Secret of Sansui Ound

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Our 25th Year

This is a year of celebration for Sansui. We are 25 years old.

In 1947, you probably didn't know us at all, for we were a small company specializing in the manufacture of transformers for communications purposes and audio equipment.

In 1972, we are a company with world-wide interests, recognized as one of the leaders in the high fidelity industry. Our products are today sold and enjoyed in more than 90 countries. Our reputation is our proudest achievement. Our success is the result of the efforts of many persons, but especially the energy and creativity of our employees, and the loyalty of our international dealer network. To those of you who have expressed your confidence in our ability by working for our success, we dedicate this book to your untiring efforts.

Of greater importance, we dedicate ourselves to new horizons so that we may continue to produce audio equipment that reflects the world's highest standards of reliability and integrity. We ask your continued loyalty and encouragement.

President K. Kikuchi

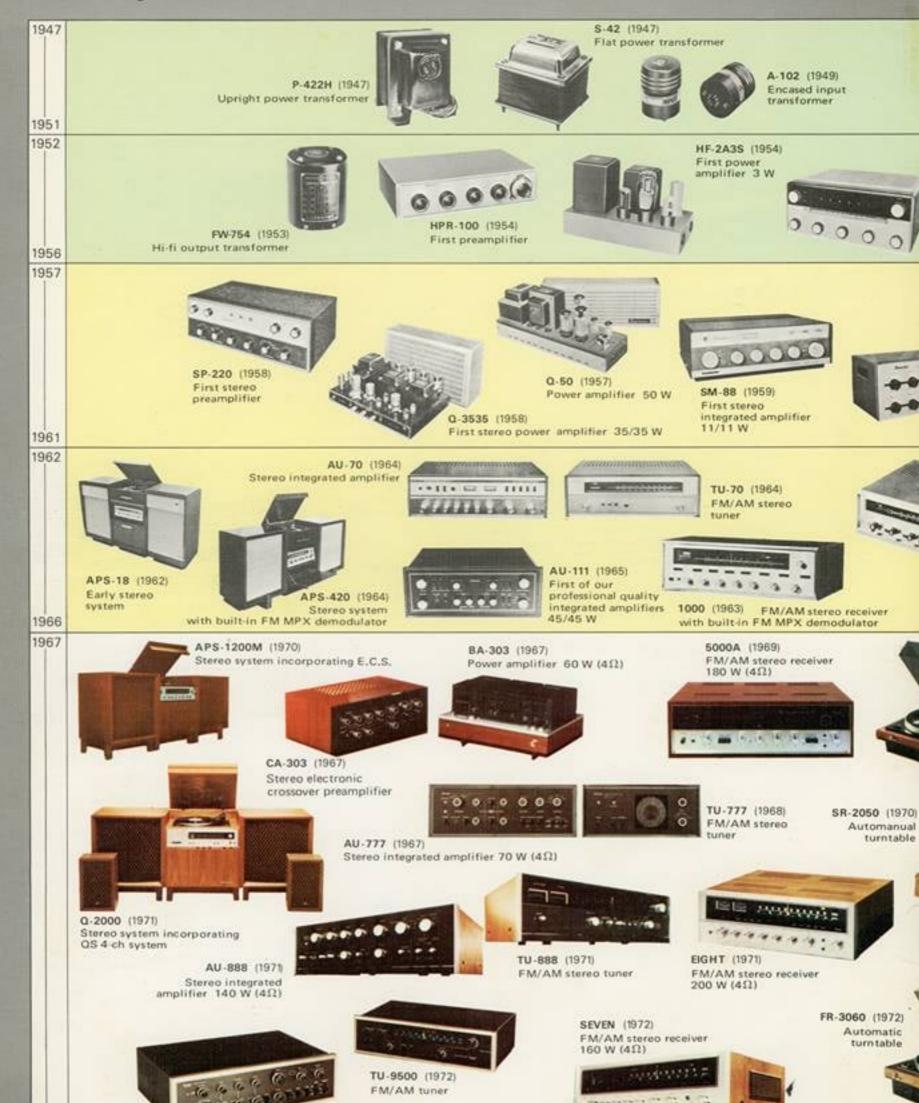


President Kikuchi talks with factory workers





History of Sansui Products



AU-9500 (1972)

Stereo integrated amplifier 260 W (411)

1972

PM-100 (1956) Early AM receiver 30 W



FM-7 (1957) First FM tuner

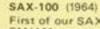


SM-20 (1959) First FM/AM stereo receiver

MX-10 (1960) Mixing amplifier for professional uses

SM-30 (1960)

Stereo receiver that won Japan Total Design Award



First of our SAX series of domestic FM/AM stereo receivers

TR-707A (1965) Export model solid state FM/AM stereo receiver



SP-100 SP-200 (1966)

First speaker system adopting Kumiko fretwork grille





SS-1 (1966)

First stereo headphones

SR-4040 (1967) Manual turntable



SD-7000 (1970) 3-motor, 2-ch tape deck



SP-50 (1967) Bookshelf systems



QS-1 (1970)

SP-150 (1970) Bookshelf speaker systems

synthesizer decoder

QR-6500 (1971) QS 4-ch receiver 280 W (4\Omega)

QS 4-ch











QS-500 (1971) QS 4-ch decoder rear amplifier 120 W (4Ω)



SD-5000 (1972) 3-motor, 2-ch tape deck



SP-3500 (1971) MD speaker system



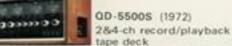


SF-2 (1972) Omni-radial speaker system



QSE-4 QSD-4 (1972) QS professional encoder/decoder







Sansui's Creative 4-Channel World

For the first time in the history of 4-channel music reproduction, there is now a means of correctly locating all sound-generating objects and recreating the ambience that is so essential to capturing the depth and authenticity of the original music performance. This, in a nutshell, is what Sansui's QS system is all about. Two-channel stereo has always had limitations because it could never truly reproduce the live sound field, the infinitesimal "indirect" sound waves generated by musical instruments or voice that travel in all directions and

are reflected off walls, ceilings, chairs, etc. But Sansui's QS system does reproduce the indirect sound waves of a concert hall—through two additional speakers. It is the addition of the indirect sounds in a 4-channel system that creates the vivid realism and liveliness of a real concert performance.

