

# exploring the unexplored What Trio-Kenwood Stands For

At Trio Kenwood, electronics is our primary concern. Our distinguished specialty. With adventure-defying courage and unmatched technological capabilities, we are dedicated to the development and manufacture of products of outstanding quality and reliability for all peoples of the world.

At Trio-Kenwood, sound is our primary concern. Our distinguished specialty. In pursuit of the unlimited potential of technological innovation and vivid, exultant sound sensation, we explore the unexplored, challenge the unchallenged in the audio world.

At Trio-Kenwood, we consider ourselves a herald of the era of electronics. Based on a business philosophy with international perspective, we are committed to building a rich culture for the world of tomorrow.

### Message



Since its founding in 1946 in a makeshift plant at the foot of the Japan Alps in Nagano Prefecture, Trio-Kenwood has persistently adhered to a corporate principle of pursuing a course of its own by developing high-quality products utilizing advanced electronics technology.

Today, the company operates in four major fields — acoustics, communications equipment, testing instruments and records. In an effort to assume a leadership role in the industry, the company has been exerting earnest efforts to cope with the core of the problems in each field of its specialty, for which it has won steadily growing acceptance over the years both at home and abroad. Currently, its products are exported to more than 120 countries.

A multinational company, Trio-Kenwood maintains more than 10 production and sales bases in industrially advanced and developing countries. Its stocks and convertible debentures are listed on American and European stock exchanges.

As a technology-oriented group with a forward-looking posture, the company has, since its establishment, been guided by a business principle of making available products of foremost standing. At the same time, the company has followed an integrated management policy for facilitating, within its group, the sale and servicing of its own-brand products throughout the world.

The company's two brands — Trio and Kenwood — which have earned worldwide recognition and first-class ranking — are backed by a solid management base and an all-out company-wide effort as described above.

In recent years, diversification has become more evident at Trio-Kenwood in line with a determined move to add new dimensions to its business operations.

The world of electronics is a source of infinite possibilities. It offers new elements and new challenges. Technological possibilities that bring joy in utilizing new electronic elements and new functions also seem infinite.

To keep up with the demands of the day, Trio-Kenwood made its entry into such new fields as car audio, wireless equipment for business use, aviation electronic equipment and sound field testing instruments, thereby achieving expansion and stabilization of business as well as diversification.

Throughout the years, we have stepped up our product development effort to provide music and communication which touch people's heartstrings and enable people to find a richer, more rewarding life.

With the dawning of the video age, the development of digital technology is bringing about a transformation in the disc recording formula, which dates back to the days of Edison. We at Trio-Kenwood are resolved to continue pursuing new possibilities in the rapidly-expanding world of electronics in an effort to provide peoples of the world with a full range of products which, based on the latest technology, can enrich the heart of everyone on earth.

