll do it by working with our dealers. We need more business and we want them to do more business. One hand washes the other. We do sales meetings at the store, and we have a sales training room here in Armonk, N.Y.," he added.

"But most importantly, we'd like the audio specialist to find his niche. We have to get back to selling some of the magic of music — something all of us give lip service to, but few do anything about. I don't know too many hobbies or 'boy toys' that are available to an individual 24 hours a day, seven days a week. But music is always there. Whenever you want it or need it. I suppose what the audio business really needs is to get back to that kind of basics."

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The Model One-A

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The Model Two

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T-1 Tuner

For more information, write Kloss Video Corporation, 145 Sidney Street, Cambridge, Massachusetts 02139. Or call 800-343-1155 (In Massachusetts, call collect 617-547-6363).

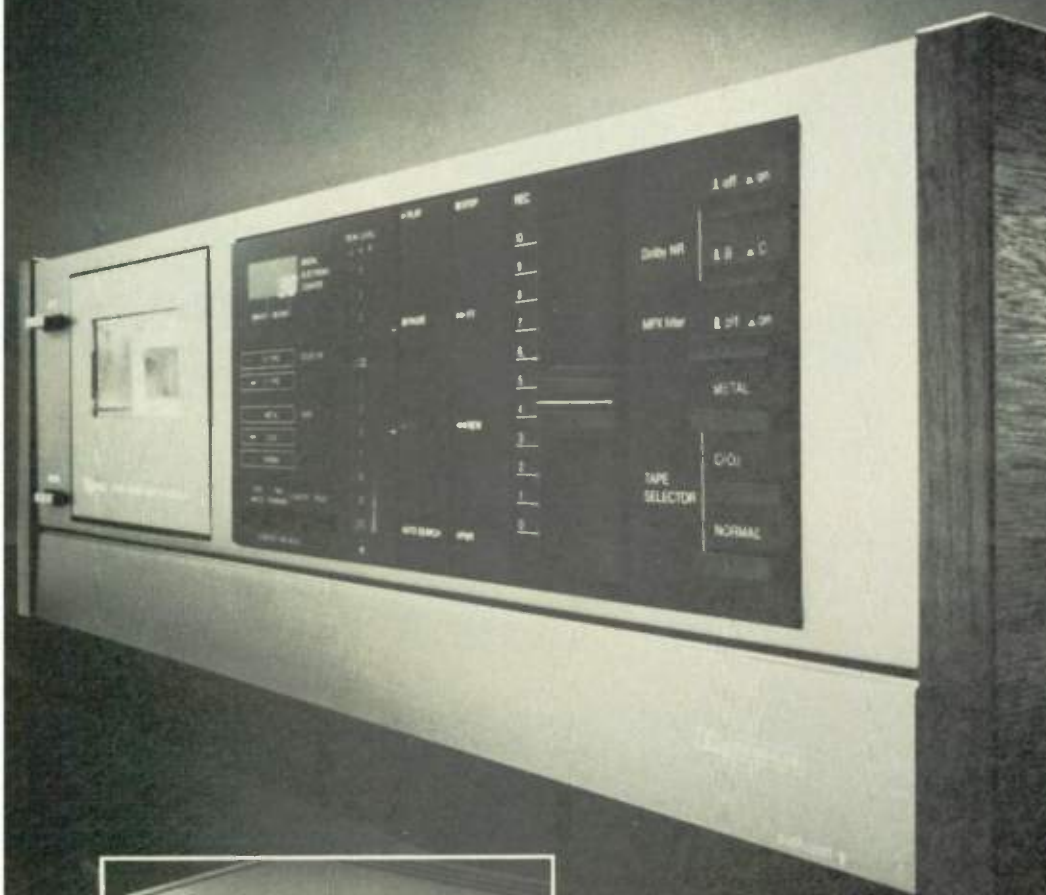


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Circle No. 9 on Reader Service Card

HOW COULD A CASSETTE DECK WITH TWO HEADS BE SO HARD TO GET?



The Kyocera D-801 Cassette Deck is hard to get because so much more is built into it. An example: it has five circuit boards where most decks only have one or two.

It more than meets the ultimate tape challenge.

The challenge is to move the tape across the heads at as nearly a constant speed as possible. Variations in speed, of course, come out as wow and flutter.

Demonstrate the D-801 with some piano music on tape. Piano music is a great way to check a deck for wow and flutter. You see, most decks claim a wow and flutter figure of .05% WRMS—trouble is, even at the .05% level, variations in speed are clearly audible with piano music.

But the D-801 comes through as steady as a rock with piano music because of its remarkably low wow and flutter figure of 0.02% WRMS—and that comes from a unique, three-motor, dual capstan drive mechanism. Two capstans are driven by a direct drive motor. A beltless/clutchless simple DC motor drives the feed and takeup reels, while a third motor is used as a head-position assist drive (it greatly prolongs head-to-tape azimuth accuracy). The dual capstan system provides that sensationally accurate tape travel, maintaining proper tension between capstans to eliminate external shock source modulating noise.

It more than meets the needs of the audio perfectionist.

The D-801 goes above and beyond even the fussiest audiophile's needs with 3-position bias/equalization selection (with fine bias adjustment), 400 Hz calibration tone, Automatic Program Mute Recording, automatic search, and electronic 4 digit display, including counter, elapsed time and time remaining functions.

The D-801's noise reduction systems were built for the audio purist. It has two-Dolby* B & C—so noise reduction can be tailored to program material.

Finally, the specs your customers want: frequency response of 30-20,000 Hz \pm 3 dB using metal or CrO₂ tape and a S/N ratio of 78 dB with metal tape in Dolby C NR mode.

Above all, with the D-801, you have a cassette deck that sets you apart from most dealers. A component that will bring in the upscale customers who are willing to invest in the very best. A component that enables you to meet the needs of the most meticulous audiophile.

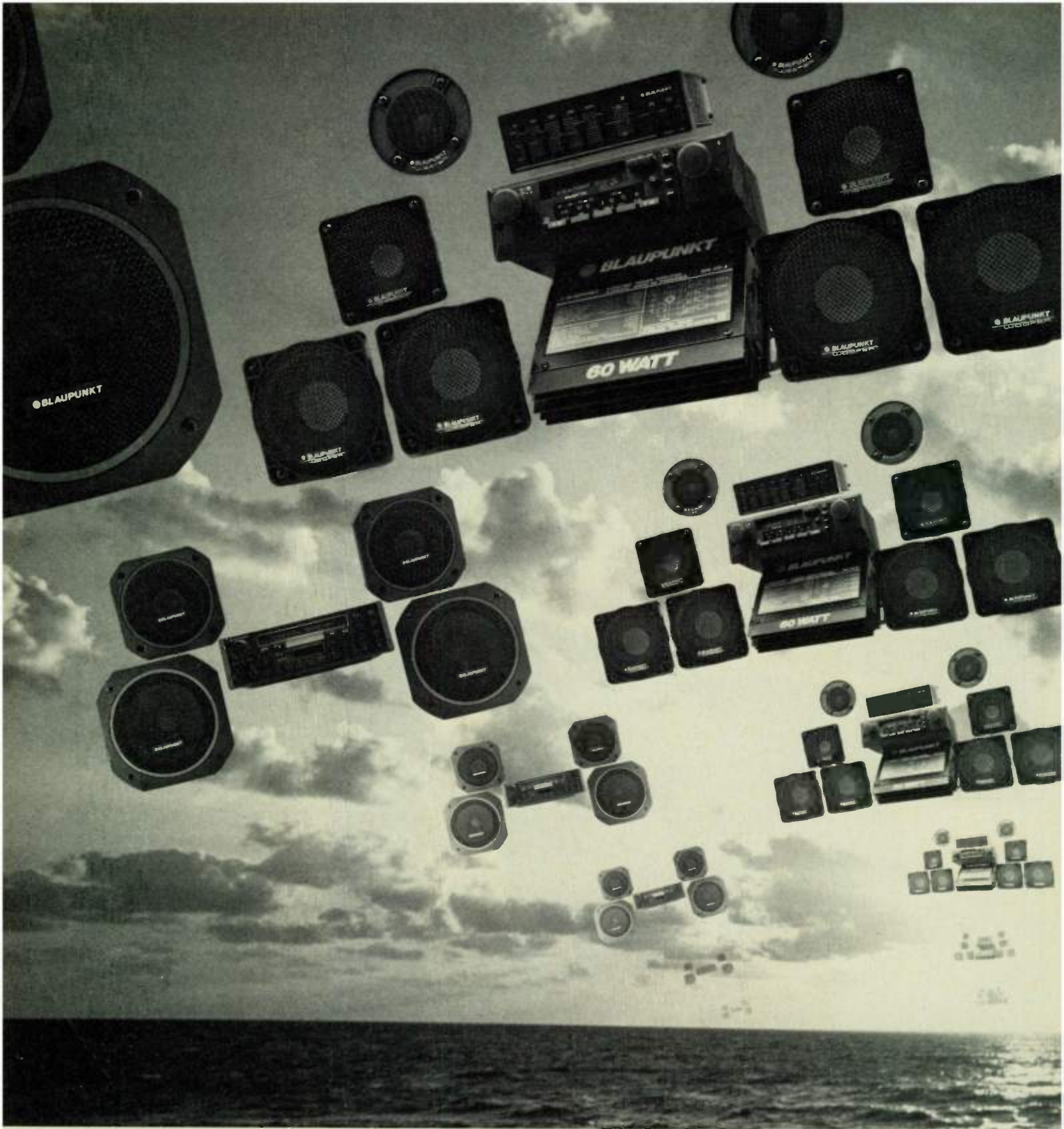
If you'd like details on the benefits of carrying the Kyocera line, contact: Kyocera International, Inc., 7 Powder Horn Drive, Warren, NJ 07060 (201) 560-0060.



KYOCERA

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THE BLAUPUNKTS ARE COMING!"

