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Richmond, VA; first vice president,
Lenard Pearlman, Editel-Chicago,
Chicago, IL; and regional vice
presidents: Charles Benanty, Sound-
works Technology, New York; John
Rosen, Fanta Professional Services,
Nashville, TN; Bruce Botnick, Digital
Magnetics, Inc., Los Angeles, CA; Guy
Costa, Motown Records, Los Angeles,
CA; and Shirley Kaye, Coconuts Re-
cording Co., N. Miami Beach, FL.
Kaye is the first woman to serve on the
SPARS board of directors.

Mack Emerman, of Criteria Studios,
of Miami, FL, was presented with a
plaque acknowledging his service to
SPARS and to the recording studio in-
dustry. Emerman retires from the board
and joins Joe Tarsia (Sigma Sound—
Philadelphia and New York), Murray
Allen (Universal Recording, Chicago),
and Chris Stone (Record Plant—Los
Angeles) as past presidents of SPARS.



David Purple

"I am thrilled and, frankly, flattered
beyond words by this appointment,"
said Purple. "Quad Eight/Westrex is a
dynamic international corporation with
very diverse and solid new product
lines, and I am looking forward to repre-
senting QEW in the East. I can promise
you that we will have many surprises for
the industry over the next few months."

Purple comes to Quad Eight/Westrex
having served as an engineer at Chess
Records, Chicago, IL, and director of
engineering of Stax Records in Mem-
phis, TN. He was a product manager at
dbx, Inc., and is a past vice president of
sales at Harrison Systems, Inc. In 1971,
Purple was awarded a Grammy for
"Best Engineered Recording (non-
classical)" for his work on Isaac Hayes'
"Theme from Shaft."

Matsushita Prez

SECAUCUS, NJ—Matsushita Elec-
tric Corporation of America has named
Kiyoshi Seki president and chief ex-
ecutive officer. Seki will succeed
Keiichi Takeoka, who joined the com-
pany in 1933 and has held the top posts
since 1980. Takeoka will remain a
senior managing director of the parent
company, Matsushita Electric In-
dustrial.

next year by Ampex. This is a birthday
that the entire industry should celebrate
and share in," said Ed Engberg, divi-
sion audio products marketing manager.
"Ampex Grand Master 456 continues
to serve as the standard against which all
other studio mastering tape must be
judged, even 10 years after it was first
introduced. This is a remarkable
achievement, and we are very proud of
it."

The Grand Master series consists of
quarter-inch, half-inch, one-inch, and
two-inch studio mastering tape. Accord-

TV Ambisonics

BREMERTON, WA—Ambisonic
Surround Sound has come to network
television. "Dreams," a CBS series pro-
duced by Bruce Botnick, is using Am-
bisonic Surround Sound in its stereo
format because of its better focused and
wider stereo image.

"Of all the various systems that I've
tried," Botnick said, "Ambisonics is the
best one. It's the only way to go in
stereo broadcasting."

Nigel Branwell, president of Audio +
Design Calrec, Inc., here, explained
that Ambisonics is a "surround sound"
recording and broadcast system that
engulfs the listener in 360 degrees of
sound by the use of sophisticated cir-
cuitry in the form of Audio + Design's
Ambisonic mastering package and the
Soundfield microphone by Calrec
Audio.

Program material Ambisonically en-
coded can be played back with the use of
two additional speakers, a second stereo
amplifier, and an Ambisonic decoder to
hear the full "surround sound." Listeners
without the decoder will still hear
conventional mono or stereo—
depending on the listening systems.

"Because of the requirements of
television at this time," said Branwell,
"it is vitally important that any program
material must be both mono and stereo
compatible. Ambisonics allows a pro-
gram to sound good now, and it allows a
program to sound even better—in stereo
and in Ambisonic Surround Sound—
when we have more consumers with
stereo televisions."

In related news, Steve Hackett's
newest album, "Till We have Faces," is
the first rock album to be recorded Am-
bisonically. The first two Ambisonic
discs to appear were library albums
from KPM, and classical albums on
Nimbus Records (available from Ger-
man News Co., Inc., 218 86th St., New
York, NY 10028; 212/288-6550) soon
followed in general release.

The Hackett album, mixed at Marcus
Music in London, will be followed by
three multitrack mastered Ambisonic
singles, to be released by Phonogram in
Europe, by Daimyo, Tea Set, and Scot-
ty Harrod.

izes every stage
"The quality
supported by a

