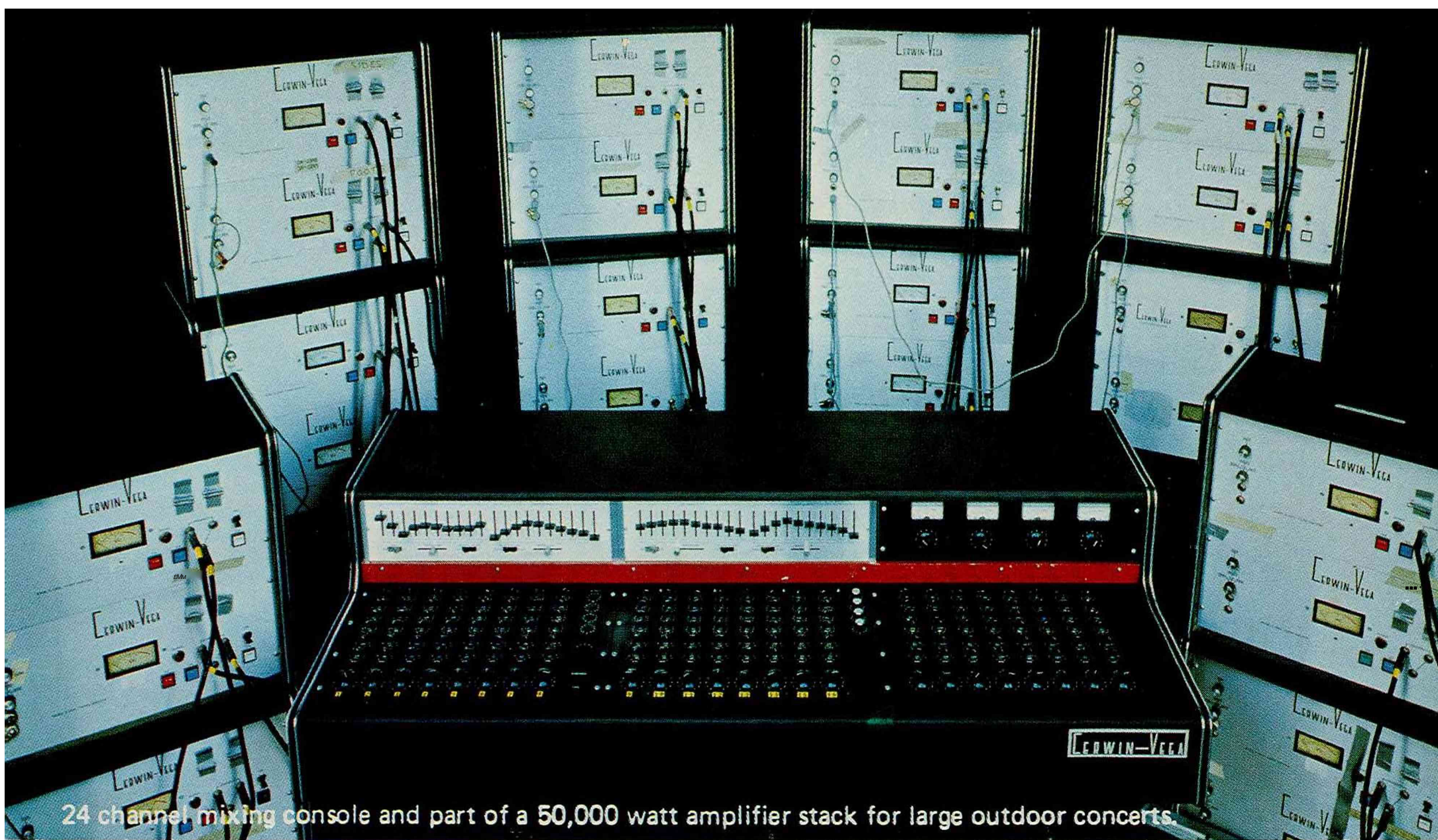



Cerwin-Vega



24 channel mixing console and part of a 50,000 watt amplifier stack for large outdoor concerts.

Historical Notes

No profile of Cerwin-Vega would be complete without mention of its founder. Gene Czerwinski, whose 30 year quest for sonic perfection is woven into the fiber of the organization.

It all began in the early 40's when, dissatisfied with the poor fidelity of the best electric victrolas of the day, he began to experiment with, then manufacture improved microphones, amplifiers, and speaker systems.