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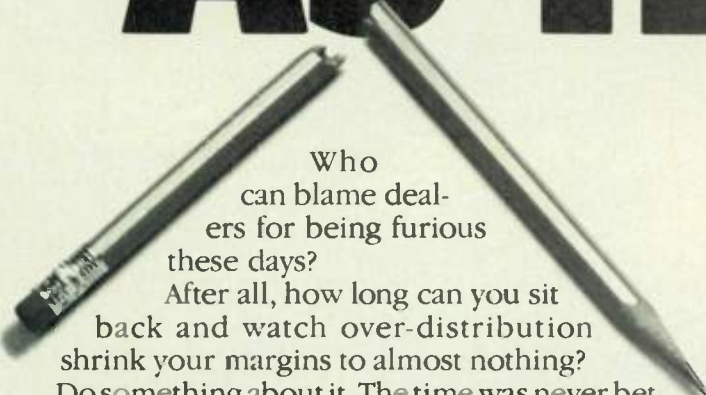
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Circle No. 12 on Reader Service Card

Car Tunes Aren't Just For Saturdays

There are those who predict that car stereo is *replacing* home stereo. Look for more OEMs to jump on the bandwagon in this burgeoning market.

By Ralph Hodges
Technical Editor

Paul Stary, president of Audio-mobile, gave by far the most provocative speech at the recent Monster Cable Autosound Rally in San Mateo, Calif., even if it wasn't the one most enthusiastically received by the 150 or so dealers and installers in attendance. From other speakers they got reports of phenomenal growth figures, warnings of what would happen when that growth attracted more powerful competition, topical humor and gratuitous but harmless profanity. All this went down fairly well. But what they got from Stary were the undiluted pronouncements of a committed visionary. Car stereo, said Stary, is not augmenting home stereo; it's *replacing* it.

This whole idea is a trifle tetchy, we first concluded, and who could blame us? Is rush hour on the Hollywood Freeway the time and place to make acquaintance with Haydn's *Creation*? Do people throw disco parties in the back seat of an Eldorado? No to both, one hopes. But perhaps we should give the man a full hearing, because at least he's

thinking, and thinking sometimes leads to selling even more directly than topical humor and gratuitous profanity.

According to my scrambled notes, Stary has observed that once a good car stereo system has been acquired, listening to even a superior sound system at home tends to fall off. He advances several reasons. First, the major influence on the consumer market has become technophilia, not audiophilia. The new toy (car stereo) supersedes the old (the home system), especially when the home system is old enough to lack such glimmers as digital readout tuning (a positive safety feature in the car, incidentally, but not so very necessary in the living room). Second, Stary finds listening in the car more appealing. Scenery (often improved by anything that distracts, especially if you're driving through Newark) flows by the windows, eyes are "focused on infinity," the mind is receptive to having a necessary task set to music and, if you're chewing gum, all other senses are fully occupied.

Third, coming straight out of *Psychology Today*, is a purported sense of guilt and laziness people are said to feel when they listen at home. In the car they are captives of circumstances, and audio is about the only diversion permitted by the highway patrol. But home listening means that you're idle when you could be out re-paving the driveway or establishing a rock garden. Hence, home listening becomes a negative and

car listening, if not a positive, is at least a shrewd employment of all the resources available.

Well, this is certainly not the attitude with which most music lovers approach music listening, but it may have some marketing validity. In these times, go-getters, who presumably worry about being idle, are surely making and spending more money than music lovers, and they're clearly spending it on whatever is new and hot. Personal computers (reportedly profitable) and video (reportedly not so profitable) are leaders in the domestic situation, but on the road the audio system is king, with no likely successors in view.

Long Live the King

So autosound would seem to have an appeal and life expectancy greater than any other area of audio, especially when it's considered that we're all likely to spend more and more time on the road. Does this mean that you, as an aftermarket dealer, can expect to sell more and more autosound? This is a very interesting question, requiring multilateral inspection.

Technically speaking (which is what this column is supposed to be about), the car stereo aftermarket is in a highly vulnerable position. Magazines have begun to print test reports on car stereo equipment with some regularity. The stuff is put on the test bench, measured and awarded various degrees of approval. Do the accolades bear any relationship to what will happen



Before joining HFTN, Ralph Hodges spent 10 years as technical editor of Stereo Review and a brief time as communications manager for Dolby Labs.

when you cram the thing into your dash and drive off? Precious little, in many cases. The tuner on the test bench receives a kindly signal from r.f. generators. It does not get starved for signal by a drive through the Holland Tunnel, or satiated to the point of overload by a trip past the Empire State Building. It does not have to suffer the vagaries of a primitive and often crudely wired whip antenna. The test bench is even more favorable to cassette transports, which it permits to sit in peace, whereas a moving-car environment rattles them at unpredictable vibratory rates that interact in unpredictable ways with mechanism masses and mounting compliances to cause tape speed and guidance errors. (In this context, the first in-car tests of the new Nakamichi TD-1200 head unit promise to be fascinating. Its transport automatically tracks and corrects head-to-tape azimuth errors, but, under severe vibration, will it do so fast enough to obtain true correction or merely modulation effects?)

Car speakers, which magazines are not yet attempting to test, represent even greater imponderables. About the only thing that can be said for sure is that the influence of a car's acoustic interior on frequency response will extend well up into the critical mid-range. But what the specific influence will be depends on the individual case. Some beginnings have been made in equalizing aftermarket systems to the actual car the customer drives, but there is much progress to be made, and possibly not much time in which to make it.

Matters of Time

The time shortage is owing to the upgrading of OEM autosound equipment that comes pre-installed and pre-equalized. The Delco/Bose option for various GM car bodies is the eminent example, and its advantages are persuasive. When details of the body and interior trim are known in advance, the entire sound system can be plotted out and equalized in advance so that it becomes a plug-in at the assembly-line level. When the ride characteristics of the car are known in advance, the mechanics of the cassette transport can be designed around them. When the electronics of the car are known in advance (and today they are likely to include electronically governed and operated ignition, fuel injection, emission controls, dash displays, windshield wipers, door locks and possibly turbocharger regulation), the sound-system engineer knows

where trouble awaits him and acts accordingly.

The upshot is that the OEM supplier need design only three or four systems for the three or four car models he's equipping. The aftermarket vendor may find himself designing a new system for every new car model that pulls into his parking lot. The time for this is just not available.

Furthermore, time, of course, is money. The installation cost for a good aftermarket car stereo is creeping up to the \$1,000 mark; an installation that permits the system to function at full potential may cost more, and one that gets around the traits of certain "problem" cars may go much deeper into someone's wallet, be it the customer's or the installer's.

Finally, time has a tendency to run out. Consumers today may well compare the price of an excellent aftermarket system to the cost of the Bose/Delco option and readily choose the former, but that is frequently because they have failed to factor in the cost of installation. When time teaches them that this "hidden" expense can more than double their investment, their patience will grow short. When more time reveals that some aftermarket installations are prone to gremlins, their patience will disappear.

But for now, there is a short period of grace. Other car makers have not yet followed the GM lead by offering anything as extraordinary as the Bose/Delco set-up, so things will be somewhat under control until Nissan and Honda decide to team up with Matsushita. (No joke, this. The Japanese are more than a little intrigued by the possibilities of digital software players in automobiles, and when the moment becomes ripe, they're likely to initiate a marketing thrust that starts off with several impressive bangs.)

In addition, test results I've examined on some of the Bose/Delco hardware do not yet quite measure up to what is available from your better aftermarket suppliers. This is not to say a B/D ensemble is likely to *sound* audibly inferior; it is a matched-to-the-car system, and thus may be capable of attaining 99% of its potential, whereas a superior aftermarket rig haphazardly installed might reach only 55%. But with customers who put all their faith in the numbers, there are still many products likely to have more cachet than a Delco casseiver.

As for Later...

If the day arrives when no one needs a replacement for a car

stereo that has been stolen, but everyone needs a new car and can get one with a quality OEM system, the aftermarket industry will have to have progressed considerably to remain in business. It also will have to have built a reputation, the foundations for which must be laid today, that will make people *want* it to stay in business.

The first and diciest task is to lick the installation headaches. It is no longer nearly enough to stock loudspeaker drivers that will fit the door-panel cut-outs of any car in existence, or to know precisely what dashboards will not accommodate head unit X but will take head unit Y. Such information is no proof against the major difficulty car stereo faces today: noise. Modern cars throb with an electronic heartbeat. There can be ripples in the DC supply rails that must power the sound system. There are impulse-type signals reaching well into the radio-frequency band from numerous sources, including the switching power supplies of the system's own amplifiers. There are possibilities of this garbage reaching sensitive inputs through direct connection, through electrostatic pickup and through the electromagnetic activity of the car's metal body — metal, that is, except where you'd really like it to be metal for shielding purposes. *There* it often turns out to be plastic.

In the light of all this, many authorities are beginning to suggest that, when modern car-stereo gear is destined to mate with modern automobile, the audio dealer's first and most crucial responsibility is to persuade the customer *not* to attempt the installation himself. It has become a little more complicated than banishing RFI from phono-cartridge inputs and, with fairly high amounts of gain and power present, it is not always forgiving of even small mistakes. Customer satisfaction is earned only when the system works impeccably well, and this is too important to be left to chance and inexperience.

This is the sort of personalized service the Bose/Delco combine cannot compete against. The customer can hang Styrofoam dice from his rear-view mirror, or cover his seats with sheep pelts, without concern that he'll upset some delicate acoustical balance established at the GM assembly plant. If, as Paul Stary suggests, modern man is bent upon transferring all the comforts of home to his car, the audio specialist who created some of those comforts should be able to follow right along. □

A Built-In Clientele

One company feels that professional audio retailers are the perfect outlet for its business computer systems.

By Timothy L. Martin
Editor

By capitalizing on the built-in clientele of high-end audio dealers, Ashley Communications Inc., parent company of YSL Records, is hoping to introduce a complete computer system to the professional who is seeking an advanced tool for his business. To this end, Ashley is looking for 50 or so audio dealers across the country to handle its new computer.