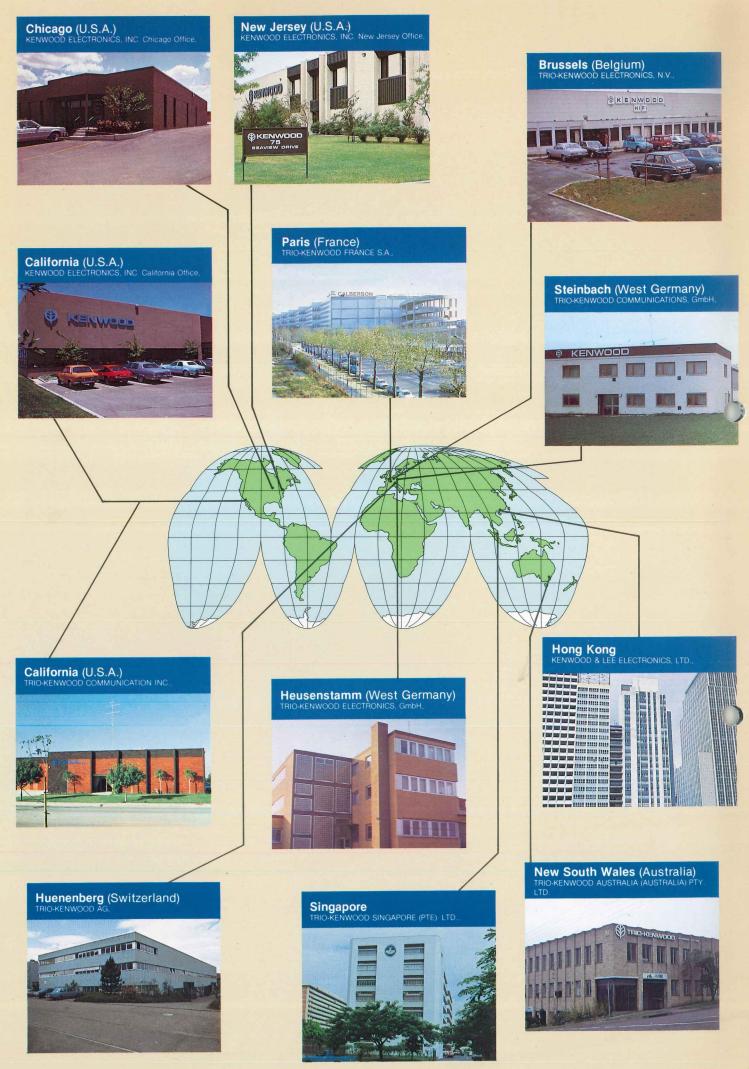


-Kenwood Head Office, Tokyo



In its corporate symbol, Trio-Kenwood combines the sun with a budding tree. The circle represents the sun pursuing infinite progress. The trunk of the young tree stands for the enduring business spirit that has guided Trio-Kenwood through the years. The growing branches and leaves symbolize various departments of the Company, emphasizing the growth of Trio-Kenwood in splendid harmony.

President and Director Just uso the the Jest



# spanning 120 countries Electronics Culture In the Making

Trio-Kenwood products are now distributed to 120 countries where they are enjoying high praise from audio fans and amateur radio operators alike for their outstanding quality and all-around performance features.

Devoting itself exclusively to electronic products since its founding, Trio-Kenwood has endeavored to achieve the utmost in tonal qualities and successfully meet the challenges of technological innovation. The result speaks for itself: A solid base befitting he worldwide recognition and acclaim acorded "a company renowned for creating superb sounds and acoustic technology."

The year 1957 marked Trio-Kenwood's advance into the international arena, with the production and export of FM radios to the United States through Radio Shack Co. Through the company's international network of affiliated companies, numerous Trio-Kenwood products are made available to people throughout the world.

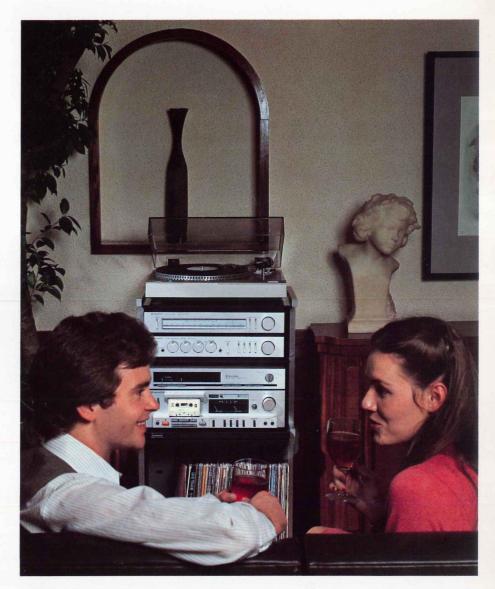
In 1979, the company established its first overseas production base in Singapore to set the stage for launching production abroad in the face of a growingly severer export environment. Also contributing to enhance its international prestige are EDR's (European Depositary Receipts) which were issued in 1970 and ADR's (American Depositary Receipts) which were listed in 1977.

Making full use of its youthful work force and advanced technologies, Trio-Kenwood is following the road to becoming an ingrated electronics manufacturer.

By making further improvements in cumulative technologies and developing new and better technologies, Trio-Kenwood looks forward to the future with confidence and determination to achieve further growth and expansion so that it can live up to the expectations of its customers worldwide.



ADR (American Depositary Receipt) and EDR (European Depositary Receipt)





Kenwood-booth at U.S.' largest Electronics Show



Sales meeting

## from 6R-4S receiver to sigma drive system The Years in Review

A brief chronological look back at milestones in the annals of Trio-Kenwood Corporation and the world's electronics industry.

