

EV STEREO-4™
compatible four channel

4-CHANNEL SOUND

Electro-Voice is making it happen for you...today!

(Being more a progress report than an advertisement.)

The Promise

Thousands of people have heard 4-channel stereo reproduction at hi-fi shows and special demonstrations in the last few years. Others have read about this fascinating and rewarding technique that promises more faithful reproduction of musical performances. Early experiments have also shown 4-channel to be an effective tool in creating new sonic environments for both serious and popular musical forms. The concept has met with almost universal critical acclaim, and strong general approval.

The Problem

But alas only a handful of enthusiasts are actually enjoying this advance today. Because only a few 4-channel tapes have been produced for sale. The problem is simple, but basic: 4-channel means just that—four separate signals. And to reproduce it properly demands four of everything, right down the line.

It's possible (albeit expensive) with reel-to-reel and cartridge tape. But the stumbling block has been to put four completely independent signals in a record groove, or to broadcast them over a standard stereo FM station.

And if you can't make 4-channel discs, or play them on FM, the market is limited to a precious few 4-channel tape owners. But their numbers are so small that the record industry just can't afford to release four channel material. So the industry continues to produce 2-channel stereo that anyone can play (and that can be sold in volume).

The Way Out

Now Electro-Voice has moved to break the impasse. With a system that can offer the significant advantages of discrete 4-channel, yet is compatible with present record manufacturing and playback equipment and present FM broadcasting. It is called STEREO-4.

STEREO-4 is a system that encodes four channels into a stereo signal that CAN be transmitted over FM or recorded on a disc, stereo cassette or cartridge. The home listener adds a STEREO-4 decoder, plus another stereo amplifier and a pair of rear speakers. The result is reproduction that closely rivals the original 4-channel sound. Four different signals from the speakers, with a feeling of depth and ambiance you have never before heard from any record.

Admittedly, STEREO-4 is not quite the equal of 4 discrete signals. But while there is some loss of stereo separation, there is no reduction in frequency response or overall fidelity. We might note that this reduced separation actually seems to aid the psycho-acoustic effect for many listeners in normal listening situations. And on the plus side, STEREO-4 offers an advantage that even discrete 4-channel cannot provide.

The Remarkable Bonus

Playback of almost all present 2-channel stereo discs and tapes is greatly enhanced when fed through the STEREO-4 decoder. It's the result of multi-microphone recording techniques that include a remarkable amount of 4-channel information on ordinary stereo discs and tapes. Adding STEREO-4 releases this hidden information for all to enjoy.



Model EVX-4
STEREO-4
decoder

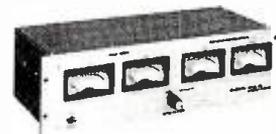
The Decoder

A STEREO-4 Model EVX-4 Decoder costs just \$59.95. And with it, plus 4 speakers and dual stereo amplifiers, the listener is equipped for almost any kind of sound available. Encoded 4-channel, enhanced stereo, regular stereo, and discrete 4-channel (assuming suit-

able source equipment). Even mono. So STEREO-4 is the one system that is compatible with the past, present, and foreseeable future.

The Present

And what about encoded 4-channel discs and broadcasts? Well, that's where you come in. Already recording companies have started mastering STEREO-4 records, and their ranks are growing. And STEREO-4 is now being broadcast in many major cities around the country.



Model 7445
Professional
STEREO-4
Encoder

The Encoder

All that is needed is a Model 7445 Professional STEREO-4 Encoder \$795.00 net, direct from the factory. The encoder is patched into your console. No other changes in equipment or handling, whether broadcasting or recording (except that you'll want to add 4-channel monitoring, of course). No increase in costs. And your performance standards are unaffected. The encoder doesn't add noise, distortion, or limitations on response. And listeners without a decoder still enjoy all the music in conventional 2-channel stereo. Some record producers even feel that the STEREO-4 encoder results in better 2-channel stereo than conventional mix-down techniques.

The Future

Like you, we hope for the day when discrete 4-channel sound will be commonplace on records and FM, and when STEREO-4 decoders will be relegated to enhancing present libraries. But that day will have to wait until some very knotty design problems are solved. And probably after a host of new FCC regulations define an utterly new system. Indeed, there is serious question whether these problems can be solved at all.

In the meantime, the STEREO-4 system is getting 4-channel recordings into the marketplace in increasing numbers, in a form that people can enjoy. EVX-4 STEREO-4 decoders are now on the market in quantity. And STEREO-4 decoder circuits are being designed into mass-produced stereo phono and receivers. Even STEREO-4 juke boxes are now in use!

What Can You Do?

Write us today for all of the technical details, plus up-to-date news of STEREO-4. Make news yourself by adding compatible STEREO-4 for your audience. It's not too soon to start planning for tomorrow!

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