Why audio stores? According to Walt Stagner, vice president/sales and marketing for the Sycamore, Ill.-based firm, they have the type of clientele that for one reason or another doesn't frequent computer or business stores. In addition, an audio salesperson is less likely to rattle on about bits, bytes, ROM and RAM and more likely to focus instead on what a machine can do for the customer's business, Stagner said.

He believes the critical factor in selling computers, or anything else for that matter, is in knowing people and how to sell to them. A good salesman will emphasize the benefits of the features rather than just the features. For this reason, Stagner feels that there will be no problems in teaching a good sales force with a background in audio how to sell expensive computers.

"It will be much easier to train professional salespeople in computer features and bene-

fits," he said, "than it will be to un-train computer engineers, programmers and hobbyists (who currently staff computer shops) on how the customer thinks."

Stagner said audio dealers "have an established clientele who trusts them (because) they were around yesterday and can be expected to be around tomorrow."

He pointed out, too, that service on electronic components is part of an audio dealer's business, and added that servicing the Ashley computer "will be an easy adjustment to make.

"No special tools will be required," he said, "and service will be performed on a parts-swap-out basis."

The Ashley computer system is designed to fill the gap between the home computer system — costing less than \$5,000, including software — and larger mini-computers and mainframes costing upwards of \$30,000.

"The gap between \$5,000 and \$30,000 needs to be filled," Stagner said. "No one is adequately serving the needs of smaller companies with annual sales ranging from \$250,000 to \$25 million." It is not profitable, he said, for large computer manufacturers to have their direct sales forces calling on customers in the under-\$30,000 market, nor is it likely that mass merchandisers will be employing

clerks with the knowledge to sell in the over-\$5,000 market.

This is an area that has traditionally been left to small computer stores, but Stagner says they do a poor job of relating to small-business people.

Franchiser Offers Merchandising Help

National Video, in an effort to help its franchisees become more profitable, has launched a merchandising assistance plan that involves personal visits by a specially appointed merchandising adviser.

Hugh Havens has been appointed regional merchandising manager with the assignment of traveling throughout the Rocky Mountain region paying calls on all National Video stores in the area. During his visits he instructs dealers about how to improve their merchandising and advertising skills and coordinates promotional and sales efforts with those of the parent company.

Havens has 10 years experience with the J.C. Penney Co.

According to Ron Berger, president of National Video, Havens is the first of a series of regional merchandisers to be hired who eventually will tour and service National Video retailers throughout the United States.

Marantz Offers Playboy Incentive

Marantz Co. is offering its retail sales people throughout the United States the chance to be wined and dined royally by Marantz and *Playboy* in Beverly Hills, Calif., the heart and home of the *Playboy* empire.

Dubbed "The V.I.P. Party," the promotion features a contest that allows sales people to enter their names in a drawing for the weekend trip by answering questions about Marantz products that appear in six issues of *Playboy*.

Beginning with the July issue of the magazine, thousands of Marantz floor sales people will receive six complimentary issues of *Playboy*. Each issue will include a four-page wrap featuring information about the past, present and future of Marantz as well as the Marantz product line. The first and sixth complimentary issues will include a four-page gatefold ad. During the other four months, third-page Marantz ads will appear in the magazine.

Each issue also will include an addressed, perforated card with questions about the Marantz products, the answers to which can be found in the ads and special wrap-arounds. By answering the questions correctly, entrants will be eligible for the drawing. A person can enter all six times to increase his or her chances of winning. The company will select dozens of names.

In conjunction with the campaign, Marantz is urging retailers to involve customers in their home markets by developing in-store promotions using the complete, specially designed kit the company will make available to dealer participants. The kits include *Playboy*-related tote bags, key chains, toys, bartender guides and posters as well as in-store appearances by playmates who will sign autographs and give away the *Playboy* items.

Interested retailers should contact Barbara Knudsen, Marantz Co., 20525 Nordhoff St., Chatsworth, Calif., (213) 998-9333.

NBA Names Fuji Official Videotape

Fuji has been named the official videotape of the National Basketball Association.

The license allows Fuji to use the names and logos of the NBA and the

names and logos of the member teams collectively in connection with the manufacture, endorsement, advertisement and promotion and sale of the complete range of Fuji videotapes. The agreement applies to all consumer and broadcast/industrial videotape products.

Both Fuji and NBA Productions have agreed to design and produce joint promotions for Fuji videotapes.

Sharp Expands Network TV Ads

Sharp Electronics Corp. has emphasized its confidence in a rebounding U.S. economy by launching a new wave of network TV advertising this spring and summer, continuing the company's largest TV advertising campaign in history, which began last fall with numerous specials on all major television networks.

"We have been highly gratified at the exposure of millions more people becoming aware of the Sharp name through the television medium," said T. Sugawa, president, "so much so that dealers report that many thousands of consumers are asking for the Sharp brand at retail stores. We expect 1983 to be a record-setting sales year for our dealers, distributors and the entire Sharp family across the country."

Sugawa said the company's humorous approach to the TV commercials has made them memorable, and that the Sharp slogan, "From Sharp Minds Come Sharp Products," is now strongly identified in many households as a result of the 30-second spots.

The spring and summer campaign is repeating the fall spots created to support sales of microwave ovens, TV sets, video cassette recorders, audio products, office copiers, consumer and commercial calculators, electronic cash registers and personal computers. The spots, plus inclusion of the Sharp logo as a participating sponsor of TV shows, represent a base plan that will be expanded further during the balance of 1983.

Some examples of the network specials Sharp planned to sponsor include *The Barbara Walters Special*, ABC; *Country Music Awards*, NBC; the Kentucky Derby coverage, ABC; NBA final playoffs coverage, CBS, and NBC Saturday baseball coverage.

Crown Display Touts Image

Crown International is showing off the fact that industry surveys have reinforced its position as a leader in pro amp usage and choice with a merchandiser package for retailers.

According to Gerry Barclay, promotions manager, the 1982-83 Inter-



Brochure outlines survey results.

national Recording Equipment and Studio Directory Brand Usage Response Survey revealed that recording studios own and use more than twice as many Crown monitor amps as the second brand mentioned. Another survey by *International Musician and Recording World* asked recording engineers which power amps they would choose if price were no object. Barclay said again Crown took the number one spot.

The merchandiser includes an 18-by-11-inch easel-backed counter card and accompanying information brochure that outlines survey results regarding Crown professional amps.

Disney Drops Prices For Summer Promo

Walt Disney Home Video's "All-Star Animation Sale" features six animated video cassette releases with special summer pricing at \$29.95 and \$39.95, reduced from prices as high as \$84.95.

Titles include the feature-length *Alice in Wonderland*, *The Many Adventures of Winnie the Pooh*, *Pete's Dragon* and *Bedknobs and Broomsticks* and two cartoon collections, *Goofy Over Sports* and *Storybook Classics*.

In addition to the reduced retail prices and in keeping with the promotion's baseball theme, a free child's adjustable baseball cap is packaged with each title.

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Stand And Identify

It's familiar to all of us: you walk into a crowded store on a sale day and immediately are surrounded by dozens of people in various types of attire. You have entered the shop specifically to take advantage of its sale on Aunt Bertha's Pepper-Flavored Axle Lubricant and Taco Sauce. The questions are: Do you look for the hardware or condiment department, and where are they located?

You approach a smartly dressed young man wearing a tie and jacket. "Excuse me," you inquire, "but do you work here?"

"No!" he snaps, exasperated. "I've been standing at this counter for 15 minutes trying to get someone to explain how this wind-up fruit bat operates!"

Apologizing, you then ask the other people in the store, one by one, if they work at the establish-

ment, but to no avail. They're looking for help, too. Eventually you give up, not realizing that the guy with the shaved head playing the video game *Banana Death* in the corner is the only salesperson on duty.

Who Is The Salesman?

If you think that winding-up fruit bats is difficult, then try operating a video tape recorder for the first time, or a home computer. With a store full of people the same age as yourself shopping your department, how are your customers to know where to direct their questions? Certainly a well pressed dress or tie is not proof that you, and nobody else, are the sales consultant.

Of course, there exists a simple invention, long lauded by customers and spurned by sales help, designed to solve this problem; it's called a name badge.

What's that you say? You don't need one because you already know what your name is. Maybe you do, but that doesn't help the shoppers, does it? Aha, you say that it's not needed because you always make it a point to greet each and every customer when he or she walks in. Nice try, but no cigar. How about all those times when the floor has more shoppers than salespeople? For whom do they wait? And admit it, you're often too engrossed in a presentation or discussion to introduce yourself to all comers.

You may like to forget about that tag, but when you do you run the risk of having the customer forget about you. Even when you are busy, your tag advertises the fact that *help is available* and will be forthcoming. Remember, by attracting customers' attention, you'll be attracting their dollars, too.

In-dash Cash: Autosound Season Returns

As the weather becomes warmer, people wind up doing more driving with the windows down and the car stereo turned up. It's also the time of year to work on the car, getting ready for weekend trips and vacation, and what's a few hours on the road without music?

Except for Christmas, spring and summer represent our most active car stereo selling seasons. This year sees the entry of the grills and faceplates, along with an unheard of diversity of features and price points.

Variety may ultimately benefit the shopper, but a lot to choose from means a tougher buying decision. More to talk about makes for harder presentations for us.

The proper customer qualification, as well as a careful presentation, is highly important to the car stereo sale — often more so than when selling home components. Living room stereos are not nearly so size dependent, and compatibility plays an even bigger factor in the car.

The customer's budget, as in any type of purchase, is always an important factor in qualification. Features and compatibility, however, are just as critical. How often have you had a customer fall absolutely in love with that high-powered monster with built-in equalizer, and then had his buying fervor squelched when he was told it never would fit into his Datsun? At that point there is little left to do to try to save the sale, because nearly everything that you show him appears to pale next to his initial choice.

Determine what car the equipment will be going into before taking any other step. If you fail to do this, you'll often wind up wasting your time and your customer's. Next, find out how long he intends to keep his car. Sometimes a customer wants to put an inexpensive system into his big heap, figuring that he'll be getting something new

for his next car in another year. Point out that most good car sound systems can be moved into the next car without too much difficulty, especially if down-sized equipment is chosen to begin with. Your customer's upgrade today could save him hundreds of dollars in the future.

