



ELECTROCOMPANIET

If music really matters...

PRODUCT CATALOGUE 2011

Professional & Installation





Our history began in 1976 with our legendary 25W amplifier, hailed as the worlds best amplifier.

Today Electrocompaniet is the leading Norwegian producer of high quality audio equipment – designed to convey musical experiences. In our factory in Norway we manufacture with great care and pride world class audio equipment that are exported worldwide
– to more than 45 countries.

Experience musical reproduction - experience Electrocompaniet

Our History

Electrocompaniet has long experience in constructing and producing audio equipment of the highest quality. Our products have, from day one, been used for critical and exact audio reproduction by enthusiasts and professional users world wide. The Norwegian audio odyssey began in a backyard in the Grønland district of Oslo in 1973. Electrocompaniet grew to be renowned for audio reproduction of the absolute highest quality.

The American guru-magazine "The Audio Critic" defined in 1976 The 2 Channel Audio Power Amplifier as the worlds best amplifier. This clear message from an authority such as the "The Audio Critic" created an immediate international attention for the little backyard company in Tøyengata 14. The telephone rang all day. The local postman delivered sack after sack of letters and orders from the US and other countries near and far.

The 2 Channel Audio Power Amplifier is an all time classic. It started a lively international debate about the correlation between static measurements and correct audio reproduction. How could a 2 x 25 watt amplifier sound so unquestionably better than others and more powerful amps? The 2 Channel Audio Power Amplifier was seen as a revolutionary amplifier. It became the new reference for correct and musical reproduction of the original recording.

The Audio Critic wrote in it's test of The 2 Channel Audio Power Amplifier's – "Audio freaks – Eat your hearts out: This is the world's best sounding amplifier, and you can't buy one in this country.

Today Electrocompaniet is known as the spearhead of the Norwegian Hi-fi industry. We operate from a modern factory with advanced development and production tools, in Tau near Stavanger in Rogaland. We export our products to more than 45 countries. We are really proud of what we have achieved in both our home market and the international market.

Our vision

We love music. Electrocompaniet has, right from the start, wanted to honour the original recordings. Many of us are both musicians and electronics engineers. We also involve professional musicians, experienced music producers and recording engineers as consultants during the development of all of our products.

To unify art and advanced technology is our vision and goal. Yes we have high ambitions. We will continue to work for our ultimate goal – extremely exact reproduction, high quality, timeless design, and an intuitive and flexible user interface. In all of our actions we aspire to our motto – If music *really* matters..



Audio Critic in USA tested The 2 channel Audio Power Amplifier in 1976, and said: - Audio freaks - Eat your hearts out: This is the worlds best sounding amplifier, and you can't buy one in this country.

Tradition and innovation

Electrocompaniet's innovation showed in 1976 how a little transistor amplifier mowed down the established competition. All over the world people were talking about the sensationally good Norwegian amplifier. All of our product range continues to have some of the original philosophy and tradition in it. We retain the good traditions, while we continuously develop and integrate new technologies.

By combining our long tradition with new ideas and modern leading edge technology we can, at any time, offer our customers new and exciting solutions with intuitive user interfaces, stylish design and, last but not least, the world renowned Electrocompaniet sound quality.

On team with the Professionals

In our marketing we often use the expression: 'Closing the gap to the master'. We believe that we have all the rights to use this expression – right from the start in 1976 we have had very tight association with artists, musicians, songwriters, record producers, recording engineers, sound technicians, recording studios, sound mastering studios, record companies, broadcast companies, etc. Our loyal professional users are spread over the whole world.

They have chosen Electrocompaniet because they mean that our products more than satisfy their extremely high requirements for exact audio reproduction and robust construction. They also require that the equipment will survive heavy daily use, year in year out without downtime. We have learnt a lot from our challenging professional users. All of our products are made with the same passion and quality requirements as those for the professional products.

CLOSING THE GAP TO THE MASTER...

Our slogan "closing the gap to the master" says a lot about our vision. In all our products our aim is to reproduce the sound from the original recording.