With the QS system, it is possible to hear voices emanate from the front two speakers with the orchestra coming from the rear speakers. Or it is possible to "surround" yourself in sound, to place yourself in the center of the total acoustic information present in any live

musical situation—direct and indirect sounds plus even the delicate reverberation.

The QS system has even more advantages. Versatility is one. Sansui 4-channel receivers give you the means of converting your existing 2-channel program sources to the new 4-channel format. By retrieving the heretofore dormant indirect sounds contained in your 2-channel sound sources reproducing them out of the two rear speakers, they actually enhance the quality of sound of 2-channel records.

Encoder



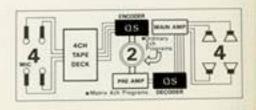




- A Japanese FM station broadcasting QS 4-channel programs
- Producing a QS-encoded 4-channel record
- World's famous musicians appear in QS 4-channel FM broadcasts









QS-1 (1970 ~), QR-6500 (1971 ~) All About the QS Regular Matrix System As good as they are, two-channel recordings are artificial. They take the musicians, the applause from the audience and the reverberation of the auditorium and move everything to the front of us, cramming all sound images into the linear space between our two speakers. Four-channel, and especially Sansui's QS regular matrix system of four-channel, overcomes the blind spots of two-channel. The QS matrix is an electronic logical network designed to encode four separate signals into two,

and decode these two signals back into four. And it does this without confusion or mislocation of sound field information. Actually, the QS regular matrix system consists of the square matrix plus ±90-degree phase shifters.

Additionally, all Sansui four-channel components include the exclusive QS symthesizer decoder. This device is what enables you to continue to enjoy your present collection of stereo records and tapes, plus FM stereo broadcasts, in the more satisfying four-channel format. The Sansui QS regular matrix encoder

is now being utilized by major record companies and FM broadcast stations in Japan, of course, but also in the United States, Europe and other parts of the world. A&M, ABC Dunhill, Command and Project 3 in the U.S. have pressed four-channel records using the Sansui QS system. So have several European companies. All commercial FM stations in Japan daily broadcast four-channel material encoded by the QS system. We think it's trend—and a good one.

Decoder





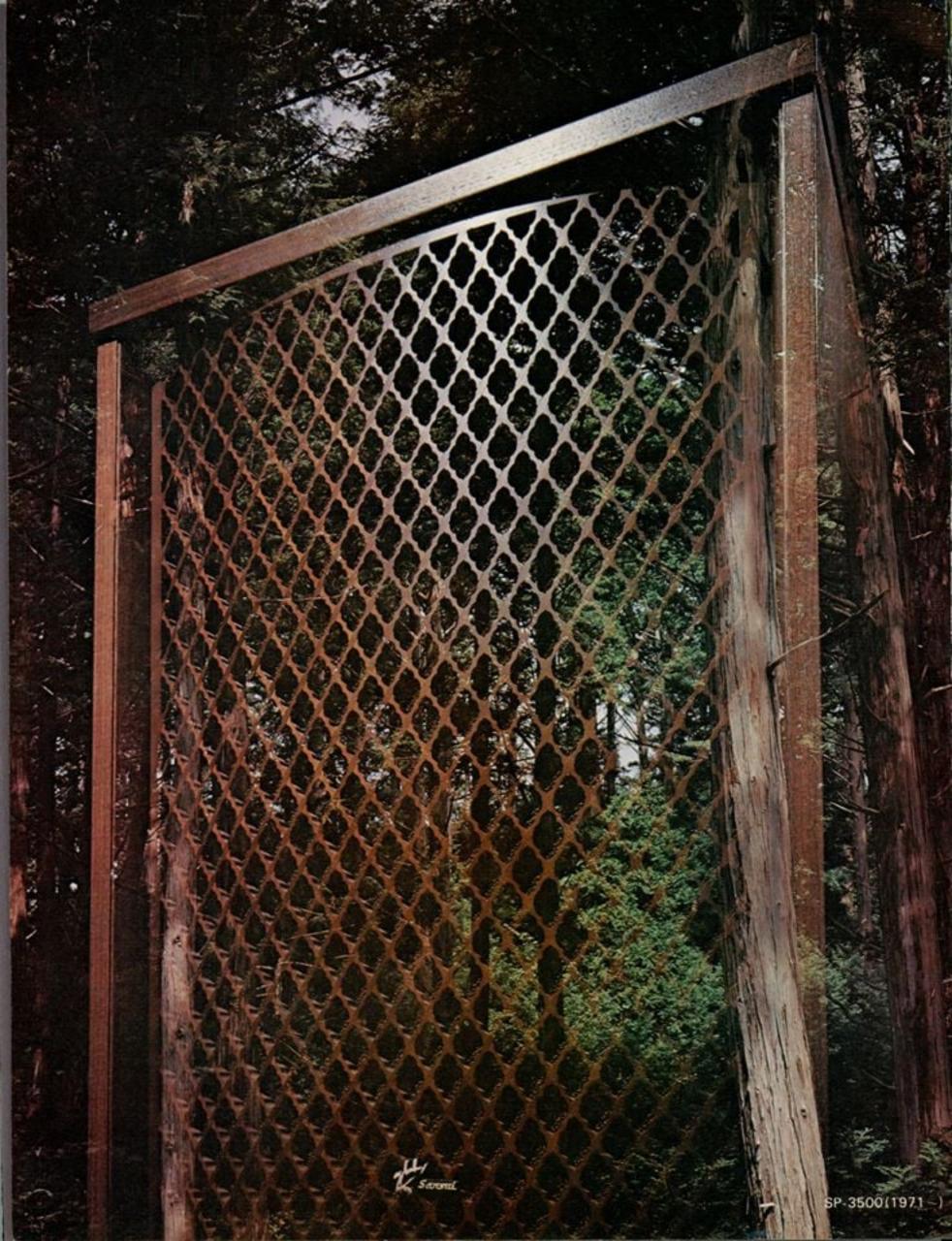




- Rich variety of QS-encoded 4-channel music programs
- 2. Integrated QS matrix circuitry
- 3. Youths everywhere go for 4-channel sound







How to Reproduce the Original Sound Field

Speaker technology has changed little through the years. Ever since the dynamic speaker was invented half-a-century ago, the principle of vibrating the cone paper with a magnet has been basic. New speaker technology has consisted of a kind of sober, practical research into improving cone paper quality and new coil materials. And yet advances in sound reproduction have indeed been dramatic.