When car and budget questions have been answered, musical taste and features come next. Some salespeople like to show the receiver *first* and talk about the bells and whistles that it possesses. Instead, try presenting the loudspeakers before anything else. The speakers, after all, will ultimately dictate the sound of the equipment, and their efficiency will demand either a standard or high-powered set.

Have your customer evaluate and decide on the speaker sound he likes best. Avoid playing speakers that cannot fit into his car — you run that same silly risk of "selling" him something he cannot buy. When demonstrating car speakers, play a tape, not the radio. A high-bias tape with "busy" musical selections would be best, because these appear most dynamic and least noisy. Use short selections, in the event that you wish to demonstrate a music-search feature later in your presentation.

Once your customer is satisfied with the sound of a particular set of speakers, find out which electronic features excite him. Sometimes he'll say, "I dunno, I guess I want AM/FM radio and a cassette player. Push-buttons would be nice."

In this case, super features may please your customer, but at the risk of sounding too complicated. Remember, he may never have heard of a *fader* or *loudness* before. Find out what he'll be listening to — if radio is the priority, talk about FM locking systems, not auto-reverse. Does he own a home tape deck? If so, you've a perfect opportunity to discuss the advantages of compatible tape bias

buttons and noise reduction, not to mention high-grade tape transports to protect those expensive cassettes.

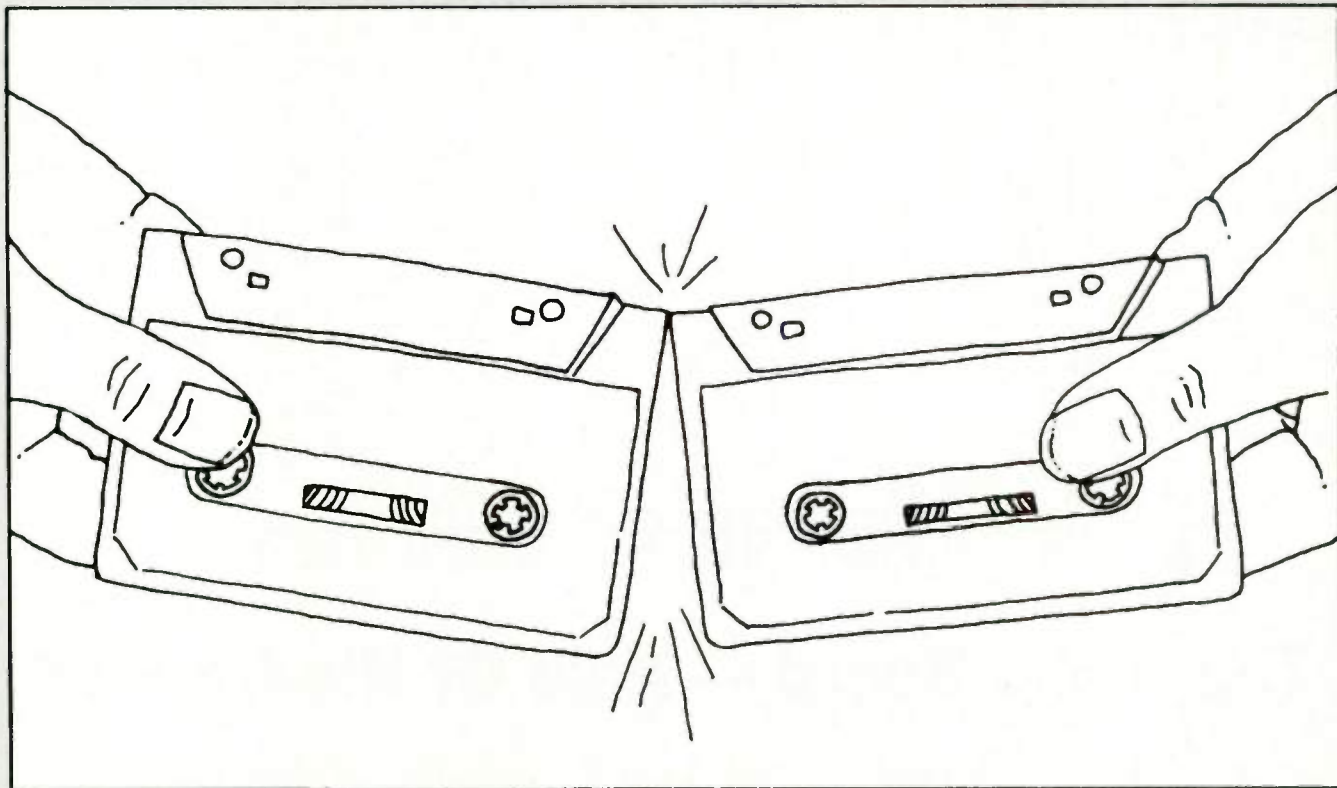
If your customer answers your features question by rattling off a host of gizmos that he's seeking — beware. He has been shopping and has seen something that has turned him on. Why didn't he buy it? Maybe it was out of his price range, or perhaps he's sure he can find something better. He knows what he wants but seeks a better value — emphasize the extra value in your product.

Take care to emphasize only those autosound features that will be meaningful to the buyer. Some people would never consider a receiver that didn't have a power antenna lead, but many others might feel that the feature is a worthless addition. "Who cares about high power when you're only running the 4-by-6-inch dash speaker?" they may say.

Finally, do not waste time presenting products or systems that either are incompatible or well out of budget. Those metal box speakers may be tremendous, but if they need 20 watts, don't hope that they'll sound all right with three. If your customer is in love with digitally synthesized tuning and has a budget of \$109.95, then you'd better relate the facts of life to him, before you get his expectations too high.

More than ever before, the customer is searching for value in a car stereo — that's why so many new car buyers checked with you first, before getting a system from the dealer. As many more of these value-seeking customers will be in this season, remember that value is not only price and features, but also is quality, service and reliability. Keep that foremost in mind, and you'll keep your car stereo customers as happy as your financial adviser.

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Two, Two, Two Sales In One

As the newer types of noise reduction become more familiar features on car stereos in our showrooms, names like dbx and Dolby C will prove to be attractive to car stereo purchasers. The only way to take advantage of these new systems, however, is to record with the same system on a home tape deck because most pre-recorded tapes don't employ advanced noise reduction systems. Naturally, this means that the most likely prospects for these newer types of car stereos are the same people who are buying new tape decks from you.

Keep this idea in mind when selling either new decks or car stereos, because the purchase of one item may lead to the purchase of the other. For example, when you have completed the demonstration of one of these noise reduction systems on a home deck, you can lead the customer over to the car stereo room to point out that the same system is

available in autosound components.

An excellent method of demonstrating the effectiveness and compatibility of the home and car systems is to make a brief recording on the deck, then rewind the tape and play it back in a compatible car unit. Ideally, you could have the customer make the recording himself. A hands-on demo of this sort often helps the shopper learn how easy it is to make and play back a high-quality recording.

Compatible Systems

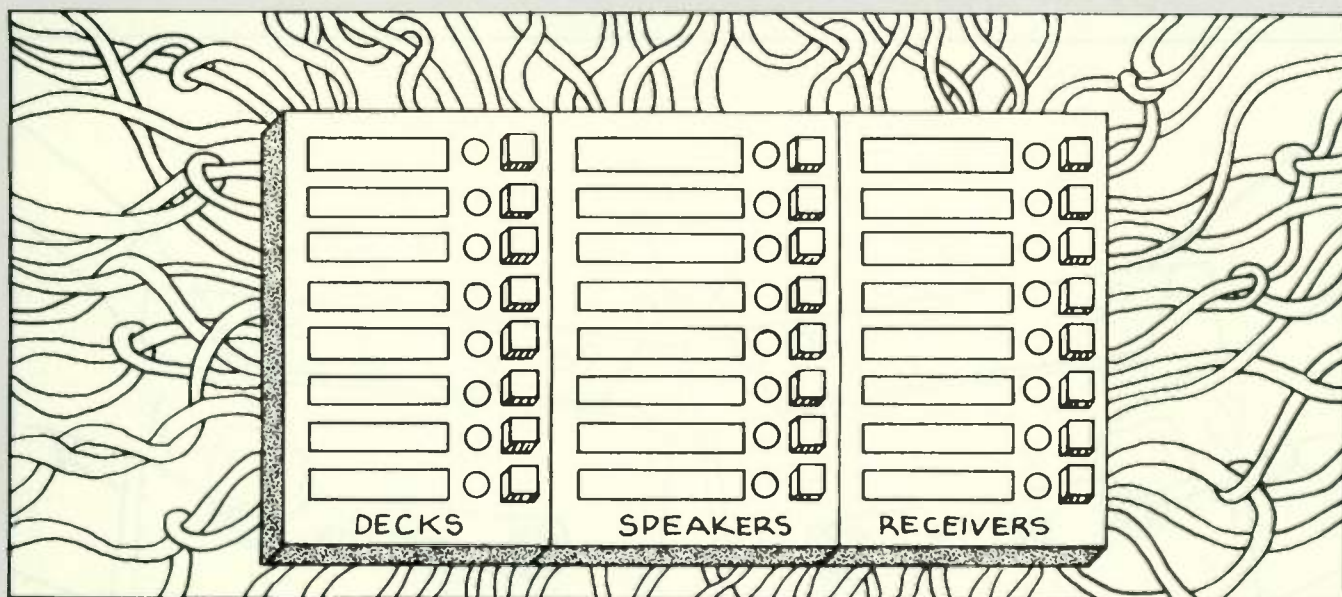
Of course, dbx is compatible only with car stereos equipped with the same circuitry, which makes a car deck with dbx very attractive to the new dbx-equipped home deck owner. Although Dolby C claims to allow acceptable playback in non-associated gear, playback is much more satisfying on the proper equipment. A customer hooked on the fine sound quality of these new cir-

cuits, therefore, becomes a prime candidate for a new car player as well.