ELECTROCOMPANIET IN THE PROFESSIONAL MARKET

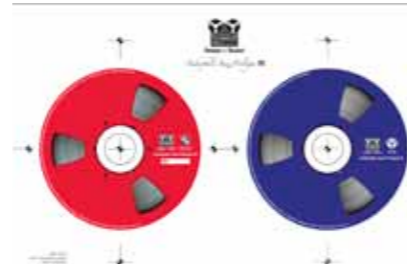
Electrocompaniet is a Norwegian company that for more than 35 years has produced equipment for reproduction of music. We supply amplifiers, pre-amplifiers, CD/DVD/Blu-ray players and speakers both for the HiFi enthusiasts and for the professional users. We also have vast experience in the development of digital solutions like DtoA converters, streaming solutions and wireless transfer of sound. Our products has given us recognition as one of the leading producers of High End audio electronics.

In the beginning, back in the seventies, the professional market was for Electrocompaniet an arena for brand-building and references. Gradually it became an important part of our business, our position in this market was further improved by the acquisition of Dynamic Precision in 2009. We now have several hundred of installations, large and small, for professional users.

When developing our products we emphasise the following:

- best possible quality in audio and video reproduction
- reliability
- user friendly
- design

When Electrocompaniet became a part of Westcontrol in 2005 several measures was taken to further develop the company as a major player in the High End HiFi and professional market. We believe that our experience, references and technical know-how makes us a good partner for large and small professional users.



*Since the beginning in 1973
Electrocompaniet has always aimed at
reproducing the sound*

WHAT CAN WE DELIVER?

From simple set-ups to complete solutions for video-and audio reproduction - on different price levels. We offer solutions for clients that demands high quality and reliability, by selection Electrocompaniet you get high quality music reproduction and sonic quality without compromise.



STUDIO

Amplifiers for monitors and speakers
DAC's
Passive/active monitors
Electronic crossovers
Microphone amplifiers
Multiplayers (Blu-ray, CD, DVD, SACD etc)
Pre-amplifiers
Speakers



LISTENING ROOM

Multiplayers (Blu-ray, CD, DVD, SACD etc)
Streaming and media players
Pre-amplifiers
Amplifiers for monitors and speakers
Speakers

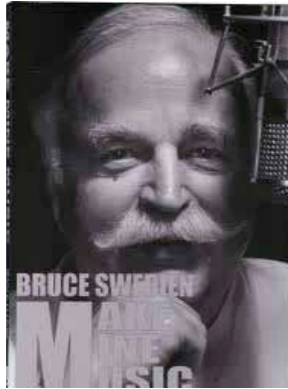


PUBLIC AREAS, RESTAURANTS, CINEMAS ETC

Quality music distributed by Ethernet or traditional wiring.
Power-amplifiers for installations and Cinemas
Mixers for installations
Multiplayers (Blu-ray, CD, DVD, SACD etc)
Streaming, media players, iPod-, DNLA-, Anroid-, iPhone - Interface
Pre-amplifiers
Amplifiers
Speakers

NOEN REFERANSER

During the last 20 years Electrocompaniet has been chosen by some of the most respected persons and companies in the recording and HiFi industry.....



The legendary record producer Bruce Swedien who has recorded a lot of well known artists among them Oscar Peterson, Quincy Jones, Michael Jackson, Jennifer Lopez and Herbie Hancock using equipment from Electrocompaniet.

"We hooked up the amplifier to my speakers. Great sound!, my studio life has not been the same since! Wonderfully musical sounding amplifiers! Those amplifiers go with me to every recording project. "



The British speaker manufacturer KEF has been using equipment from Electrocompaniet when introducing several of their "top of the line" speakers. They also rely on amplifiers from Electrocompaniet during their development work at the factory in Maidstone, UK.



The much appreciated piano and speaker producer Bösendorfer, now Brodman, uses equipment from Electrocompaniet during development and demonstration of their speakers.

REFERANSER

Lindberg Lyd AS (2L), Norway : www.lindberg.no/norsk/redigering.htm

Lydmuren AS, Norway : www.lydmuren.no/cd-mastering/

Sonopress, Norway, : www.sonopress.no/

Rixmixingverket, Sveden : Michael Ilbert, : www.rmvstudio.com

Rainbow Studios (ECM), Norway, : www.rainbowstudio.no/studio

O Ganho do Son, Portugal, : www.oganhodosom.com

ASC Recording Studio, Bruce Svedien, USA : www.asc-studio-acoustics.com/gallery.htm