There are over 2 million Sansui speaker systems in use today. Some are the small, efficient bookshelf-type speakers. Others are very large and somewhat more complicated. All share the common quality of excellence in design and manufacture. Sansui's greatest research efforts in speaker design have concentrated in the main on the reproduction of the original sound field existing in a live musical performance. Developments in four-channel have stimulated these efforts and have led to significant

changes in speaker design, Such speakers as the omni-radial SF-2 and SF-1 units, designed with four-channel sound in mind, are completely new concepts, featuring as they do speakers facing both upwards and downwards—and utilizing special reflectors—to diffuse reproduced sound in completely horizontal and broad vertical directions. With either of these speakers, a person may sit in his music listening room and enjoy 360-degree sound radiation.

Speaker System





Symbol of Sansui Sound

Virtually all Sansui speakers are distinguished by an elaborate and beautiful fretwork grille that could only have been created by true woodworking craftmanship. This is the famed "Kumiko" pattern, which has its origins in an important period of Japanese history. The "Kumiko" pattern evolved as an art form in the Heian to Kamakura eras (800 to 1,300 A.D.). Its inspiring decorative motif was widely used in shrines, Buddhist temples and other key public buildings.

The use of the "Kumiko" fretwork design for Sansui speakers today is a distinctive touch that contributes to the overall quality of the products. Even more, it is a reminder that excellence in craftmanship belongs to every

- 1, 2, 3. Creating a Kumiko fretwork grille is an art in itself
- The SF speaker system for sound field reproduction
- Speaker systems designed for optimum tonal quality
- Multi-Direction speaker system for reproducing a whirlpool of sound







Top Tonal Quality, Tape Protection and Ease of Operation

The growth of magnetic tape technology is unparalleled in the entire history of the audio world. It was only in the 1950's that broadcast stations began to use superior quality magnetic tapes. It was only a few years ago that the cassette tape and playback hardware reached a point where it was suitable for quality music reproduction. Even today tape technology holds almost unlimited potential for the future. In the creation

of a variety of tape units, Sansui's policy has been to lay stress on three important areas: tonal quality, tape protection and ease of operation. In both two- and four-channel units, these three features are what creates a true uniqueness for Sansui tape decks. Such advanced features as electronic tape transport control circuit, professional large super hard permalloy recording and playback heads, bias/recording level change-over switch, and much more are characteristic of all Sansui open-reel

tape decks. All work together to provide the ultimate goal of supreme tonal quality.

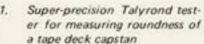
Sansui professionalism is evident in cassette tape technology, too. The SC-700 cassette deck includes the most advanced Dolby noise reduction system to cut out annoying tape hiss and other noise. It raises the level of cassette sound even beyond that of certain open-reel decks.

Tape Deck





Sansui-developed automatic head core inserting machine



Talyrond-measured roundness of a tape deck capstan





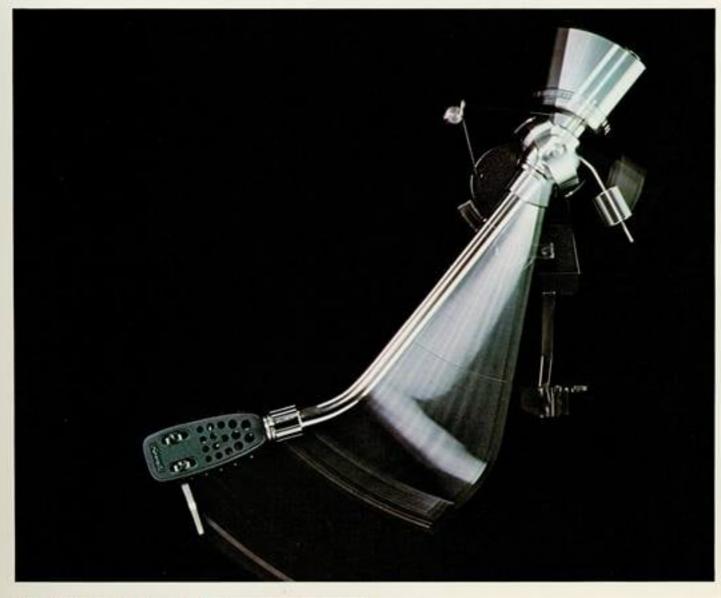


Another Way to Achieve Tonal Quality
It is the turntable, in both two- and
four-channel sound reproduction, that is
the major factor controlling tonal quality. As the most sensitive of all the
"input" factors leading to hi-fi sound,
this vital component must often combine the delicacy of a manual turntable
with the finest precision characteristics

of an automatic.

As with all other Sansui products, turntables are designed to offer the consumer a blend of versatility, tonal quality and price/performance dependability. In its search for perfection, Sansui has incorporated expensive features such as an oil-damped tonearm lifter, a galvanomagnetic detection mechanism, direct belt-drive system, 4-pole synchronous motor and gimbals-supported statically-balanced tubular tonearm into many of its turntables. And to keep pace with new four-channel developments, the company has created a new type of induced magnet cartridge especially to handle matrix four-channel reproduction.