The presentation of autosound units equipped with dbx or Dolby C may help overcome a common customer objection, that of owning a new system that is not compatible with anything else. Show him that his next car stereo purchase will certainly contain the new system by displaying the new models available. Conversely, you may step a car customer up to a fuller-featured unit by showing him that the modern home cassette deck is capable of making better recordings nowadays, and that it eventually pays to own a car machine ready to play these new recordings.

Showing both home and car equipment to the same customer will not always result in an extra sale. But you don't need to double your sales very often to make the added presentation worthwhile.

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The Demo Board — Help Or Hindrance?

Demonstration equipment hooked up to switching systems can be a great help when it comes to presenting combinations of equipment. Yet the help becomes a hazard when the tape deck you go to play has a channel missing or that expensive, linear-tracking turntable has an untraceable, loud hum. An embarrassing moment like this can mar the most important portion of your demonstration. The time to avoid problems with your board is *before* they happen.

Begin by checking your components, one at a time, during your off-peak hours. Are they all plugged in? If they have lighted meters or faceplates, do all lights work? Next, be sure that they operate properly. If the floor sample is anywhere less than perfect, remove it, even if it is your only unit. You can bet that if only one out of 60 amplifiers is broken, somebody will want to hear the one that doesn't work.

How quiet are the components? Is there any audible hum in the auxiliary or phono circuits? If so, the problem can be difficult to trace. Naturally, the ground lead may be disconnected from a turntable. Also, the problem may be subdued by reversing the AC plug from the receiver or turntable. If your board

contains wires that have been extended via plug connectors, unplug them and put them back together. Often, constant movement of product pulls the connectors apart slightly, which will induce hum. Reconnecting everything breaks the oxide coating that has built up on the plugs. The coating can inhibit signal and help create noise.

Power Cord Hum

Try to keep your phono plugs, antennas and speaker cables away from your power cords — a prize source of hum. Straighten tangles to avoid shorts and signal breaks.

Are all of your tuners and receivers connected to antennas? Even a standard dipole tossed behind a shelf is better than no antenna at all.

Be sure that both channels work on all components, and that the two channels are of equal volume. A poorly connected speaker cable will sometimes produce a lower-than-normal volume, robbing your demo of quite a bit of pizzazz.

Check loudspeakers for proper phasing. If the leads are too long or hidden to trace, do this by simple auditioning. Start by reversing the polarity of one of the speaker pair. Listen to a mono musical selection

through both speakers. Reverse the polarity again and listen to the bass response. When the speakers are in proper phase, the bass will be tighter and more prominent. (Car stereo speakers in showrooms often sound thin because of improper phasing.)

Check, also, the balance controls of your receivers and amplifiers to be certain that the left and right outputs correspond to each other. When you inadvertently reverse the balance amps playing the same music, the instruments will reverse. This creates an artificially "different" sound and the fact that your customer may be standing closer to one loudspeaker may cause him to select the amp that happens to place the solo sax nearer to him.

Lastly, check each loudspeaker in the room individually, comparing it to its mate. Does it sound almost the same? If not, the level adjustments, if there are any, may be adjusted improperly. Worse, a driver may be blown or failing. Listen closely for a tell-tale rubbing or scraping sound, an inordinant amount of hiss, or an obvious lack of a portion of the frequency spectrum. The time to discover and repair these problems is today, before the sale, not after losing one.

Formerly High Fidelity Trade News

Personal Electronics

Audio · Video · Autosound · Telephones · Computers · Tape · Software · Accessories · TVRO · Furniture

A new publication devoted to the growing area of non-industrial electronics. A new publication designed to serve the specific and encompassing interests of merchandisers, retailers, manufacturers and sales representatives. A new publication aimed at today's marketing realities.

Those involved in the distribution and ultimate sale of non-industrial electronics which go into homes, autos, boats and personal aircraft have become increasingly aware that the segmentation of this market is no longer a reflection of the manner in which products move.

The true measure of how products move is now reflected in PERSONAL ELECTRONICS. The new monthly periodical has been born out of a continuing and close relationship with the market through the publication of High Fidelity Trade News which has now been incorporated into PERSONAL ELECTRONICS.

To be published beginning in August, 1983, PERSONAL ELECTRONICS will maintain advertising rates and schedules of High Fidelity Trade News. In a new, unique size (10-7/8" x 13-1/4") PERSONAL ELECTRONICS will accept advertising of any size in a bright, new, distinctive glossy format.

Inquiries are invited for the new publication which will provide thorough news coverage; pertinent articles and analyses of market trends; new products, informative departments. Write/call any of our sales representatives.

Wm. B. Manning

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Personal Electronics

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Meeting The Primary Need

Carol had done just about everything possible to sell a system to one middle-aged couple, but to no avail. In desperation, she excused herself from the shoppers and dashed back to the store manager's office to see whether she could offer any advice on breaking ice on this sale.

"What's going wrong?" asked Susan, the manager. Susan knew Carol to be a capable salesperson, but like every other salesperson, she tended to forget even the most basic rules on occasion.

"Well," Carol began, "this fellow has seen a 70 watt-per-channel receiver at his friend's house, made by a specific manufacturer. He wants a set just like it, of the same brand. The trouble is, that manufacturer no longer makes a 70-watt set."

"We have a 65-watt current version," prompted Susan.

"I know," Carol agreed, "but he wants to end up with four speakers and is somehow convinced that 70 watts is his minimum requirement." She shrugged, rolling her eyes.

Both Susan and Carol knew there was no real difference between 65 and 70 watts per channel and that different loudspeakers perform differently on the same receiver. Still, it was too late in the game to begin pitching that tack.

"Carol," Susan said, "did it occur to you that maybe you're not really talking about what the customer really wants?"

"What do you mean?" Carol asked. "What he wants, we don't have!"

"Don't be so sure of that. We have a great 70 watt-per-channel receiver on display."

"It's not the brand that he wants," Carol objected.

"Maybe not," agreed Susan, "but you may have overemphasized the brand requirement right back to him. Maybe his *real* interest is in a high-quality, 70 watt-per-channel receiver with four-speaker capability. The brand should be a secondary consideration. Why don't you present that other receiver in the best manner possible and see what happens."

"All right," nodded Carol, "I'll give it a try." She walked back out onto the sales floor and Susan did not see her again until hours later.

"Well," the store manager asked, "how did it go?"

"You were right," Carol said. "I made the mistake of not really qualifying the customer properly. When he expressed his interest in that specific brand and power rating, it flustered me because we didn't have such an item."

"That's correct," Susan acknowledged. "Often a customer will express a 'laundry list' of requirements that really cannot be met. For example, a \$99 auto-reverse tape

deck or a 70-watt receiver by a manufacturer who doesn't build one. In these cases, where every request cannot be met, our job is to identify the *primary need*. In this case, it was the 70 watts and not the brand name."

"That proved true," Carol said. "The couple wound up placing a deposit on the receiver, turntable and four tower-model loudspeakers. Most importantly, the customer was satisfied."

And with that Carol excused herself, spying a new shopper approaching her department. With the practiced resolve of an experienced hunter, she began to stalk her game.

Effective Brochures

Product literature can be confusing for the customer and a waste of time for the salesperson. It can also be an invaluable aid in selling by providing needed information and reinforcing a salesperson's presentation.

Give-away literature becomes a waste when a shopper picks up two pounds of it to take home and read. It does you no favors when it is given to a customer in lieu of a sales presentation.

It's often wise to hand out product literature *after* your presentation. If you take a deposit on an item, the brochure helps keep your customer sold, by offering a glowing description of the product that he's ordered. If he is "just looking," then you may use the literature to back up what you've said. Do this by indicating what you consider to be the important selling features.

For example, a home computer might have the advantages of a sound generator and built-in language. The literature, of course, will state just about everything imaginable about the machine. Much of what it will say will be identical

to what rival literature will claim, and the two features that are most important to the shopper may tend to be buried under the avalanche of information.

Make your give-away literature more effective by saying something like "I know that you're interested in the sound generating capabilities of this model, and that you'd like to save money and add convenience by getting a computer with built-in BASIC, instead of fussing with a cartridge. This brochure explains more about these features in detail. I'll indicate the passages that I mean." Then underline or circle the headings or paragraphs that apply — in colored pen, if possible.

Now when your customer glances over the literature he'll never fail to review these sales points and he'll see them emphasized as well. The rest of the literature, along with its irrelevant, "me-too" passages can be ignored, and your own verbal presentation will be more easily recalled. Lastly, this technique personalizes the literature, tailoring it specifically for the present shopper and his individual needs.

audio/video SALESMAN



Agreeing With The Experts

The know-it-all shopper has always existed in hi-fi, and is beginning to crop up on the video and computer sales floor as well. We all know the type of customer this is. It's someone with a little or a lot of knowledge who is eager to flaunt what he knows. In some cases, he wants to sound knowledgeable in order to avoid being taken as a novice, hoping that he may get a better deal this way. Other times he is merely testing you, to be certain that you are product-aware. Then there are the few who are merely trying to trip you up in a mistake because they enjoy it.

No matter the type of know-it-all present, many sales people feel threatened by a customer who may know as much or even more about a product than he does. Mistakenly, they fall into an argument trap, trying to prove this or that minor

point and losing all hope of a sale in the process. In the end, the only thing that has been spent is time and energy.

Instead of trying to prove the customer wrong, or attempt to appear even more knowledgeable, try going *with* your shopper's tack, instead of against it. The first thing you should try is to compliment your customer's knowledge of the subject (even if he harbors misconceptions). If he's talking about, say, tape decks in general, ask him *his* opinion about the features. For example, you could say, "By the way, how do you feel about the new feather-touch controls that many manufacturers are employing?"

He'll either enjoy being the expert and answer, giving you a potential feature to close on, or demur, turning the sales presentation back over to you.

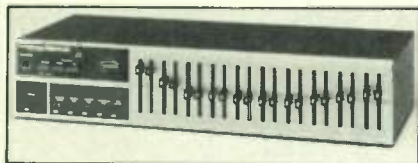
If the "expert" is showing interest in a certain model and has read tons of technical reviews on the item, there is still an important role for you to play. "You're obviously very well versed in this model and it's impressive to see somebody who cares enough about how they buy to really research what they want," you tell him. "Since you're well aware of the technical specifications and features, can I offer you information based on my personal experience regarding its performance track record or service history?"

