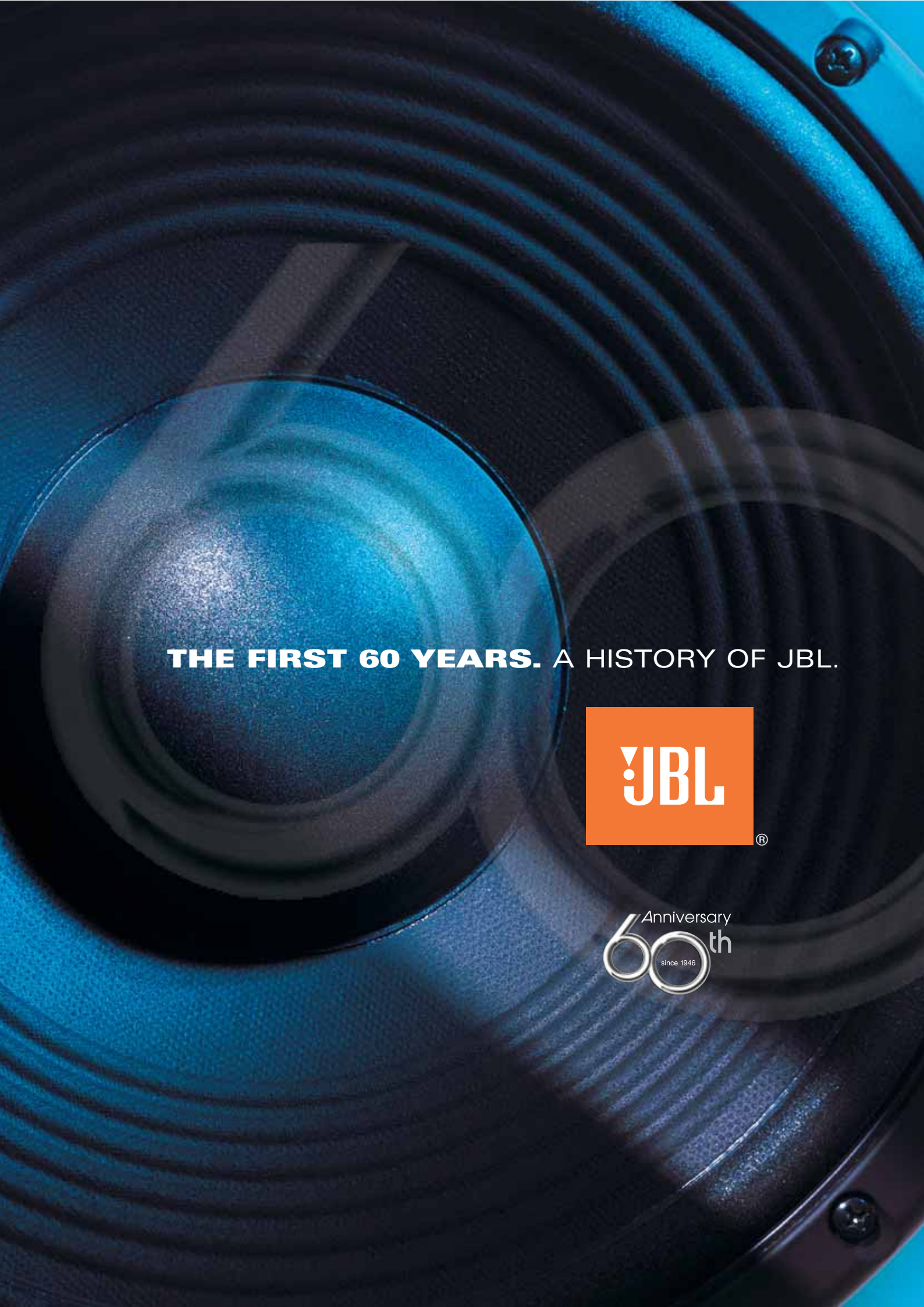

THE FIRST 60 YEARS. A HISTORY OF JBL.
JBL
Anniversary
60th
since 1946

THAT ROCK CONCERT THAT WAS STILL PLAYING IN YOUR HEAD THE NEXT MORNING?

THAT WAS OUR WORK.

THE POPCORN-SCATTERING ACTION MOVIE THAT PUSHED YOUR THEATER SEAT INTO FULL RECLINE?

NO NEED TO THANK US.

YOUR ALL-TIME FAVORITE CD'S, ADRENALINE-PUMPING VIDEO GAMES AND ATTITUDE-ALTERING CAR AUDIO?