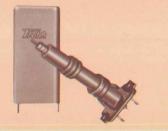
# the guiding principle "Sound Production Is Our Distinguished Specialty"

#### 1946

Kasuga Musen Denki Shokai Co., Ltd., is established in Komagane City, Nagano Prefecture, with capital of ¥125,000 Registered trademark: "Trio"

### 1949

High-frequency transformer is awarded the first official NHK (Japan Broadcasting Corporation) certificate, paving way for "technology-oriented" Trio-Kenwood.



Japan's first high-frequency transformer approved by NHK Japan Broadcasting Corporation) was made by Trio-Kenwod 1952

6R-4S receiver (6-tube communication type) is developed and assembly of communications equipment launched at the Tokyo Laboratories.

### 1955

Tokyo Plant is completed and mass production of acoustic equipment, communications equipment and testing instruments is begun on full-scale. "HF-1" Hi-fi tuner for AM broadcasting, Japan's first, is marketed.

### 1957

FM tuners, first in Japan, are completed and exported to the United States through Radio Shack Co.



FM-100 (Marketed 1957), Japan's first full-fledged FM tuner

#### 1960

Corporate name is changed to Trio Electronics Co. to match "Trio-Kenwood" brand. Stock is offered over the counter in Tokyo and capital increased to ¥100 million. AF-250J, dubbed "Symphonette," is marketed.

### 1962

TW-30, Japan's first transistorized amplifier, is placed on domestic market, marking first step toward transition from vacuum tube to transistor

### TW-30 (1962), Japan's first all-transistor OTL mode



### 1963

Kenwood Electronics, Inc., a U.S. sales company, is established in Los Angeles. (Now capitalized at US\$10 million, it is playing a key role in facilitating exports to the U.S.)

#### 1964

Under a business tie-up with Charlin Disc Co. France, the company branches out into music records through domestic distribution of Charlin-brand records.

#### 1966

Full solid-state or transistorized audio products, Japan's first, are completed, backed by trend-setting superior technology. TW-61, a compact pre-main amplifier, is marketed and becomes best-seller in early days of transistorized amplifiers. "Hi-fi Declaration" is proclaimed and a company-wide Hi-fi Movement gets under way. Capital is increased to ¥480 million.

#### 1968

Trio-Kenwood Electronics, N.V. is established in Brussels as exclusive distributor in Europe. (Today, similar sales companies operate in West Germany, France, Switzerland and Sweden under expanded sales network.) Marketing of KT-7000, an FM-AM tuner, incorporating latest high technology features such as IC medium-wave amplifying step and ultra-high sensitivity front end.

### 1969

Stock is listed in first section of Tokyo Stock Exchange and the company joins the ranks of Japan's top corporations in name and reality. Capital: ¥1,200 million.

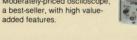
#### 1970

EDR's (European Depositary Receipts) are issued in Europe. Capital is increased to ¥1,425 million.

#### 1975

Trio-Kenwood Communications Inc. is established in Gardena, Calif., as sales company specializing in distribution of amateur communications equipment within U.S.A. (Two years later, a similar sales company is set up in Europe to further expand sales of communications equipment abroad.) Com-





### 1976

Pre-main amplifier incorporating Japan's first DC power amplifier and an FM tuner, an epoch-making super-deluxe model by puls count detector, are marketed and enjoygreat popularity.

999 👀 9

Model 600 (1976) amplifier with DC amplifier for completely separate power sources set the stage for DC amplifiers

#### 1977

ADR's (American Depositary Receipts) are issued in the U.S. and company's reputation enhanced as one of world's top-ranking corporations. Capital is increased to ¥1.825 million. New high-performance separate amplifiers based on the Trio mode (L-07C and L-07M) are placed on sale, fully demonstrating company's technological superiority.

#### 1978

Convertible debentures, worth DM4 million, are issued in West Germany. Listing on Frankfurt stock exchange contributes to enhancing corporate image overseas. Pulse-count wave-detector with integrated circuit is successfully developed. KT-917, an FM tuner of highest world standing, also is marketed.

KD-750 (1978) incorporating DD turntabl with quartz PLL for full control over inertia moment



formula, DDL for locking distortion to the minimum, Worldrenown, top-of-the-line FM tuner in its day.



Trio-Kenwood Singapore (Pte.) Ltd. is established in Singapore as first production base overseas, to prepare reservoir of production know-how for full-scale internationalization of business.





