

AUDIONICS OF OREGON
A Brief Background

AUDIONICS of OREGON, was incorporated in 1969. Our first years were spent as importers and distributors of British audio electronic products. About five years ago we commenced the design and manufacturing of our own products.

Our first electronic product, in addition to loudspeakers, was a 100 watt per channel power amplifier, the PZ3. Although we were not well known, the PZ3 sold in reasonable quantities and after a 'shakedown' period, became a reliable amplifier with a reputation for producing excellent sonic performance for the dollar.

About three years ago we moved our production facility from East Portland to Beaverton. Beaverton is about ten miles from Portland and is the home for a large number of electronics manufacturing companies. Our first new product in our new location was the BT2 preamplifier, which again offered excellent performance for the dollar. The BT2 received critical from various reviewers for sonic performance.

Our third product, the CC2 stereo power amplifier, has been our most successful commercial product. Nearly 4,000 have been produced since the introduction in Spring of 1978. Aside from early minor difficulties of an electro-mechanical nature, the CC2 has been an incredibly reliable product. Failure rate of actual audio circuitry has been remarkable...less than 1%!

Concurrent with the introduction of the CC2, our engineering department was readying two new products...the BA150 Analog/Digital Hybrid Amplifier and the Space & Image Composer. The BA150 was designed by David Berning and is quite unique in design. A color brochure describes some of the more interesting design and performance features of the product. The Space & Image Composer is quite probably the world's most sophisticated SQ decoder and stereo ambience recovery system. The 'Composer' uses the TATE Directional Enhancement System as the basis for the extraordinary performance. The TATE System has been in development for over five years and the circuitry is now available in integrated circuit form. AUDIONICS of OREGON is the first company to produce a commercial consumer product using the system. Dolby Laboratories* have adapted the system as their standard for quadraphonic cinema sound, replacing their earlier QS* based Sansui system. In theaters where Dolby-processed 70MM six channel cannot be shown, Dolby Laboratories are now providing TATE-based decoding systems for multi-channel sound. Our 'Composer' has enjoyed remarkable acceptance as an audiophile product..especially in view of the fact that four-channel was once thought to be 'dead' and the 'Composer' retails for nearly \$1,000.00!

Presently, we are doing the finishing touches on our long-awaited turntable, the LK1. We are grateful to have had the assistance of Dr. Sao Win of Win Laboratories during the past few months. We expect the LK1 to be an outstanding unit offering superb performance at a moderate cost. We expect to introduce the LK1 during Spring of 1980.

Our most recent product, the RS1 preamplifier, is being shown at a trade show for the first time. We started shipments about six weeks ago and have received excellent comments from dealers and owners throughout the United States. The RS1 has several unique features, including Axial Tilt Correction (tm), a proprietary feature which allows the user to correct for mechanical errors in the construction and mounting of the arm/cartridge combination. The correction reduces crosstalk between channels with an attendant improvement in imaging and the perception of depth. A test record is supplied with each RS1 to enable the owner to make the correction, whenever necessary, if the system requires it.

DISTRIBUTION

Our products are sold in over thirty countries worldwide and in over 100 retail dealerships within the United States, including Hawaii, Alaska and Puerto Rico. Because our production capabilities are limited, we are careful to limit the amount of dealerships in larger metropolitan areas...and usually, in spite of our best efforts, some products remain backordered between scheduled production runs. Our production, engineering, service and administrative departments remain quite small by the standards of many other companies...less than forty people. We have concentrated on developing reliable and viable products that can be produced efficiently by a small, well-trained staff. Each of our products is virtually handbuilt. We use no automation in the manufacturing of our products with the exception of the metalwork used in the chassis' of our various products. Obviously, we are unable to supply our product to every retail account that requests a dealership, but the production limitations of our company simply prohibit it. Our goal has been to maintain a controlled growth curve. We are a privately held corporation and to insure programmed growth, we select our distribution carefully.

MANAGEMENT, ENGINEERING, SERVICE, & PRODUCTION

These four areas of operation are important to any high technology electronics manufacturing company. Over the past several years, Audionics of Oregon has been exceptionally fortunate in having the services of some extra-ordinary talents. We would like to introduce a few of our key people, several of whom you may deal with on a regular basis by telephone, if you are an AUDIONICS of OREGON dealer.

