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...company,
there are many more talented per-
formers like him out there working
for the chance to record an album.

When the record business went sour a few years back, A&R budgets were cut. It's time now to open them up once again. Computer games and such come and go, but music lives on forever.

Let's hope that our industry will share in some of the wealth being earned by the record companies. No handout wanted here, only reasonable budgets to produce new groups making new music. Together, we all profit from this.

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PRO SOUND NEWS

...part in the future. "The ideas for the seminar came about because Electro Sound," said Barone, "recognized the need to create a forum for individuals involved with the day-to-day aspects of creating quality audio cassettes to present their viewpoints on the various technical areas.

"We're getting very serious about audio quality in our cassette duplication and are examining our own equipment to see that it is all that we can make it."

Sessions at the seminar will include: magnetic media with Agfa, BASF, Capitol Magnetics, CBS Magnetics, and DuPont; mastering with Dolby, Sony,

Surround Sound

ST. LOUIS, MO—More than 100 people recently listened to the first official Ambisonic Surround Sound broadcast in the U.S. at KWMU, the public radio station of the University of Missouri here.

"It took me a few moments to realize how large a step forward in sound production this really is," said Joseph Connor, who hosted the demonstration.

According to KWMU production director Barry Hufker, "We feel that this system is an important advance in music recording and reproduction, and we're very proud to have been the first in the U.S. to broadcast Ambisonic material, as well as giving our audience the chance to evaluate Ambisonics firsthand."

Ambisonic technology is designed to reproduce the positioning of the listener in the soundfield accurately. Developed in the early 1970s by Dr. Peter Fellgett and Dr. Michael Gerzon and refined by Dr. Geoff Barton, Ambisonics reproduces a soundfield in three spatial dimensions—not only the left and right of stereo, but also high/low and front/back.

After working with Ambisonics, Hufker observed that "using the Soundfield controls, once the microphone was placed at a reasonable location, it was easy to fine tune. The sound of the microphone is very natural, and unlike quad, the Ambisonic System images well between front and rear. All things considered, Ambisonics could replace stereo as stereo replaced mono."

New Sony GM

PARK RIDGE, NJ—Sony Corporation of America has appointed Henry Klerx general manager and head of its professional audio manufacturing facility in Ft. Lauderdale, FL. This facility manufactures the complete line of Sony professional audio products.

Klerx, who joined Sony two-and-a-half years ago, was vice president of Sony broadcast products since the beginning of the year. Previously, he was with RCA in its video division.

AUGUST 1984

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For more infor-
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