Turntable

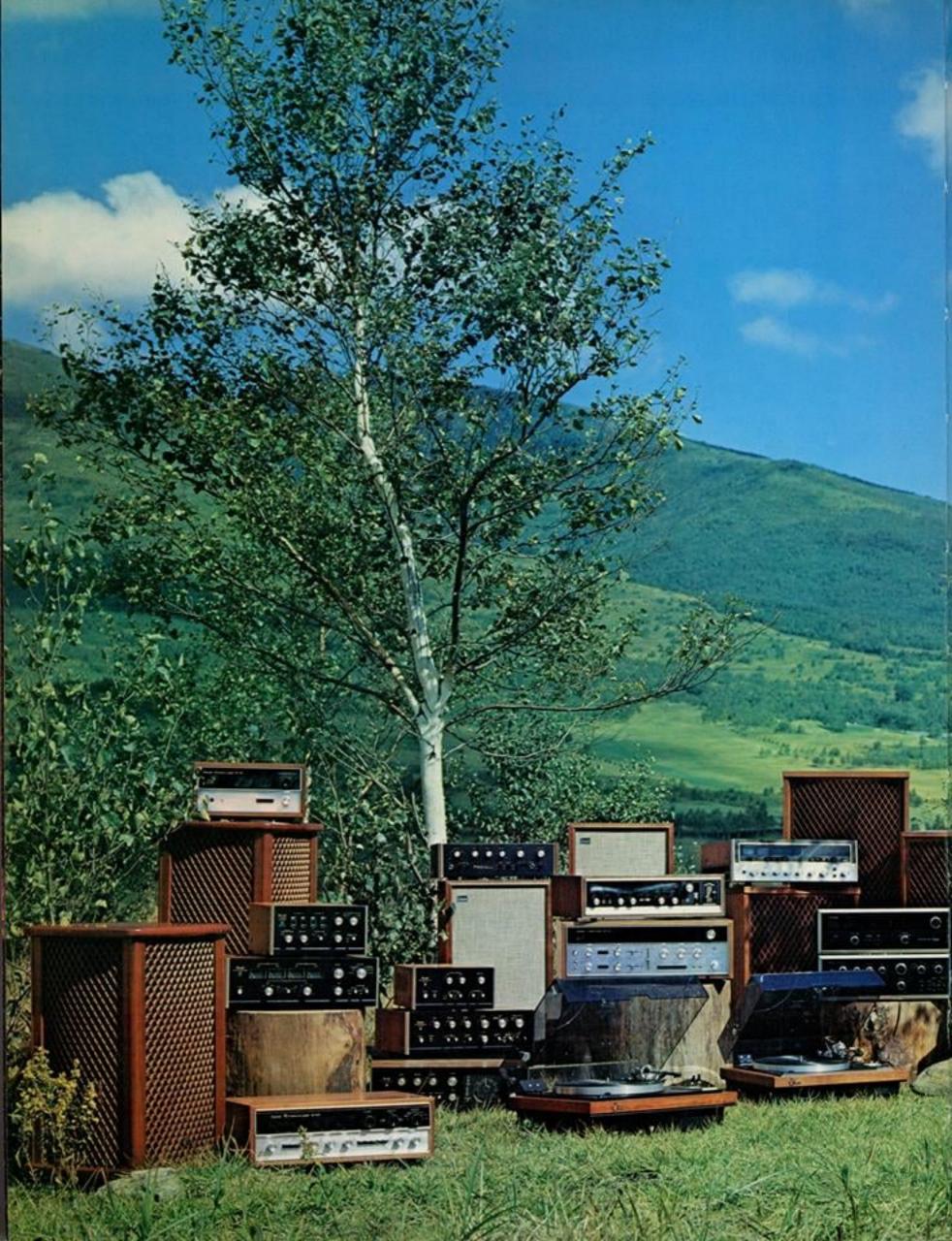








- New Sansui-developed phono cartiridge for 2 & 4-channel reproduction
- Grinding and polishing the turntable spindle
- 3. Adjusting the turntable platter balance









A Unique Individuality

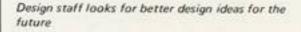
Sansui's corporate motto could be summed up in a few words: "Independent management creates products of individuality." We feel that our international enterprise retains a distinctively individual character. Unlike so many other companies involved in the manufacture of stereo products, Sansui is still an audio-only maker. Our interest is making stereo products, and only stereo products. Nothing else.

We have no plans to alter our company personality. Our full corporate efforts are designed to continue to produce truly unique products that bear the mark of our high level of technology. We want to make friends through music.



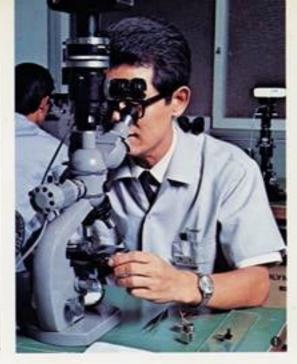
Top management in the decisionmaking process







- Developing an improved tape recording/playback head
- 2. Developing a better speaker





Where Wonders Never Cease

Research and development is the department at Sansui that never takes a holiday. A healthy share of corporate profits are rechanneled back into different levels and phases of audio engeneering research. And this includes basic research that involves in-depth analysis of sound waveform, to psycho-acoustic studies of sound as it affects the delicate human hearing mechanism, to advanced research for new circuit design ideas and techniques.

The results are visible in such products as our QS regular matrix four-channel system, new types of speaker systems like the omni-radial SF-1 and SF-2, even feather-touch push-button controls for tape decks. Or in the way that Sansui products actually "look" different from other products because of their unique design which includes a healthy degree of consideration for their use as elements in interior decoration.