Charles Wood, President

Founded the company in 1969 and has remained president since the founding. Prior educational background in broadcast and theater arts. Spent several summers with the Oregon Shakespearean Festival Theater in Ashland, Oregon as audio consultant. Spent nearly fourteen years in television broadcasting as a director and later as production engineer with the major CBS affiliate in Portland, Oregon. Hobbies include music listening, both live and recorded, recording live performances, motorsports (used to race Lotus sports and formula cars), and enjoys travel. Is 36 years old, married with two children and a very patient wife.

Clifford Moulton, B.S.E.E.(1948), M.S.E.E.(1950), Registered Consulting Professional Engineer in Oregon(1952) and Vice-President, Director of Engineering for Audionics of Oregon

Is past chairman of the Portland Section Institute of Radio Engineers/IEEE. Holds numerous patents, has published numerous papers and articles. Cliff was senior scientist with Allis Chalmers Research Labs in the area of extra-high voltage research. Developed the 'Traser' System for extreme accuracy in metering and protection signals using a guided light path. Prior to that, he was a Project Engineer for Tektronix, Inc., and was responsible for several major product developments, including the first commercial color television waveform monitor for broadcast use, the Tektronix 524 as well as six other major Tektronix products that contributed to their rapid growth as the predominant manufacturer of oscilloscopes. Hobbies include flying (multi-engine rating), electronic organs and computers. More recent work in the field of audio include substantial design efforts with Audionics of Oregon consumer products as well as upcoming studio and professional products. Cliff also provides a design and consulting service for small specialty electronics firms in the Pacific Northwest.

Steven Kennedy, Technical Services Manager

Has been with the company since 1975, first as product service manager but more recently involved in co-ordinating new product development with the production department. Steve has been directly involved with development tasks for both the BA150 and the Space & Image Composer, as well as supporting technical sales and production efforts. Steve is 24, single, plays guitar, listens to music, and has performed with several musical organizations in various stage and theater productions in the Portland area. Has a two-year degree from Mt. Hood Community College with electronics theory as major area of study.

Robert Popham, Product Service Manager

Robert was the first employee hired by Audionics nearly ten years ago when he attended high school. After completing two years at Mt. Hood Community College and working as the service manager for a large local retail electronics outlet, he returned to Audionics of Oregon in the summer of 1978. Robert is 24, married, with a six-month old daughter. Enjoys music listening, and motorcycles. Plays the trumpet with outstanding skill (when he has the time)...and runs an excellent service department!

Kristopher Schatz, B.S.E/E

Kris is just undergoing the trauma of turning '30', has a B.S. in Electronics Engineering from Portland Community College. Worked previously for four years as service manager for another manufacturer in the communications field, and later for three years as a system engineer designing analog/digital computers. Before becoming involved with electronics, Kris was planning to become a concert pianist. He attend the Bannf Institute of Fine Arts and still plays the piano four or five hours a week. Recently married, he enjoys music and working around his home. Kris was directly involved in the pre-production effort with the new RS1 preamplifier, and has completed several new product designs which will be produced by Audionics of Oregon for professional applications.

Don Doering, Manufacturing Manager

Don has previous experience with several firms involved in the manufacturing of military and instrumentation electronics. He was directly involved in the areas of production procedures, management, and administration. Attended Penta Technical College and Toledo University, Toledo, Ohio. Majored in electrical engineering and is responsible for developing quality control procedures and co-ordinating production at Audionics of Oregon.

SUMMARY

The preceding has been a brief glimpse of our company and some of our key people. Obviously, many other individuals are involved with our efforts, both within our organization and outside in the 'real world'.

Along with our controlled growth, we look towards establishing long term relationships with our customers whether a retail dealer or an individual consumer. The "80's" will bring new and revolutionary developments in the field of audio...and we expect to continue to contribute our share of new technology.

TRADEMARK CREDITS *

SQ is tm CBS, Inc.

QS is tm Sansui Electric Corp.

TATE Directional Enhancement System is tm TATE Audio Ltd.

DOLBY and DOLBY SYSTEM is tm of Dolby Laboratories, Inc.

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