YES, IT'S ALL JBL®.

JBL®

60th Anniversary since 1946







WHEREVER YOU ARE, WHEREVER YOU'RE GOING AND EVERY-WHERE IN BETWEEN, NO COMPANY HAS MORE WAYS TO DELIGHT YOUR SENSES AND ENGAGE YOUR BRAIN THAN JBL. ONLY JBL HAS THE TECHNOLOGY AND THE EXPERIENCE TO BRIDGE THE WORLDS OF CONSUMER AND PROFESSIONAL SOUND. WE'VE BEEN THE WORLDWIDE AUTHORITY IN AUDIO REPRODUCTION FOR MORE THAN 60 YEARS.

BUILDING THE EQUIP-MENT THAT MUSIC AND MOVIE PROFESSIONALS INSIST ON AND CRITICAL LISTENERS PREFER IS RIGOROUS, EXACTING WORK, INVOLVING LOTS OF MATH AND ENGINEERING. BUT DON'T LET THAT TAKE THE FUN OUT OF IT FOR YOU. ALL YOU HAVE TO DO IS ENJOY.

NOT ALL COMPANY HISTORIES BEGIN AT THE VERY BEGINNING.

BUT JBL'S DOES.

In 1927, at about the time a young audio engineer named James B. Lansing was setting up a shop in South Los Angeles to manufacture radio loudspeakers, movie pioneers over in Hollywood were tinkering with the idea of talking pictures.

Talk about being in the right place at the right time. The Lansing Manufacturing Company became an indispensable supplier to the movie industry, producing the components of the innovative MGM sound system that in 1937 won a citation for technical excellence from the Academy of Motion Picture Arts and Sciences. Along with Lansing's well-named Iconic studio monitor, this set an unquestioned benchmark for all that followed.

Lansing's early milestones included the development of a high-speed process for



1946
James B. Lansing Sound Inc. is founded in Los Angeles.

1947
JBL unveils the D130, a 15-inch loudspeaker with the first known use of a four-inch flat-wire voice coil.

1954
JBL raises the standards for movie sound with the Model 375, a high-frequency compression driver; the Model 075, a high-efficiency, high-frequency ring radiator that's still in the JBL catalog today; and a new family of acoustic lenses.



D130

1955
Rock 'n' roll gets its voice. Leo Fender incorporates the D130 into his guitar amplifiers.

Space Age bachelor pads get their sound systems. The name is Hartsfield – the JBL Hartsfield.



Hartsfield

1958
JBL introduces Paragon, a stereophonic home loudspeaker that uses a cylindrical reflecting system for better stereo imaging.



Paragon

1962
A JBL Professional two-way studio monitor is the first to incorporate a high-frequency compression driver with an acoustic lens.

1965
JBL advances the state of the solid-state art with T-Circuit, making high-output solid-state amplification possible.

1969
JBL powers Woodstock, and Woodstock changes everything.

Harman International® acquires JBL, beginning a period of rapid international growth.

Pro sound comes home. The popular L-100, derived directly from JBL Professional studio monitors, is introduced.



milling and winding flat-wire ribbon voice coils, and several important advancements in compression driver technology that are still in use today.

Through the Depression and World War II, as Hollywood became a driving force in popular culture around the world, Lansing's professional reputation grew and his company evolved. Lansing Manufacturing was acquired by Altec Service Corporation in 1941, and Lansing himself moved on to open James B. Lansing Sound in 1946.

From a small machine shop in San Diego County, the new company introduced the extraordinary D130 studio monitor, widely considered to be the finest extended-range loudspeaker ever produced. With a four-inch edge-wound voice coil, pneumatically formed aluminum-center dome and Alnico V magnet assembly, the D130 accurately delivered an extremely wide range of frequencies with unequaled efficiency.

After Lansing's death in 1949, and after years of polite skirmishing with Altec Lansing over marketing rights to the Lansing name, James B. Lansing Sound began selling its products under the JBL brand.

JBL's Professional business grew rapidly in the 1950s with the introduction of Model 375, an Alnico V high-frequency compression driver, and a variety of acoustic lenses and radial horns for theater use. But the Hi-Fi era was dawning, and JBL was poised to enter the consumer electronics market in a major way.

The legendary Hartsfield system, named the "ultimate dream speaker" by *LIFE* Magazine in 1955, was so advanced that a Japanese company continued to manufacture it under license from JBL well into the 1980s.