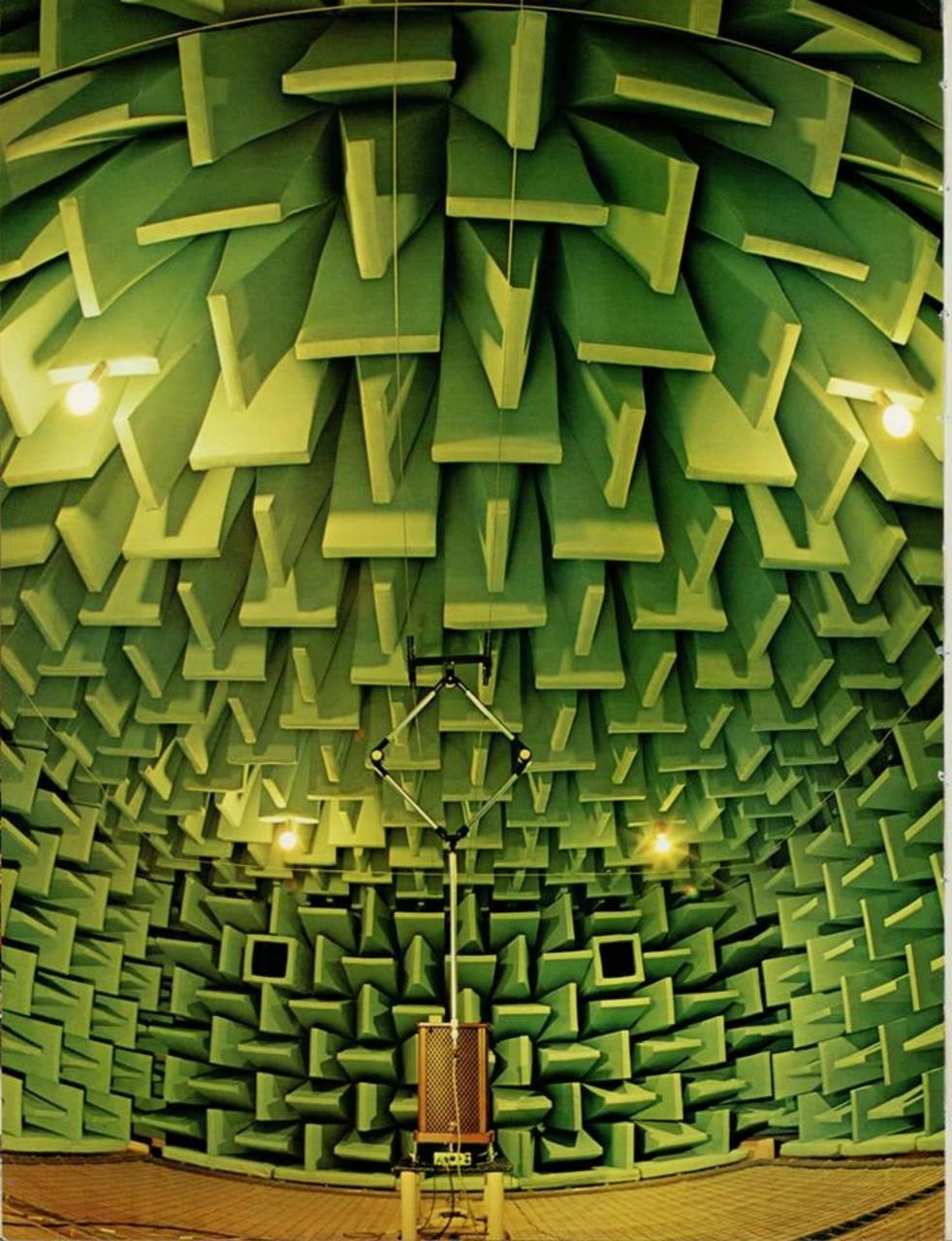








- Searching for new sound
- 4. Designing new sound
- 5. Designing an FM front-end
- In pursuit of a better turntable mechanism
- Using a magnifying projector to design new, better parts





Testing and aligning a turntable inside a shielded room

Keeping the Customer Satisfied

Sell quality and keep the customer's confidence. That's the way we at Sansui sum up our feelings about quality control.

What is quality? It starts with planning, the selection and standardization of functional, environmental and mechanical tests. It includes studies of market trends so that we know what products our customers want. It means designing our objectives into the product so that we can meet our specifications. It means careful selection of parts, down to the smallest screw and the thicker amplifier cabinet chosen for increased durability. At Sansui, a quality test actually consists of a test of the performance specifications which numerically represent the planned objectives of the product, as well as an actual use test. First we test prototype models, then we test actual models. And then we involve ourselves with such things as assembly and final production, with basic alignments for stability, leading up to the one final test each of our products receives before it leaves our factories.

Quality control can mean such things as detecting color uneveness in an amplifier or speaker; it can mean "aging" a product by test running it for several hours; it can mean designing a shipping carton that will stand up to knocks and bumps. In the long run, what quality really is the way you, the customer, accept our products. But that says everything, doesn't it?









- 1. Vibration test
- Electrical inspection of speaker systems
- Heat/humidity resistance tests inside a thermostatic chamber
- Dropping test







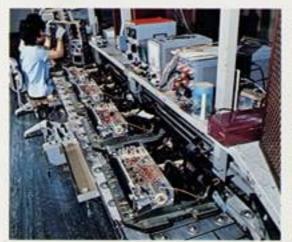
- Winding coils for tape deck heads
- 2. Speaker assembly line

The Pride of a Craftsman

Nobody at Sansui has ever believed that good products are created merely by expanding the working force and modernizing production facilities. What we do believe is that quality products can be made by people who truly relish their job, people who love sound—and thus people who never forget the craftsman's pride.

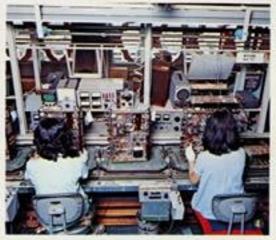
Production at Sansui is divided into the assembly, wiring and alignment processes. Special machinery and tools actually designed by Sansui are used in assembly. And, as each model passes by our skilled workers on the assembly line, it is lavished with a kind of personal care and attention that always is surprising to witness.