By approaching the sale in this manner, you lead him toward the close by assuming that he already has closed himself and all you need to do is complete the sale. By avoiding confrontation and agreeing with the know-it-all, you can head your customer toward a sale instead of an argument.

AUDIO

Single Touch Analyzer

Audio Control says its Ten Plus octave equalizer analyzer lets anyone equalize a stereo system in minutes with a special Single Touch warble tone analyzer and microphone. When the user touches the analyze button, all slider LED's, except one pair, turn off and a warble tone of that frequency is sent



through the hi-fi system. The lit slider is adjusted until a red light blinks on. Then a touch of another button lights the adjoining slider and the process is repeated. The user is able to concentrate on only one of the 10 sliders at a time, taking much of the complication out of room equalization. A lab-grade measurement microphone on a 20-foot cord is included. The equalizer portion of the Ten Plus includes LED function switches, EQ tape, program and tape monitor circuits and a special Tchebychev 18-dB/octave subsonic filter circuit with video soundtrack inputs to allow connection of a VCR directly into the user's hi-fi system. Suggested retail price is \$329. Audio Control also is marketing the equalizer separately as the Ten, retailing for \$269.

Circle No. 134 on Reader Service Card

Compound Diaphragm

The Oaktron Compound Diaphragm is reported by the company to outperform any dome radiation tweeter or any piezo electric tweeter. By placing the voice coil midway between the outer and inner acoustic termination points, the company explains, the structural integrity of the diaphragm is improved significantly over standard run driven domes. The unique W shape diaphragm produces an open, trans-



parent sound that Oaktron claims reaches closer than any other tweeter to the classical and omnidirectional point source radiator. Oaktron also has introduced a 6-by-9 polypropylene woofer with its 3-inch Polydax tweeter for autosound applications. The unit is described as moisture proof, smog proof, sunlight proof and heat and shock resistant.

Circle No. 136 on Reader Service Card

\$350 Audiophile Turntable

Ariston Acoustics has begun marketing the RD40 turntable in the United States through distributor Elite Sounds Inc. The company says the RD40 has virtually all the design principles that have made Ariston's other models popular choices of European listeners, but is priced at



\$350. The belt-driven system with an AC synchronous motor consists of three substantial aluminum castings that make up the base, chassis and platter. The platter is slightly concave or "dished." Optional accessories include a DC motor with pitch control and electronic speed switching, an isolating base, a plexiglas cover, adjusting feet, mass weights, a massive platter, heavy springs and the Ariston tone arm, all of which can be retro-fitted as the buyer's budget permits.

Circle No. 128 on Reader Service Card

Low-Friction Tone Arm

The first tone arm in Sumiko Inc.'s Premier line, the MMT is a rigid, medium-mass, S-shaped arm that the company says is unique in three key areas. It features cone and ball race bearings on both planes for low friction with no bearing chatter or play, variable fluid damping for high, medium or low compliance cartridges and a decoupled disc-shaped counterweight system to keep the counterweight as close to the pivot as possible and thereby reduce warp sensitivity. The designer, David W. Fletcher, says the MMT uses the

same bearing design as the \$1,200 The Arm, but the MMT sells for a suggested list price of \$225.

Circle No. 137 on Reader Service Card

VIDEO

Picture Control Circuit

The VS-6 VHS video cassette recorder from Akai America Ltd. features what the company calls a unique Picture Control circuit designed to enhance sharpness and detail of mass-duplicated pre-recorded cassettes. The 18-function wireless remote provided with the



VS-6 allows control of all functions, including special effects, and allows the user to tune in cable stations if the television being used is not cable-ready. The unit uses four heads, records up to 105 channels and features a frequency-synthesized random-access tuner section with phase locked loop tuning. Fourteen-day, eight-event programmability allows up to eight hours of recording or playback. A fine-edit function lets the user locate the exact point to begin recording for professional-looking transition and allows insertion of new material between previously recorded sections. The VS-6 also has audio dubbing capability. The suggested retail price is \$1,095.

Circle No. 126 on Reader Service Card

Video Editing

Chalange Sales and Manufacturing has introduced two video editors that allow the complete edit function to be done using only one



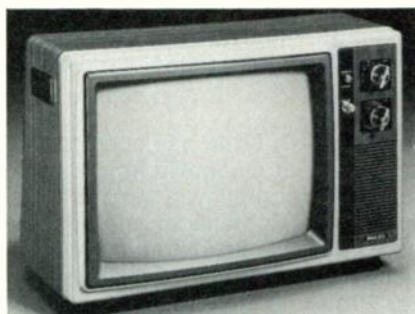
VCR. Once all scenes are edited, the dub function utilizing the second VCR is done automatically. The color monitor function allows the user to see what is retained, with the

monitor picture going from black and white (no edit retention) to color (for retained information) automatically. The edit information is stored permanently on the master tape, unless changed or removed by the operator, allowing the tape or tapes to be removed and re-inserted without losing any of the edits. The Model 1000, \$299.95, and Model 1200, \$349.95, are compatible with all brands of VCRs and can be used with monaural or stereo units. They also can be used to manually edit or insert edit during the course of normal automatic dubbing.

Circle No. 138 on Reader Service Card

15-Inch Color TV

Philco recently introduced a 15-inch color television, a screen size that has been absent from the Philco line for two years. A spokesman says the move is designed to offer consumers a unique alternative among the industry's many TV brands. Described as compact and contemporary, the C2506SWA has two-inch knob, click-stop tuning with a cable input connector. The black matrix in-line tube is housed in a walnut grain-finished cabinet with



built-in handles and a 3½-inch speaker. Suggested retail price is \$290. Philco also introduced seven other color TV models and one black-and-white portable. The 13-inch C2331SWA features a black matrix in-line tube, 5-inch speaker and built-in handle and retails for \$280. Three 19-inch color models are topped by the R2963SWA five-button remote color TV with channel scan, volume and power activated by the remote control or with soft-touch electronic buttons. With a cable input connector and Color-Rite picture control, the suggested retail price is \$440. The C2932SWA has one-knob electronic tuning and retails for a suggested \$330. The C2906SWA has two-knob, click-stop tuning and the suggested retail price is "open." The three 25-inch color consoles feature one-knob electronic tuning, lighted channel indicator and Efficiency 300 solid-state

chassis. The C4830SAK is a swivel base model retailing for a suggested \$550. The C4833SPE is traditionally styled, rests on casters and retails for a suggested \$570. The third console has two wide-range speakers and retails for \$610. The 12-inch black-and-white portable has a suggested retail price of \$95.

Circle No. 132 on Reader Service Card

Palm-Sized TV

A palm-sized black-and-white UHF/VHF television with liquid crystal screen measuring 1½ inches diagonally and full fidelity AM/FM



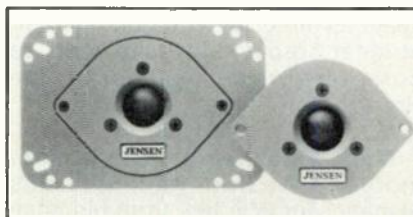
tuner has been dubbed the Video Sports XTV-2000 by EXP Research. It features telescoping antenna, volume control, built-in high performance loudspeaker and headphone jack. It is small and lightweight, fitting into a shirt pocket when not in use.

Circle No. 133 on Reader Service Card

AUTOSOUND

Soft Dome Tweeter

A soft dome tweeter capable of power handling capacity up to a maximum of 75 watts has been introduced by Jensen Car Audio. Jensen says the dashboard-mounted J2094 assures high frequency dis-



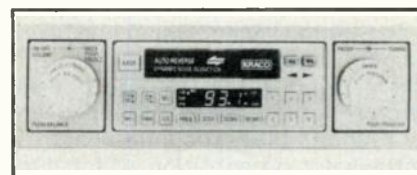
person with 94 dB efficiency. The speaker fits into 3½-inch dashboard cutouts and is furnished with adapter plates enabling it to fit 4-by-6 standard and metric applications. Specs include 0.3% THD, useable

frequency response of 1,700 Hz to 24 kHz and sensitivity of 94 dB SPL. Dome tweeter diameter is 1 inch and mounting depth is 1 1/16 inch. Suggested retail price for the pair is \$54.95.

Circle No. 127 on Reader Service Card

Electronic Tuning

Kraco is expanding its electronic tuning car radio line at the Summer CES with introduction of the ETR-1086 and ETR-1088, offering more popular price points for the ETR line.



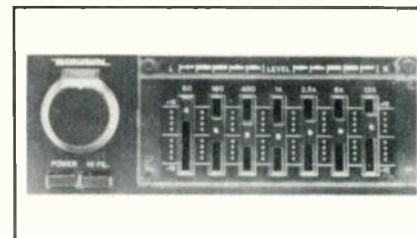
ETR-1088

The ETR-1086 is an AM/FM stereo cassette radio with electronic push-button tuning, dynamic noise reduction, auto reverse and five AM and five FM station presets. Suggested retail price is \$229. The ETR-1088 is an AM/FM stereo cassette radio with high power, electronic push button tuning, DNR, auto reverse and six AM and six FM presets. It provides 20 watts per channel and features FM muting, metal tape equalization switch and super alloy tape head. Suggested retail price is \$249.

Circle No. 131 on Reader Service Card

Car Equalizer Boosters

The EQL-300 and 400 graphic equalizer boosters from car stereo manufacturer Autotek Corp. feature five-band and seven-band equalization, respectively, illuminated front



EQL-400

panels, LED illuminated slide controls, 10 LED peak output indicators, front-to-rear faders, by-pass switches, high filters to reduce hiss and BLO-PRUF output circuits to protect against amplifier or speaker damage caused by short circuits in speaker wiring. Both have 25 watt-per-channel output into 4 ohms. The EQL-300 has a suggested list price of \$99.95. The EQL-400 has a suggested list price of \$119.95.