LS-1200 (1979), a well-balanced high-quality 3-way speaker with minimum of linear response.



L-01A (1979) pre-main amplifier, with separate power sources achieved by non-magnetic material for m



J1T (1979) FM tuner minimizes distortion with separate power sources achieved by non-magnetic body.

#### 1980

To meet rising demand for outdoor audio equipment, car components are marketed in united States (in April) and Japan (June) and are given favorable reception. Sigma Drive System also is introduced, plaving innovative role in improving quality of sound reproduction.



Car component (1980) was spotlighted for its hi-fi design, hi-fi



KA-1000 (1980) Thanks to Sigma wiring, it went all out to eliminate tonal dete connections.

**Company Name:** Established: Capital: Accounts Closed: **Regular Shareholders'** Meeting: **Bank References:** 

Line of business:

**Chairman and Di President and Dir** Senior Managing **Managing Directo** 

Director:

Advisor and Direct Statutory Auditor:

### TRIO-SHOJI CO., LTD.

Chairman and Dir **President and Dir Managing Directo** Director:

Statutory Auditor

**Employees:** 

**Head Office:** 

**Shibuya Office: Plants:** 

**Business Network:** 



**Trio-Kenwood Corporation** December 21, 1946 ¥1,825,000,000 May 20 Mid-August

Kyowa Bank, Mitsui Bank, Tokai Bank, Hokkaido Takushoku Bank, Sanwa Bank, Industrial Bank of Japan

- (1) Production and sale of stereo sets, hi-fi amplifiers, tuners, receivers, turntables, speakers, tape decks, car stereo components, communications equipment and testing instruments.
- (2) Distribution of foreign records, and production and distribution of Trio records on the domestic market.
- (3) Import, distribution and servicing of aircraft electronic equipment.

### **TRIO-KENWOOD CORPORATION**

rector:	Ichiro Tsuboi
rector:	Kazuyoshi Ishizaka
<b>Director:</b>	Takeshi Nakano
or:	Toshio Okuhara, Shinjiro Arai,
	Kazutoyo Komatsu, Makoto Oka,
	Susumu Matsuoka
	Takashi Ueno, Hiroshi Miyazawa Yasuo Ono,
	Noritsugu Sushi, Sohei Mizuno
ctor:	Hideo Nakano
:	Tokio Moriya, Michio Makuma

rector: rector: or:	Hideo Nakano Shinjiro Arai Kazutoyo Komastu, Takashi Ueno
	Makoto Oka, Yoshiharu Narushima, Kenkichi Nagashima, Kentaro Hayashi Koichi Sato
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	Trio-Kenwood Corporation, 1,694; Trio Shoji Co., Ltd., 415 (as of Sept., 1980) Shionogi-Shibuya Bldg., 17-5, Shibuya 2-chome
	Shibuya-ku, Tokyo 150, Japan. 6-5, Shibuya 1-chome, Shibuya-ku, Tokyo Tokyo Plant/Ota-ku, Tokyo (communications
	equipment, testing instruments) Hachioji Plant/Hachioji City, Tokyo (acoustic
	equipment, sheet metals, metal molds) Komagane Plant/Komagane City, Nagano Prefecture (acoustic equipment)

Domestic, 119 cities; overseas, 14 cities

# The 2-in-1 "Trio-Kenwood" Radio My First Encounter

By Hideaki Kase **Diplomatic Analyst** 



My first encounter with Trio-Kenwood goes back to the summer of 1958 — the year the Imperial Household Agency Announced plans for Crown Prince Akihito's marriage to Michiko Shoda.

As I remember it the Trio-Kenwood product — a 7-tube 2-stone FM radio (AF-250, popularly known as "Smyphonette") - was a gift from a friend of mine to adorn my study.

hear FM broadcasts, which were still in their experimental stage in Japan. I was intrigued by the exquisite tonal qualities which set it apart from anything that I had heard before.

That was 23 years ago. Since then, Japanese audio technology has achieved steady and remarkable progress. These were spectacular accomplishments comparable to CABASSE, B & O and B & W. This is especially true of Trio-Kenwod, throughout a specialized audio manufacturer backed by pioneering electronics technology evidenced by communications equipment and testing instruments.