- 3. Aligning amplifiers
- 4. Operating tests of amplitiers
- Testing and aligning amplifiers inside a shielded room
- Aging tape decks





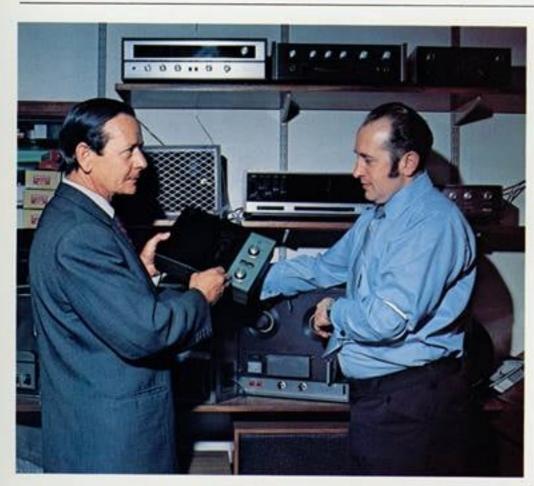


A World of Music

Music is truly an international business today. It breaks down boundaries of the most impossible kind—like language and customs. A hit song originated in one country can easily become popular in a dozen other countries within weeks. Everyone shares in the excitement.

Which leads us to a word about Sansui's internationalism. Today you can buy a Sansui stereo component in more than 90 countries. We have major subsidiaries in the United States and Europe to service these vast market areas. Our worldwide service network is your guar-

antee of reliability—and our network provides a kind of service that is the equivalent of our own factory service. As much as we like music, we like our international friends even more. We're delighted that they keep choosing Sansui.





Sansui Electronics Corp., Los Angeles office









The Way We Tell Our Story

If we made great products, but didn't tell anyone about them, we wouldn't be very successful. So Sansui carries out a total advertising and sales promotion campaign worldwide to spread the word about ourselves.

In cooperation with our global network

of dealers and distributors, we place our ads in a variety of technical and not-so-technical magazines and newspapers to publicize the quality and performance specifications of our products. In certain areas we also do outdoor, radio and television advertising.

It's equally important that our potential customers know as much as we can give them about our products. And so we publish hundreds of comprehensive catalogs and product leaflets which document virtually every fact and figure available on our full product line.



Consumer Electronics Show in the U,S,A.











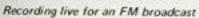
The Salesman as Audio Consultant

The best man to talk to about stereo is the man who sells stereo products for a living. If he's a Sansui dealer, he's much more than a salesman but a professional audio consultant who often knows as much about our products as the people

who design them.

Sansui trains its specialized audio dealers through a series of sales agent seminars which are held yearly. We bring them back to school and let them learn as much as we've been able to learn through the months of new product research and development. This way they know what they're selling. And you always know what you're buying.













- 1, 2. Sansui Showrooms
- Sansui's Audio Consultants tour dealer stores

SANSUI SUMMER JAZZ FESTIVAL



Learning Through Music

Each year Sansui invites musicians of national and international fame to perform before audiences of Sansui employees. Our objective is to stimulate an interest in and appreciation of good

music, for we believe that a company that aims to enrich the hearts of its customers must also enrich the lives of its employees.

If you ever visit our offices, we think

you'll be impressed by the number of our people who share two common interests: a love of music and a technical interest in sound.