4435

1973
JBL Professional ships the industry's first four-way studio monitors.



Century L-100

1976
The U.S. recording industry ranks JBL studio monitors #1 in a *Billboard* magazine survey.

1979
JBL patents a new diaphragm technology to control high-frequency resonances.

1981
JBL introduces studio monitors with Bi-Radial® horn technology. They achieve flat power response, a longstanding goal of the recording industry.

1982
Pure-titanium-dome tweeters raise the bar for high-frequency response.

LUCASFILM THX®

1983
Lucasfilm® selects JBL to develop commercial theater systems that meet rigid THX standards.



1984
Pro sound comes home again. Pure-titanium-dome tweeters are introduced in consumer loudspeakers.

A.M.P.A.S.® chooses JBL components for its state-of-the-art Samuel Goldwyn Theater.



Everest

1985
The Everest DD 55000 system is named "Product of the Year" by Japan's *Stereo Sound*.

JBL HAS BEEN SETTING AUDIO STANDARDS...

FOR MORE THAN 60 YEARS

The "over-engineered" nature of JBL Professional loudspeakers – their ability to pound out massive amounts of bass for hours on end – proved particularly well suited to the technical demands of rock 'n' roll, and by the first Woodstock Festival in 1969, JBL was the unchallenged leader in sound amplification for large concert venues. On the home front, the L-100, a consumer version of a popular JBL Professional studio monitor, sold more than 125,000 pairs in the early 1970s.

The company's ties to the film industry grew stronger in 1983, when George Lucas selected JBL to develop the first THX®-licensed theater system. Major showcase installations followed, including the Academy of Motion Picture Arts and Sciences' Samuel Goldwyn Theater. Today, JBL is responsible for a majority of all THX installations worldwide.

In the 1990s, JBL brought the excitement of movie-house sound home with powerful, custom-installed Synthesis® systems, as well as with "one-box" Simply Cinema® systems which practically installed themselves. Today, JBL is taking music systems in new directions, with popular multimedia speakers designed for personal computers and, of course, for the iPod.®

JBL has always been an engineering company and, like Jim Lansing before them, today's JBL engineers are committed to professional performance standards and the highest levels of manufacturing quality. Movies and music are made to be enjoyed, and JBL Professional and consumer systems let you enjoy them to their fullest.

THE WORLDWIDE AUTHORITY



The Directors Guild of America chooses JBL equipment for its L.A. headquarters.

1989

1990
JBL patents Vented Gap Cooling™ (VGC™) to raise the thermal limits of low-frequency transducers.



K2 S5800

1991
The birth of the K2® "Project" series of loudspeakers – the K2 S9500 is Japan's "Product of the Year." K2 Project speakers garner award after award for years to come.

1992
JBL Synthesis® is released, the industry's first THX-certified home media system.

1993
JBL SoundEffects™ debuts wireless home media solutions with CD-quality audio.



S2600

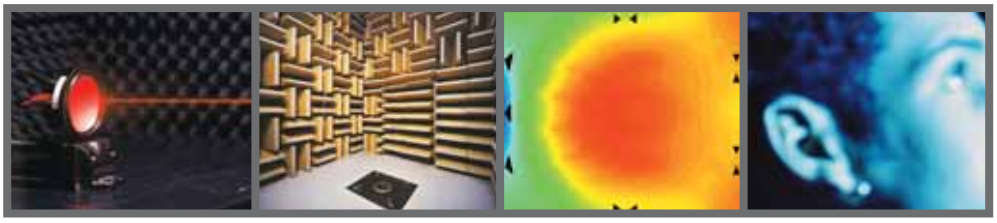
1994
JBL does Woodstock again. (Much louder, if not quite as ground-breaking.)

The advanced technology and superior sonic performance of JBL's S2600 is rewarded with the coveted Golden Sound Award and *Stereo Sound*'s COTY Award.

The revolutionary EON® powered loudspeaker system is granted multiple patents.

1995

AND PERFORMANCE STANDARDS.



REAL-TIME FFT LASER VIBROMETRY. Measuring the infinitesimal is (or should be) an audio engineer's stock in trade, and the more precise the measurement tools, the better the result. JBL engineers use lasers to test the performance characteristics of various transducer materials and laminates, to find those least likely to produce unwanted resonances during peak audio passages. It's exacting work, but JBL insists on it.