I think its products have a unique personality which places the company in a distinguished leadership position among socalled "comprehensive" manufacturers of electrical equipment.

From the purely technological point of view — in the acoustic reproduction of fidelity sound, the use of semi conductors other members of the IC family and highprecision mechanisms - Trio-Kenwood may be said to be outpacing its Western counterparts.

Be that as it may, thanks to my favorite Trio-Kenwood FM radio, my ears - and heart — have been treated to tonal profundity and dynamic, hot sounds of music. The radio has been a source of great enjoyment and satisfaction.

Late last year, a French newspaperman confided to me in a New York restaurant:

"We tend to go for brilliant sounds in the medium and high-pitched range but I think Trio-Kenwood offers more than just brilliance. It offers great depth and the feeling of crispness. It's a marvelous feat. Best of all, the sounds are reproduced in such a way that distortion doesn't seem to bother you.' The French reporter continued:

"All that, I believe, attests to the superiority and dependability of the wealth of technological know how Trio-Kenwood has accumulated over the years. Like dual power source. And DC high-speed or the magnetic distortion theory.

He thus gave full endorsement to Trio-Kenwood products as the world's first-class brand.

On hearing his to-the-point appraisal of Trio-Kenwoo products, I experienced a profound sensation. The sensation was especially pronounced because the Frenchman had spelled out so remarkably a matter

#### Hideaki Kase

ing a foreign brand.

cold of New York City.

Born 1936; Tokyo. After finishing at Tokyo's Keio University (economics), Mr. Kase moved to the United States for advanced studies at Yale and Columbia. Following his return to Tokyo, he became first Editor of the Britannica International Encyclopaedia and is now active as a commentator on international, diplomatic and related affairs. At present, he is Director of the Japan Cultural Forum, a member of the Japan Cultural Congress and Chairman of the Japan Center for the Study of Security Issues. He is also the author of numerous books.

#### Prof. Herbert Passin

Born 1916; Chicago. After graduating from the University of Chicago, Prof. Passin held professorships at the University of Washington and the University of California at Berkeley. At present, he is Chairman of the Sociology Department, Columbia University. He is special advisor to the Aspen Institute and was instrumental in setting up the U.S.-Japan Parliamentary Exchange program (Shimoda Conference). His representative books include 'The United States and Japan," "Season of Voting" and "In Search of Identity."



I had always known the Trio for its fine tone quality and its sturdy workmanship. But it was only in Paris that I for the first time became aware of its truly extraordinary caliber. A friend of mine had just moved to Paris from Tokyo and his apartment on the Ile de la cite had to be the very best location in that City of Light. On one side we faced the exquisitely sculptured apse end of the Nortre Dame Cathedral, glittering like a jewel of finest workmanship. On the other side, we looked upon the Seine River dividing itself in two as it flowed around the lle de St. Louis.

The quais on both banks stretched before our eyes revealing their richness of architecture and human life. To the left, in the near distance, the Tour Eiffel; to the right, in the farther distance, the Butte de Montmartre. We sipped on our aperitifs, watching the glittering scene and listening to the random sounds and murmurs drifting up to us from the streets below.

All of a sudden we were surrounded by an all-embracing sound of extraordinary clarity and fullness, the Bach Suite Number 1 for Solo Cello. My friend had just switched on his Trio setup, which he had brought with him from Tokyo. The performance we were listening to had been recorded on metal tape from an FM broadcast of an old record of Pablo Casals and played back through that extraordinary KX-2060. The LS1200

Hachioji Plant, in western Tokyo, is devoted to a tic

Stereo Review



# Trio-Kenwood audio equipment Hallmark of "Sensitive Modern Technology"

Habert Pers

By Herbert Passin Chairman, Sociology Department, Columbia University

> speakers gave forth the restrained power and effortlessness that are characteristic of the truly great speaker. Their range was flawless, sometimes conversational and intimate, like having the cello in your own living room, sometimes as powerful and rich as a choir of 'cellos'. "It's my own little piece of Tokyo right here in Paris", my friend said. He was right, but it was much more than that: it was sensitive modern technology bringing enhancement and enrichment to Lutetia Parisiorum - the ancient City of Paris

> > Herbert Passin



# backed by pace-setting know-how Trio-Kenwood Products Galore

Since its inception in 1946, Trio-Kenwood has specialized in the manufacture of audio equipment. Leading the way in the pursuit of technological innovation in sound reproduction, the company has scored a number of significant accomplishments during the last 30-odd years.