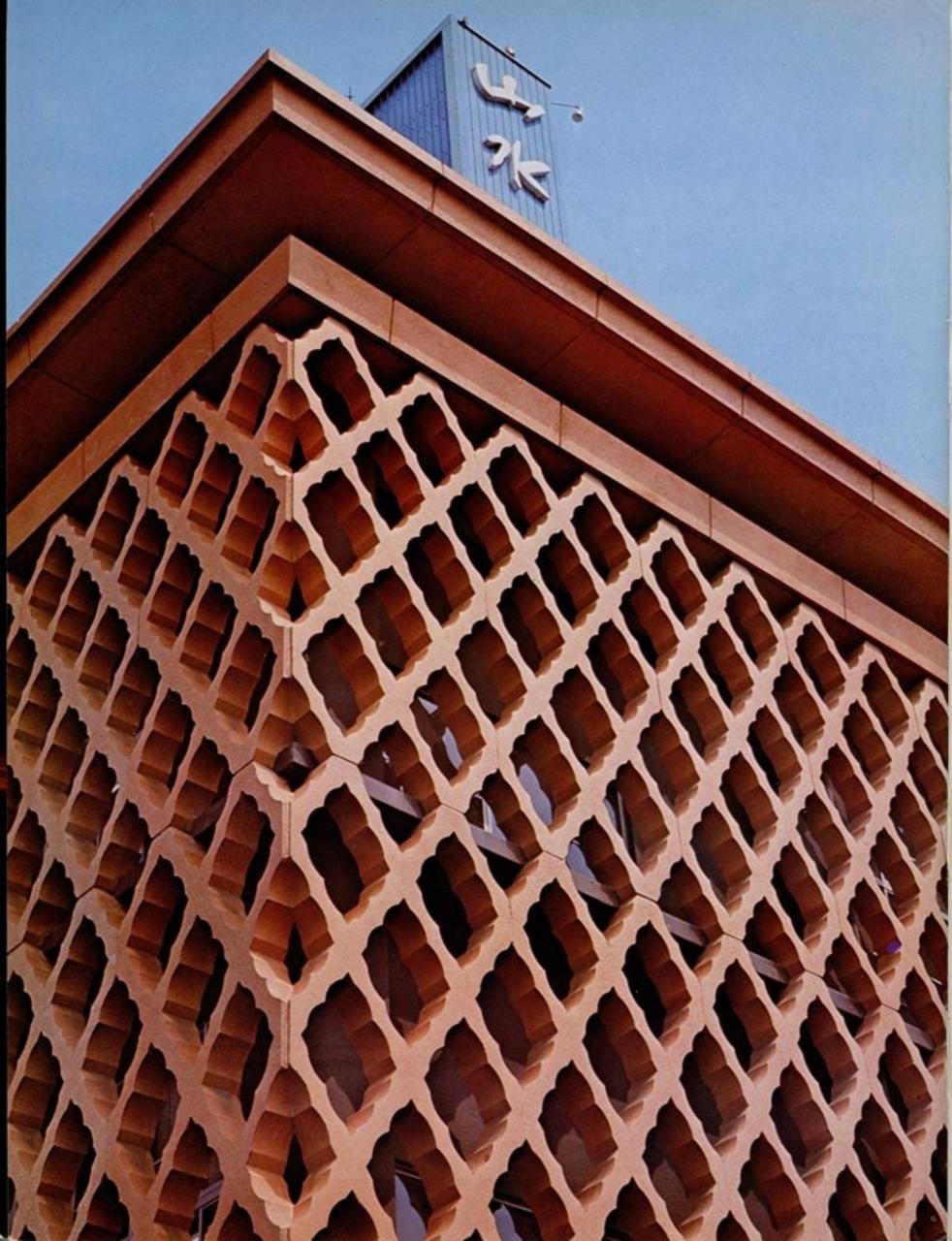


 Educational seminar for new employees

- Refresher seminar for middle management
- 3. English conversation lesson
- Recreation room for employees



Time out for pleasant conversation near the Seminar Center



Our Offices

Our headquarters is in Tokyo: our five manufacturing plants and factories are strategically situated throughout Japan.

You'll also find Sansui's affiliated companies in both the United States and Europe,





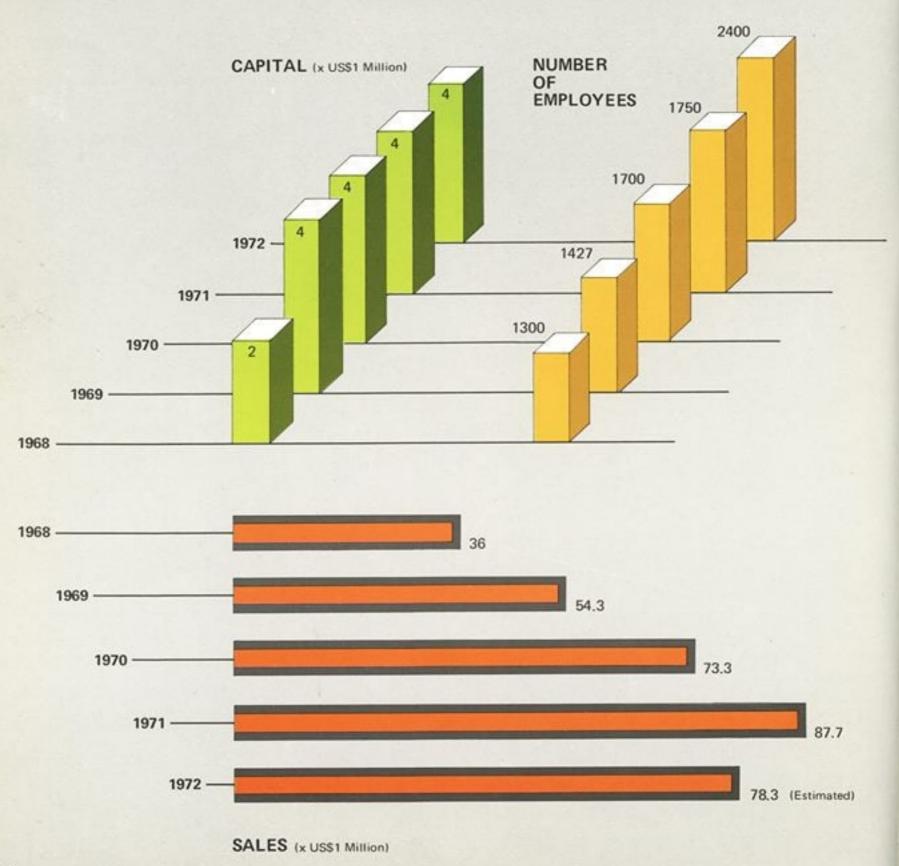
- Sansui's Headquarters
- Shizuoka Plant Nagano Plant 2
- 3.
- Fukushima Plant
- Saitama Plant







Where We Stand Today



Corporate Chronology

Dec., 1944 Kosaku Kikuchi, present Sansui president, privately

	establishes Sansui Electric Manufacturing Co. at Yoyogi, Tokyo, to produce transformers.	3011., 130
Jun., 1947	Kikuchi founds Sansui Electric Co., Ltd. with USS600 capital to meet greater demand.	Oct., 196
Feb., 1952	Capital increased to US\$2,400.	Mar., 196
Sep., 1952	Capital increased to US\$6,000.	
Aug., 1954	Company starts producing hi-fi amplifiers.	Apr. 106
	A STATE OF THE PARTY OF THE PAR	Apr., 196
Jul., 1955	Company starts producing transformers for solid state equipment.	Oct., 196
Nov., 1955	Capital increased to US\$12,000.	May, 196
	To expand amplifier production facilities, company establishes Onken Kogyo Co., Ltd., with US\$6,266 capital at present Sansui address.	Nov., 196
Jan., 1956	Onken Kogyo Co., Ltd., changes name to Sansui Onken Co., Ltd.	Apr., 196
Aug., 1956	Company moves production facilities from Yoyogi to present Sansui address,	May, 196
Dec., 1956	Capital increased to US\$24,000.	Sep., 196
Mar., 1957	Company moves main office from Yoyogi to present Sansui address.	Mar., 197
Jun., 1958	Sansui Onken Co., Ltd., moves to Mitaka, Tokyo.	
Dec., 1958	Capital increased to US\$29,333.	May, 197
Feb., 1959	Capital increased to US\$66,666.	Nov., 197
Jul., 1959	Company builds Musashi Factory in Saitama to produce more transformers for solid state equipment.	Mar., 197
Jan., 1960	Capital increased to US\$140,666.	
Apr., 1960	Company merges with Sansui Onken Co., Ltd., (then capitalized at US\$9,333) to use its facilities as company's Mitaka factory. Company capitalization is thus increased to US\$150,000.	
Feb., 1961	Capital increased to US\$300,000.	
Dec., 1961	Capital increased to US\$500,000. Company is listed in Second Market of Tokyo Stock Exchange.	
Dec., +964	Capital increased to US\$1,000,000.	
Apr., 1965	Company establishes Sansui Transformer Co., Ltd. with US\$100,000 capital in Fukushima as a subsidiary.	