After completing his university education and a stint with the U.S. Navy, he moved to Los Angeles, then, (as now) the focal point of the professional audio industry. By day, he devoted himself to aerospace electroacoustics, and by night, pursued his audio research. In 1954 he founded Vega Associates, the precursor of Cerwin-Vega, and gradually withdrew from aerospace as the demands of his new venture increased.

Vega began to grow rapidly from birth with the introduction of a large, high efficiency 4-way speaker system, the Vega 500, which used an 18" woofer that could produce 130 db down to 30 hz. Through the use of wall reflection and corner coupling, this monophonic speaker produced a very large, spatial sound that is still preferred over stereo by many

owners. Eventually a full line of speakers was introduced, culminating with a 12" system of high performance and low cost.

In 1957, Vega introduced the first solid state hi-fi amplifier, with a 125 watt RMS rating that made it a powerhouse by the standards of its time. The amplifier's circuit, which was influenced by a 10,000 watt sonar amplifier designed for Bendix Pacific, featured the first transformerless output stage found in a home unit.

With the advent of stereo in 1958, the market for large speaker systems temporarily declined. The music-listening public was pushed prematurely into a world of "ping-pong" sound effects and distortion in depth, and oversold on small, very commercial bookshelf speakers of low efficiency and high compromise. Vega refused to make inferior equipment, and sales fell.

To fill the gap created by the slackening demand for large home speakers, Vega shifted its emphasis to musical instrument and sound reinforcement audio, while continuing throughout the early 60's to experiment with innovative hi-fi systems. When dynamic popular music enjoyed a spectacular renaissance in the middle 60's Vega quickly became a prin-



cial supplier of loudspeakers and system designs to the major musical instrument amplifier manufacturers. By the early 70's, probably 80% of the good electrified bass performed live in concert or studio was emanating from Vega loudspeakers. Vega speakers also find frequent use for precision studio playback when sonic and artistic values are determined for the final record mixdown. Thus, in many cases, they made the original sound on the record, so for best reproduction at home a similar speaker should be used.

With Vega already manufacturing the largest, most powerful, and most efficient speaker systems available, it was only logical to build the largest, cleanest power amplifiers to complete the package. The results could be heard at some of the biggest music festivals of the early 70's. New standards of outdoor sound reinforcement were established — bass that could be felt as well as heard, midrange without "honk" or coloration, highs accurate and pure — high fidelity on a giant 50,000 watt scale performing to hundreds of thousands of people. The overwhelming success of these efforts has led many of the nation's best known rock and pop groups to specify Cerwin-Vega for their concert sound systems.

In early 1972, Cerwin-Vega introduced a new line of home speaker systems. In unprecedented time (less than a year) these products were accepted and acclaimed as ranking among the finest available. Continuing research efforts have led to the recent introduction of the most powerful home stereo amplifier ever offered for sale, the world's first 1,000 watt 18" woofer, and the new thin-film Magnastat transducer. In addition, Cerwin-Vega now supplies speaker components to several other highly respected hi-fi manufacturers.

The Cerwin-Vega reputation for innovation and quality, both in hi-fi and professional products, has been established and maintained with virtually no hype or media advertising. Hi-fi enthusiasts, musicians, and engineers alike have spread the word. Now Cerwin-Vega products are available at many of the finest audio shops in the country.



One of four speaker arrays used to cover the 100,000 seat Los Angeles Coliseum.



A few of the driver components used in Cerwin-Vega speaker systems. With diameters up to 24 inches and power handling capacities up to 1,000 watts, there is a Cerwin-Vega speaker for just about any application.



The Cerwin-Vega residential speaker line consists of over 15 models ranging in price from \$79.50 to \$995.00. All use High Energy components of our own manufacture to achieve the best reproduction that the state of the art permits. Other hi-fi products include the most powerful stereo amplifier ever designed for home use.



Cerwin-Vega manufactures a complete line of speaker systems for the professional musician and sound contractor. These products have established an unsurpassed reputation for quality, efficiency, and reliability under the most demanding conditions of use.

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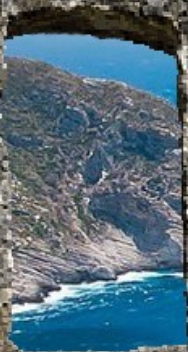
Cerwin-Vega



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