To cite just a few examples, these include a solid-state amplifier, dual power supply DC amplifier, a pulse count detector tuner, a linear response speaker, a non-magnetic amplifier and tuner and the most recent Sigma Drive System.

All these — and many more — are the fruit of years of technological effort and a company-wide dedication and commitment to making available products of uncompromising quality, which is in line with the long-standing business philosophy of audiorenowned Trio-Kenwood.

Through the years, the guiding principle has - and will continue to be - wholehearted devotion to the development of superior technology for all phases of audio equipment — "from the input to the output of sound." Rather than confining itself to the development of acoustics technology, how-ever, the company is now expanding its development program to encompass the art of sound reproduction to fulfill the demands of audio enthusiasts.

Backed by technological expertise and experience — and with long-range planning and foresight, Trio-Kenwood looks forward to the years ahead. We will do our utmost to meet the challenges of a new and exciting audio world in which digital audio and other forces are expected to gain prominence.

Trio-Kenwood products, creators of a veritable sensation of sound:



①Computerized Automatic Testing Equipment: Prompt precision-testing of 200 items.

2) Computer Plotting: The key to how audio equipment should be like.
3) Automatic Chassis Molding Press: Contributing to operational safety and labor saving.
4) Anechoic Room: In search of tonal perfection. 5 Tuners in the Making: Youthfulness aplenty. 6 Product Testing: "Uncompromising" QC is the

rule. (7) Insert Machine: Speedup in complex operations.



Interior of L-01A pre-main amplifier eliminates distortion with separate power sources via nonmagnetic body.







### motoring with cumulative technology Car Components

# making friends with radio hams Communications Equipment

Through stepped-up deversification, Trio-Kenwood has exapnded into the field of car audio, which is the company's way of responding to customers' demands for "high quality sound on wheels."

In 1980, Trio-Kenwood cacoments made their debut in the United States and Japan. Further marketing efforts are being made in Europe and other parts of the world. These products are proof of another Trio-Kenwood triumph in acoustics technology by providing hi-fidelity sound reproduction for the motoring public.

The reception has been phenomenal both in the U.S. and Japan and once again the company has scored highly with its innovative products — this time, in the area of car components, the result of long-standing technological expertise augmented by newlydeveloped circuits.

The Trio-Kenwood car components cur-

rently marketed are outstanding in automatic hi-fi features, tone, design and overall performance. They are also of durable construction to withstand years of use, besides offering easy-to-operate features for in-automobile use.

Two of the features of the new components that have won high acclaim are the ABSS device which automatically shifts from one radio station to another under poor reception conditions and the cassette standby mechanism which, when and where reception is beyond control, automatically — and instantly — goes into action and cassette playing takes over.

On top of opening up new dimensions in athome sounds, Trio-Kenwood has now achieved a big leap forward in the world of car components with a new look.

Unveiling of car component at New York press conference.

Keener competition and diversification are evidenced today in communications technology and, in particular, in the world of amateur communications equipment, Trio-Kenwood has achieved rapid growth and enjoys an exceptionally high standing as a "maker with a long tradition and outstanding technology."

The products speak for themselves: transceivers for fixed station use... car transceivers that let motorists get more out of motoring — be it for leisure, business, the mily, or anything in-beetween...Handy and dependable transceivers that are fun to use at the beach or in the mountains...

Whatever the model and in whatever field it is destined for use, Trio-Kenwood communications equipment is proving to be a "trend-setter" — in design, performance, reliability and all-around quality control with users' full satisfaction. On the domestic front, the company maintains a large share of the market for amateur communications equipment, offering an impressive lineup of models to choose from in the popular-to-sophisticated range. Overseas, the company has been enlarging its abare of the market at a rand page in

overseas, the company has been enlarging its share of the market at a rapid pace in recent years.

Today, amateur radio is being spotlighted as a useful means of communication that fits in with new lifestyles. It is gaining a large following at a time when people have access to more leisure time and as more motorists, especially the young — and young at heart — insist on getting more out of motoring by going wireless.