Jun., 1966	Company opens field representatives' office in San Francisco, U.S.A.
Oct., 1966	Establishes Sansui Electronics Corporation with USS50,000 capital in New York, U.S.A. as a subsidiary
Mar., 1967	Establishes Sansui Onkyo Co., Ltd. with US\$100,000 capital in Fukushima as a subsidiary. Establishes Sansui Stereo Co., Ltd. with US\$100,000 capital in Nagano as a subsidiary.
Apr., 1967	Capital increased to US\$2,000,000.
Oct., 1967	Builds present main office building.
May, 1968	Company is listed in Second Market of Osaka Stock Exchange.
Nov., 1968	Sansui Transformer Co., Ltd., and Sansui Onkyo Co., Ltd., merge into new Sansui Onkyo Co., Ltd. then capitalized at US\$200,000.
Apr., 1969	Capital increased to US\$4,000,000.
May, 1969	Sansui Electronics Corporation (New York, U.S.A.) opens office in Los Angeles.
Sep., 1969	Company opens Shizuoka Plant in Shizuoka to meet greater demand.
Mar., 1970	Company is listed in First Market of Tokyo and Osaka Stock Exchange.
May, 1970	Announces world's first 4-channel synthesizer de- coder, QS-1.
Nov., 1970	Establishes Sansui Audio Europe S.A. with B.Frs. 10,000,000 capital in Antwerp, Belgium.
Mar., 1972	Merges with Sansui Onkyo Co., Ltd. to use its facilities as Fukushima Plant. Also merges with Sansui Stereo Co., Ltd. to establish company's Nagano Plant.

The Responsibilities of a Leader

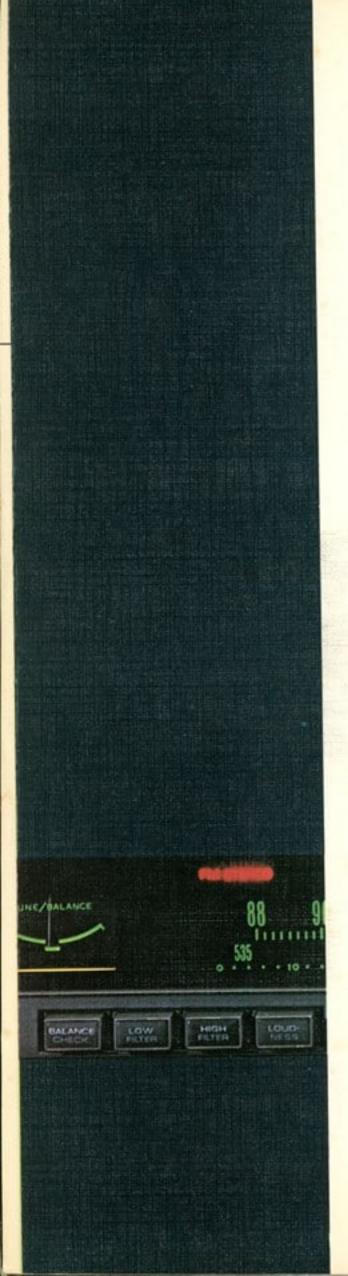
If you compare where we are today to where we were when we started, it's obvious that we've come a long way. Where once we were small, today we are an innovator, a leader in an industry that uncovers new challenges every working day. We enjoy the challenges. They help to underscore our responsibility to create new ways to add enjoyment to the lives of millions. They make us try harder.



"There is no end to what we can do in the field of music reproduction." Sansul President Kasaku Kikuchi

In the pursuit of perfection, we at Sansui dedicate ourselves to the finest quality possible in our ever-changing industry.

Our future depends on it.



Name Sansui Electric Co., Ltd.
Established June 3, 1947
Capital (US\$4,000,000)
Accounting October (once a year)

Kosaku Kikuchi

MANAGEMENT

Senior Managing Shigeji Kanai Keizo Fujiwara Director Yasuo Yamada Managing Director Hideo Ishizuka Kou Inomata Director Motohisa Miyake Haruyuki Yamamoto Noboru Yamochi Kazumasa Fujino Mitsuo Kikuchi Kihachiro Kimura Auditor Tokiichiro Suzuki

PRINCIPAL PRODUCTS

2&4-channel High Fidelity Components for professional and consumer use:

Receivers
Integrated Amplifiers
Tuners
Speaker Systems
Tape Decks (open reel/cassette)
Turntables
Headphones
Other quality audio components/&
accessories
4-channel Encoder/Decoder

SUBSIDIARY

Sansui Electronics Corporation New York Head Office

55-11 Queens Boulevard Woodside, New York 11377, U.S.A. Los Angeles Branch Office 333 West Alondra Boulevard, Gardena, Calif. 90247, U.S.A. Established Oct. 15, 1966 Capital US \$400,000

Sansui Audio Europe S.A.

Antwerp Head Office Diacem Building, Vestingstraat 53-55, 2000 Antwerp, Belgium

Frankfurt Branch Office 6 Frankfurt am Main Reuterweg 93, West Germany

Established Nov. 3, 1970 Capital B. Frs. 10,000,000



Publishing Company

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Publisher

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November 1972

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