Circle No. 135 on Reader Service Card



Bauer



Elias



Phelan



Swanson



Little



Black

R. Stanton "Stan" Bauer has been named national sales manager for the Magnetic Tape Division of **Fuji Photo Film U.S.A. Inc.** He has overall responsibility for the division's entire sales organization, which currently is composed of four regional managers, nine district managers, a direct sales force and numerous representative firms. In addition to achievement of corporate sales objectives in both consumer and industrial areas, Bauer plans to broaden Fuji's distribution. Fuji also has appointed **Edwin Havens** technical service manager for the division, a position created recently because of the expansion of the Magnetic Tape Division. He is responsible for all technical product evaluation, customer service, the creation of technical service seminars for Fuji dealers, show support and demonstration materials.

Harry Elias has been promoted to senior vice president/sales for the consumer electronics divisions of **JVC Co. of America**. Most recently Elias held the position of vice president/sales for JVC's home entertainment and hi-fi divisions, having joined the company 15 years ago during JVC's first year of doing business in the U.S. market as a factory salesman covering the Brooklyn, N.Y., area. A veteran of 30 years in the consumer electronics field, Elias started as a retailer with a large appliance/TV chain in the New York area.

John F. Phelan has been appointed professional products marketing manager for **Shure Brothers Inc.** He is supervising the marketing of all Shure professional audio products. Previously Western regional sales manager for Sony Corp. of America's Professional Audio Division, Phelan also has experience with Filmways Audio Services Inc.

Ronald M. Swanson has been named market development manager of **3M's** Magnetic Audio/Video

Products Division for consumer business. He is developing programs for the audio product line, including accessories. Swanson, an 11-year 3M veteran, most recently was the division's marketing information manager.

Dean Miller has been promoted to national sales manager of **Nakamichi U.S.A.** from East/Central district sales manager. He is now responsible for management of the entire sales force of the Japanese corporation's U.S. arm. In addition, **Lee Adams**, formerly West/South district sales manager, has been named marketing manager for Nakamichi U.S.A. He is responsible for the entire range of marketing services and management of paid media advertisements and also maintains direct contact with a number of accounts, allowing him to remain current with the latest activities and assist the national sales manager when necessary. Other promotions at Nakamichi U.S.A. include **Ken Ohba** to director of business development and communication, **Kevin Ferner** to Eastern regional manager and **Suzu Bress** to credit supervisor.

Gerald Weinerman has been appointed vice president of credit for **N.A.P. Consumer Electronics Corp.** Previously director of credit for NAPCEC, Weinerman continues to direct credit management operations. Prior to joining Magnavox in 1980, Weinerman worked for 11 years as director of corporate credit at Ideal Corp and for nine years as corporate credit manager for the Ronson Corp.

Mark Weisenberg has been promoted to Western regional sales manager for **JBL Inc.** from his position as district sales manager for Southern California. He now is responsible for sales in all territories west of the Mississippi River. Weisenberg's background in the audio industry includes experience as a Pacific Stereo sales manager. He

joined JBL in 1981 as a member of its Southern California Audio Team.

Howard B. Brown has been appointed president and chief operating officer of **PortaVideo Entertainment Group Inc.** Before joining PortaVideo last year as executive vice president, Brown was a management consultant in Washington, D.C., and Florida, where he focused on management and consultation programs at Kennedy Space Center. **Ted K. Thrush**, president and developer of the PortaVideo concept, is serving as a consultant to Brown and to PortaVideo Entertainment Group Inc. His responsibilities now focus on the company's international operations, worldwide expansion and diversification and product development.

William G. Little has been named president of **Quam-Nichols Co.** He joined the company in 1970 as a distributor sales manager and became executive vice president in 1976. Little also is chairman of the Distributor Products Division of the Electronic Industries Association and serves on EIA's board of governors. He also is treasurer and a member of the board of directors of the Electronic Industry Show Corp.

David Black has been appointed national sales manager for **Alpine and Luxman**. Black began more than four years ago as a regional manager and then national sales manager of Alpine products only. The new position adds similar responsibilities for the Luxman division. The post formerly was held by Dean Foster, who is leaving the company to pursue private business interests.

Sydney Levy has been named vice president of operations for **Mura Corp.** He is charged with developing and implementing all operational support systems, including distribution, warehousing, service, order processing and office management. He joins Mura from U.S. Pioneer

Corp., where he served as Eastern regional operations manager for nine years.

Cheryl Benton has been appointed sales administration manager for **Embassy Home Entertainment**. She is responsible for overseeing administrative procedures for Embassy's sales force in the United States and for working directly with Embassy's network of home video distributors. The company also has named **Jim Brown** West Coast regional manager and **Vince Larinto** director of finance. Brown served most recently as Southwest district sales manager for CBS/Fox Video. Larinto joins Embassy from Twentieth Century-Fox where he was national credit manager.

Jed Daly has been promoted to director of program acquisition for **CBS/Fox Video**. Formerly manager of program planning and research, Daly now participates in the development of corporate strategy for the acquisition of motion picture product, the tracking of motion picture releases and negotiation of rights acquisition. CBS/Fox Video also has appointed **Lisa Alter** as an attorney, involved in all aspects of legal affairs for the home video company.

Robert Fanelli has joined **Scholastic Inc.** as national accounts manager for its new line of Wizware computer software for children. He is responsible for software sales to major retail chains and software distributors throughout the United States. He previously worked with Canon and Casio in regional chain sales and handled national accounts sales for the business equipment division of Toshiba.

Jerome C. Gendron has been named national sales manager of **RGR/RG Dynamics Inc.**, responsible for the company's U.S. and Canadian sales effort. His background in the audio, sales and training fields includes experience with Allied Radio of Milwaukee, More Sales Inc. and The Executive Technique, Tratec, a division of McGraw-Hill and The Forum Corp.

Steve Shore has rejoined **Casio Inc.** as Western regional sales director. His responsibilities include planning, directing, controlling, administering and coordinating the activities of the Western Regional Division. Shore originally joined Casio in 1978 as regional manager. His previous experience includes a position with Clarion Corp.

Frank Smith has joined **Olson Sales**, a Northern California manufacturers' rep firm whose lines include Maxell, Carver, AudioSource and Goldring. Formerly special product manager for Infinity Systems Inc., Smith has experience in foreign and domestic audio sales as well as in the design and supervision of customer service operations.

Stephen Smith has been appointed as salesman for **Boston Acoustics**. Based in Los Angeles,

Smith's territory includes all states west of the Mississippi River. Most recently he was director of national sales for M & K Sound Corp.

Jamie Yuan has been promoted to national sales manager for **Lasonic Electronics Corp.** His efforts are supported by **Ashley Ho**, appointed Eastern sales manager, and **T.J. "Ted" Chiang**, appointed Midwestern branch manager.

Raymond R. Allen has been promoted to senior vice president/marketing for **Certron Corp.**

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Acquisitions

Harman International Industries Inc. has completed acquisition of the **URC Group**, including UREI, Teletronix, Coast Recorders and United Western. The company said the acquisition of the URC companies provides JBL, another Harman subsidiary, with the electronics products necessary to supplement JBL's professional loudspeakers and, through the recording companies, offers a link to musicians and artists that will result in better sound reproduction products. Each of the URC companies operates as an autonomous subsidiary.

Wharfedale has been purchased by English entrepreneur Peter Newman from the Rank Organization. Rank had owned Wharfedale since 1959, but for the past two years, Wharfedale has been distributed by an American company with a private label speaker division. This arrangement has been terminated and, for the past few months, Wharfedale has been operating on a direct basis. Back in charge of the new U.S. setup is Geoffrey Miller, who was responsible for the re-launch of U.S. Wharfedale in 1978.

Fiscal Reports

While **BASF Group** sales advanced 2.3% in 1982, pre-tax earnings declined 21.6%. Higher volume accounted for half of the group's sales gain, and the strength of the U.S. dollar contributed to the increase in the value of sales. However, unsatisfactory refining, commodity plastics, fiber and potash profits could not be offset by improvements in other businesses, the company said. In addition, foreign exchange losses were incurred. BASF's business in Europe exceeded the group's average, but outside of Europe, it was affected by economic difficulties in North America and Mexico.

Zenith Radio Corp. reported a net loss of \$21.8 million in 1982, compared with net income of \$15.6 million in 1981, which chairman and president R.W. Kluckman attributed to severe competitive pricing conditions and the delayed national economic recovery. Among consumer electronics products, selling prices of video cassette recorders were down 30% at year end, and Zenith's losses in the VCR category

accounted for \$22 million of the decline in pre-tax operating results. In addition, large-screen projection color TV sales were far below industry expectations and, Kluckman reported, video disc player prices have declined to a level that does not permit continued participation by Zenith in the business. While unit sales of color television were up about 2%, competitive pricing conditions produced what Kluckman termed unsatisfactory operations. Kluckman projected that "even though Zenith results will continue to be affected by industry pricing levels, we will continue to develop the new business areas that are becoming increasingly important for Zenith."

Worldwide sales of **BASF** audio/video products increased by about 25% over the previous year to \$300 million. According to company officials, the growth rate in the United States was well above the 1982 world average. In view of this success and the potential video markets, the BASF board of executive directors has decided to expand worldwide videotape production. The company has expanded its video capacity and announced capital expenditures of about \$15 million for the year at its Bedford, Mass., plant. During the first two months of 1983, 100 workers were added to the BASF Systems payroll.

Penril Corp. announced an increase in earnings and revenue between the first and second quarters of fiscal 1983. Net income was up 15% and earnings per share were up 13%. Revenue was up 8%. Kenneth M. Miller, president and CEO, stated that each of the company's five profit centers continued to generate profits during the six-month period ended Jan. 31.

Reorganization

American Audio Corp. has completed its initial stages of reorganization. Ryotaro "Leo" Ikeda, has resigned his position as president. Hideyuki Kinoshita, formerly chairman of the board, has assumed the responsibility and title of president for the newly restructured corporation. The company is continuing implementation of expansion and growth plans based on improved sales and distribution programs, new product offerings and an in-

creased customer base. It plans to serve all available retail segments of the marketplace as a supplier of car stereos.