And amateur radios bearing the Trio-Kenwood brand are being endorsed by hams in various parts of the world. Prospects for the future look just as encouraging. Starting with radio hams, Trio-Kenwood



now offers a great variety of business radio telephone. It's a field in which Trio-Kenwood is helping to promote "people-to-people" communication throughout the world.



Dayton Hamvention, the great American hams



# delivering precision & versatility **Testing Instruments**

Oscilloscopes, oscillators and electronic voltmeters are the mainstay testing instruments designed and manufactured by Trio-Kenwood — all with built-in precision and reliable features.

Oscilloscopes, especially those in the below-50MHz range, are in wide use today at research institutes, schools, government and public offices as well as in the production of electronic and electric equipment.

Over the years, these oscilloscopes have earned an eminent place and name for themselves and for the company which, in professional and industrial circles, is invariably referred to as "oscilloscopefamous" Trio-Kenwood. These models stand out:

- The CS-1830 which reigns supreme in the market, with unmatched "Trigger Delay," Japan's first, and a host of other high quality features.
- The MS-1650 digital memory scope which promises to generate sizable demand in such fields as civil engineering, construction and machinery.
- The CS-1700C programmable oscilloscope, a "must" for automatic testing in the VTR process.
- The CS-2100, a 4-phase oscilloscope with eigth tracing capabilities at 100MHz.

All told, Trio-Kenwood oscilloscopes enjoy an established reputation in the market as products "backed by superior technology and that meet exact market and user needs."

But, of course, the world of Trio-Kenwood goes beyond oscilloscopes.

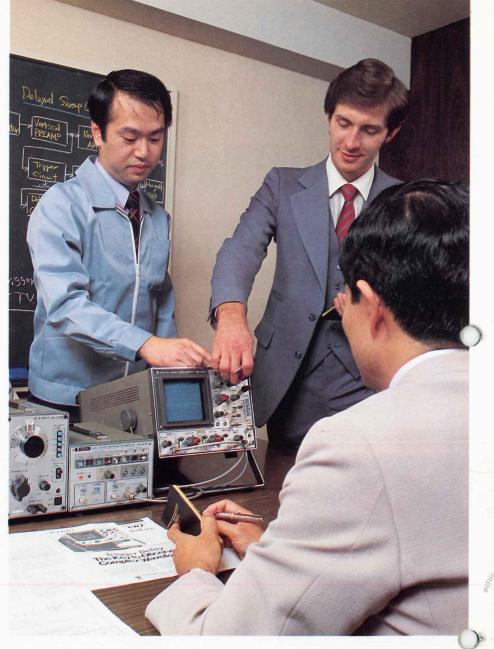
- To cite two examples:
- The SE-3000 sound field testing instrument whose job is to statistically analyze the sound field characteristics of audio listening rooms.
- Supersonic Diagnostic System which assumes a unique place in upgrading medical care.

These are some of the significant achievements scored in the years past. But the work must go on. The company's primary concern now is to bring to industry and research groups the benefits of newgeneration testing instruments based on the latest applied digital and computerized test-



ing technologies. And by so doing, Trio-Kenwood hopes to establish a solid base as a unique maker of electronic testing instruments in coming

SE-3000 sound field testing instrument



## opening up new vistas **Record Business**

As part of its diversification program, Trio-Kenwood advanced into the record sector by concluding original disc agreements on such world-renowned music records as the "Charlin" Label, "ECM" Label, and "Lax" Label.

The company has also been engaged in the development and production of ownbrand music sources — music tapes and records — which have been highly appreciated by musicians and music lovers around the world.

# safety & reliability in the air **Aviation Electronics**

The presence of Trio-Kenwood has been much in evidence in recent years in the aviation field as suppliers of aviation electronic equipment which is contributing to the safe, reliable and efficient operation of aircraft. The products currently handled in this field represent two major American manufacturers — electronic equipment produced by Rockwell International (Collins Avionics Group), testing instruments by IFR Inc. and logging recorders by MAGNASYNC.



# contributing to richer lives everywhere World Citizen Extraordinary

North American. Europe, Asia and Oceania. Latin America. Africa. The Middle East.

Trio-Kenwood circles the world, offering a full lineup of quality products to peoples of the world — to enable them to enjoy more fulfilling, rewarding lives. Trio-Kenwod. A distinguished world citizen.



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### TRIO-KENWOOD CORPORATION

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