ACOUSTICALLY PERFECT ANECHOIC CHAMBERS. Imagine a room so sonically inert that sound reflections can't happen. Such a room is costly to produce, but it's the only way to conduct ultra-precise measurements of a loudspeaker's primary output. JBL has invested in new anechoic chambers to improve our understanding of how materials, coatings and manufacturing techniques affect loudspeaker performance.

MULTIAXIS ANALYSIS. Suppose, just suppose, that your TV room isn't perfectly shaped. Is your queen-size convertible sofa going to hamper the nearly perfect output of your JBL system? The answer lies in a complex combination of literally thousands of on- and off-axis audio responses, which we've precalculated for a myriad of situations. Rest assured, JBL speakers have been optimized for real-world rooms filled with real-world furniture.

THE MOST SOPHISTICATED INSTRUMENTS OF ALL. Trained or untrained, professional or amateur, the human eye and ear are (and will always be) the final arbiters of sight and sound. And for all our technology, we're still reliant on them. JBL loudspeakers have passed stringent tests in all types of home environments – which is why we can confidently predict how you'll feel when you experience the system for the first time. Probably some variation of "awesome."

IN AUDIO REPRODUCTION FOR

1999

JBL is the official "Sound of Woodstock." The third time is the charm.



2000

JBL debuts the VerTec® line array system at the Democratic National Convention in Los Angeles.

2001

The K2 S9800 wins more prestigious awards than any other loudspeaker in history: Golden Sound Award (Japan), Hi-Fi Product of the Year (Great Britain), Design and Engineering Showcase Award (USA), Diapason d'Or (France). The VerTec system inaugurates a U.S. president. (Well, not single-handedly, but 300,000 people did hear every word of the speech.)



K2 S9800

2002

Several JBL engineers are recognized by the Academy of Motion Picture Arts and Sciences for technical achievement. (That makes JBL very highly decorated, especially if you count Lansing's 1937 A.M.P.A.S. citation, which we sometimes do.) The VerTec system inaugurates a U.S. president. (Well, not single-handedly, but 300,000 people did hear every word of the speech.)



JBL Synthesis

2003

A JBL Synthesis system reigns as the world's most powerful home theater, offering more than 8,000 watts of power and the new SDP-40 digital processor.

The patented JBL Synthesis S4A is the world's first THX Ultra2™ in-wall, flush-mount, multi-pole surround loudspeaker. It is awarded the International CES Innovations Award.



S4A

HEAR US ON TOUR WITH MANY OF THE BIGGEST ACTS AND AT SOME OF THE WORLD'S MOST FAMOUS VENUES.

ALFRED HITCHCOCK THEATER
UNIVERSAL CITY, CALIFORNIA

EDWARDS CINEMAS
LOCATIONS THROUGHOUT USA

MANN'S CHINESE THEATER
HOLLYWOOD, CALIFORNIA

GRAND OLE OPRY
NASHVILLE, TENNESSEE

UNITED ARTISTS THEATERS
LOCATIONS THROUGHOUT USA

VIRGIN CINEMAS
LOCATIONS THROUGHOUT JAPAN

WINSTON THUNDER-DOME
USA

LOEWS CINEPLEX
LOCATIONS THROUGHOUT USA

SYDNEY OPERA HOUSE
SYDNEY, AUSTRALIA

KENNEDY CENTER
WASHINGTON, DC

ROYAL SHAKESPEARE THEATRE
STRATFORD-UPON-AVON, ENGLAND

AMC THEATERS
LOCATIONS THROUGHOUT USA

SAMUEL GOLDWYN THEATER
BEVERLY HILLS, CALIFORNIA

MORE THAN 60 YEARS.

2004
JBL brings Pro sound to your desktop. JBL Creature® II and JBL On Stage™ offer cutting-edge sci-fi design and superior sound performance for computers and portable devices, proving that excellence can indeed come in small packages.


JBL Creature II


JBL On Stage

2005
JBL Pro receives a Technical GRAMMY® from the National Academy of Recording Arts & Sciences.

2006
The new reference in JBL home audio performance – Everest II.

JBL celebrates 60 years as the worldwide leader in audio reproduction.


Everest II

JBL®

60th Anniversary since 1946



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THX is a registered trademark, and THX Ultra2 is a trademark, of THX Ltd. All rights reserved.

* The trademark On Stage is used with permission of OSA International, Inc.

Part No. JBL60THLIT4/06



JBL

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A Harman International Company

Designed, edited and digitally produced by Harman Consumer Group Marketing & Design Center, Woodbury, NY.