Name Change

Cybernet International has changed its name to **Kyocera International Inc., Consumer Electronics Group**, to be consistent with its new position as an operating division of Kyocera. The division remains at its present location and is continuing to offer products under the brand names of Cybernet, KLH and Kyocera.

Facilities

Escrow has been opened for the sale of **Altec Lansing's** Anaheim, Calif., facility for a full cash price of \$7.75 million. The sale of the facility, to an as yet undisclosed buyer, is subject to certain contingencies, but the company expected the transaction to be finalized within the next two months. Altec Lansing now is considering the consolidation of all remaining Anaheim manufacturing activities at Altec's Oklahoma City facility. Company headquarters will relocate to a new facility near the Anaheim plant.

Commodore Business Machines Inc. has completed negotiations for a 17-year lease of the Norcross Rustcraft facility in West Goshen Township, Pa. The move to the half-million square foot facility has consolidated activities located at various points in the Wayne and King of Prussia, Pa., area. The building is headquarters for CBM's U.S. manufacturing, distribution, warehousing, marketing and sales activities.

Renier's TV-Stereo & Music has moved its downtown Dubuque, Iowa, flagship store from Town Clock Plaza to Dubuque's West End Shopping Center. The three-store-front area is now the largest outlet in Northeast Iowa for stereo, TV, guitars, amplifiers and musical instruments. It also includes service departments and the main office and warehouse.

Lasonic Electronics Corp. has opened a distribution center in New Jersey. The warehouse was centrally located to improve deliveries to Lasonic's Eastern customers and alleviate most back-order situa-

tions. All orders are being processed through the company headquarters in Alhambra, Calif., and routed to the new distribution center for immediate shipment.

After 10 years located on Santa Monica Blvd. in Hollywood, Calif., **Coast Recording Equipment Supply Inc.** is moving to larger quarters half a block from its old location. The new facility provides the company with more than 11,000 square feet of display area, plus needed storage space for the Coast inventory.

Ownership Decisions

Webcor Electronics Inc. is proposing a full slate of nominees for election as directors of **Repco Inc.**, a supplier of equipment to the land mobile radio market, at the annual meeting of Repco stockholders scheduled for this month. Webcor also has formed a Repco Inc. Stockholders' Committee to solicit proxies in favor of the committee's nominees and in favor of the committee's position on other proposals made by Repco management. Webcor presently owns 243,080 shares of Repco common stock, or 20% of the shares believed to be presently outstanding.

In a separate statement, Webcor announced an offering of 600,000 common shares at \$23.25 per share.

Litigation

Executives from **Warner Communications Inc.** and **Coleco Industries Inc.** March 11 announced the settlement of all issues regarding patent infringements between Warner subsidiary Atari and Coleco. Under terms of the agreement, Coleco has become licensed on a royalty basis under Atari's patents to continue to manufacture and sell both its Expansion Module No. 1 for the ColecoVision Video Game System and the free standing Gemini Video Game System, which play cartridges compatible with the Atari 2600 Video Computer System. Neither company would disclose other terms and conditions of the agreement.

Reps & Distribution

JBL Inc. has appointed **20th Century Marketing** to represent its consumer product lines in Southern California, Arizona and Southern Nevada after 10 years of factory-direct service in the area. Based in Carson, Calif., 20th Century Marketing was JBL's original rep firm under the name of Pacific Audio Sales

from 1958 through 1972, when JBL went factory-direct. JBL also announced recently that the company's Professional Products Division will begin distributing UREI brand name products in the United States July 1. The URC Corp., of which UREI is a division, recently was acquired by JBL parent Harman International.

Discwasher presented its "10 Year Recognition" award to **Carduner Sales** at a recent awards ceremony. Carduner Sales covers New York City and Northern New Jersey. Discwasher spokesmen congratulated Jim Hall and Eugene Carduner for "an excellent job" of selling and supporting all Discwasher products during the past 10 years.

Alpine Electronics of America recently awarded rep-of-the-year hon-

ors to **Paul Fitzpatrick Co.** for sales of Alpine car audio in Northern California and Northern Nevada and to **Sound Tech Marketing** for sales of Luxman home audio components in the Colorado, Idaho, New Mexico and mid-continent area.

Hitachi Audio has chosen **Brake and Associates** its Rep of the Year for 1982. The Denver-based rep covers the Rocky Mountain region for Hitachi Audio.

Kloss Video Corp. has appointed **Audio Video Marketing** as its sales representative in Ohio, West Virginia, Western Pennsylvania, Michigan, Indiana and Kentucky.

Rockford Fosgate has appointed **Dave Armon** as its official representative for the states of Illinois, Iowa, Missouri, Kansas and Nebraska.

hi-fi/video library

Video Guides

Three volumes of video handbooks are available from Comprehensive Video Supply Corp. **The Video Guide, Volume III**, by Charles Benninger, is designed to unravel the complexities of video equipment simply and logically. This newly revised primer has 233 pages with 50 new photographs and cov-



ers the latest in home/broadcast and VCRs, video disc systems, portable battery packs, editing systems, 1/2-inch broadcast format equipment and 3/4-inch VTRs. It is priced at \$18.95.

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The Video Production Guide is a 352-page book by Lon McQuillin, which gives a broad overview of all aspects of video production, from script development through distribution. Topics include location, budgeting, equipment, sets and

lighting, audio engineering, editing, etc. Written for the beginner and advanced video producer, it is priced at \$28.95.

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The Home Video Handbook, 3rd Edition is a 382-page guide that gives detailed information about the different kinds of equipment that best suits the amateur user's particular needs, how to record and edit videotapes and how to connect components. It also discusses the newest trends in accessories, cameras and VCRs as well as VHS and Beta editing, image processing devices, satellite receivers, HDTV and more. It is priced at \$13.95.

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Trade Show Guide

A Guide to Successful Trade Show Participation, prepared by the Electronic Industries Association primarily to assist member companies in preparation for the Electronic Distribution Show and Conference, also explores concepts and presents ideas applicable to participation in any trade show. Topics include "Why Trade Shows?," "The Marketing Plan," "Show Selection Criteria," "Effective Displays," "Planning and Promotion," "The Selling Effort," "Organizing Your Participation," "Activities at the Show," "Follow-up" and "Evaluation." Copies are available for a \$2 postage and handling fee.

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calendar of events

June 5-8 — 1983 Summer Consumer Electronics Show, McCormick Place, Chicago. EIA/CEG's second installment for 1983 will include more of the newest consumer electronics products in every category. *Contact:* Consumer Electronics Show, Two Illinois Center, Suite 1607, 233 N. Michigan Ave., Chicago, Ill. 60601.

June 9-14 — Sim-Hi-Fi-Ives: International Exhibition of Music, High Fidelity, Video and Consumer Electronics, Milan Fair Centre, Milan, Italy. The last two days will be reserved for the trade. *Contact:* Segreteria generale: Via Domenichino, 11-20149, Milano. Telex: 313627 GEXPO I.

June 17-19 — Automotive Service Councils of California Show, Anaheim Convention Center, Anaheim, Calif. Devoted exclusively to the needs of the 55,000 independently owned and operated automotive repair shops in California, Arizona, Nevada and Oregon, the ASC-CA

Show includes the approximate 1,690 stereo/CB installers and dealers in the four state area. *Contact:* ASC-CA Show, 24781 Camino Villa Ave., El Toro, Calif. 92630. Phone: (714) 586-8730.

July 31-August 4 — Third Annual Association of Progressive Rental Organizations Convention and Trade Show, Caesar's Palace Hotel, Las Vegas, Nev. APRO is comprised of rental dealers who market within the consumer electronics, home appliance and furniture industries with the rent-to-own concept. *Contact:* Roy Duckworth, Global Enterprises Inc., P.O. Box 1907, Austin, Texas 78767.

Aug. 1-6 — National Electronics Sales & Service Convention and Trade Show, Olympia Resort & Spa, Oconomowoc, Wis. The Aug. 4 trade show, devoted to retail sales and service dealers and technicians, is incorporated into a six-day convention package of industry and association events. Exhibit space discounts continue through June 30. *Contact:* NESDA/ISCET National Electronics Sales & Service Convention, 2708 W. Berry St., Ft. Worth, Texas 76109.

Sept. 2-11 — International Audio and Video Fair Berlin, The Berlin Fairgrounds, Berlin. Featuring the latest consumer and electronics products from all over the world, the fair allows dealers to view, compare and place orders. Accompanying the exhibition are a variety of seminars, meetings and conferences, allowing dealers and exhibitors to exchange experiences and ideas. *Contact:* AMK Berlin, Company for Exhibitions, Fairs and Congresses, Postfach 1917 40, Messedamm 22, D-1000 Berlin 19.

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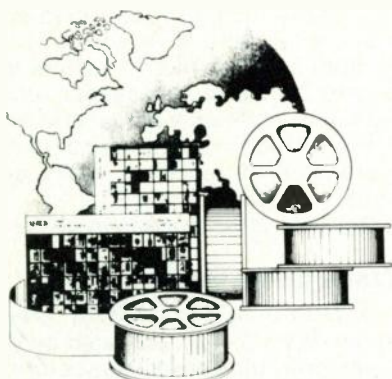
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Introducing the car audio system that can raise your standard of listening: Panasonic Supreme Elite.



Panasonic introduces a new stereo component system for your car: the Supreme Elite. Each component was engineered with advanced sound technology. Technology that provides this car audio system with some of the most sophisticated features on the road today.

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these advanced features are also offered in the Bantam mini-chassis Supreme Elite Cassette/Stereo Receiver (CQ-S818).

To shape the performance of a Supreme Elite Cassette/Receiver to your own car, you can integrate either unit with the 100 Watt* Panasonic Commander Equalizer/Amplifier (CY-SG100). This component also features Ambience. To virtually surround you with sound.

So, if conventional car audio has been your standard of listening, now you can raise that standard with Panasonic Supreme Elite.

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