Mono Music Studio (Benny Andersson), : www.monomusic.se/utrustning-studio.aspx

Maratone, Sveden, : www.maratone.se/studios/studio1

Sunflower Recording, Norway, : www.sunflowerrec.com/?page_id=11

Hansa Studios, Germany, Michael Ilbert

NTNU Universitet Trondheim, Norway, : www.ntnu.no/musikk/utstyr

Island Music Lab : www.islandmusiclab.com/Studio.html

Aktiv Audio, Norway, : www.aktivaudio.no/html/utstyr/utstyr.html

Crystalphonic, USA Virginia, : www.crystalphonic.com/static/studiod/index.html#

Power Play Studios, Ursli Weber, Yello, Switzerland, : www.powerplaystudios.ch

One World Music, Gernot Reetz, Germany, : www.one-world-music.com

Clearsound Media, Uwe Spies, Germany, : www.clearsound.de/

The Factory, Norway, : www.thefactory.no/#category_1_1

S.A.T.S Skullerud, 3500 kvm, 2 aerobiksaler, 2 spinningsaler, garderobes, fellesareal

Prekestolen fjellstue, lydanlegg restaurant

+ many more.....

MICHAEL JACKSON AND ELECTROCOMPANIET.

How is it possible for some guys from a small Norwegian HiFi manufacturer to get their names on one of the best selling albums of all times?. Because it is a fact that Electrocompaniet gets a Special Thanks for their technical support on the album HIStory by Michael Jackson.

The background for this is Michael Jackson's long co-operation with the legendary composer and producer Quincy Jones and the recording engineer Bruce Swedien. This co-operation goes all the way back to 1978 when Michael did his first film "The Wiz" with Diana Ross. Quincy Jones was arranging the film's musical score and Bruce Swedien was the recording engineer. This was the first project they did together and the next one was the album "Off the Wall" that really started Michael's solo career. After this Michael and Bruce Swedien worked together on albums like: Thriller, Bad, Dangerous, HIStory and Invincible.

Electrocompaniet was established in 1973 and in 1976 the company got an international breakthrough when the Audio Critic named The Two-Channel Audio Power Amplifier "the world best sounding amplifier". After this Electrocompaniet won lots of awards and amplifiers from a small company in Norway was sent to all corners of the world. There were scarce resources to spend on advertising and marketing and many amplifiers were sold on recommendations from customers and by "Word of Mouth Marketing". It was important to get a good relationship with the professional music community and one way of getting this was to lend out amplifiers to musicians, producers and recording engineers. This way amplifiers from Electrocompaniet ended up with members of ABBA and a-ha to mention just a few.

Much by coincidence and personal relationships Bruce Swedien agreed to test some amplifiers from Electrocompaniet. And an a pair of amplifiers were brought by plane (overweight) to his Larrabee Studio on Lakerhim Boulevard in Studio City in Los Angeles. Bruce Swedien got immediately captures by these amplifiers that he thought was the best this side of tube-amplifiers - in his own words "this amplifier changed my life" - After this he has insisted on using Electrocompaniet amplifications on all his recordings. This was in 1991 and Bruce had then just finalized the production of Dangerous - which gave him a Grammy for "Best Engineered Album". On the next recording with Michael Jackson, which was HIStory, amplification from Electrocompaniet was used all the way through the production. This was a dramatic recording that started in Los Angeles, but after the earthquake in 1994 the recording was moved to HitFactory in New York City. When making the cover for HIStory Bruce Swedien wanted to sent a thanks to his Norwegian Friends - the big chiefs in the recording company was not in favour of this. By chance Michael was in the studio this day and he decided this by saying "it's got to be that way". And this way Electrocompaniet, Per Abrahamsen, Nils B. Kvam and Trond Braaten got their names on one of the best selling albums in the world.

.....og det stoppet jo ikke med det da Bruce Swedien valgte å fortsette å gi kreditt også på de neste albumene han hadde i arbeid - ting som Herbie Hancocks "Gershwin's World" og Michael Jacksons "Invincible." Forsterkerne ble også brukt på et album med Jennifer Lopez, og også spesialutgavene av "Off The Wall," "Thriller" og "Bad". For Bruce Swedien har forsterkerne vært viktige, noe han har understreket ved alle anledninger hvor han har vært i stand til å snakke om det. Det er det også behørig nevnt i bøkene hans, både i "Make Mine Music," som er en biografi og boka om arbeidet hans sammen med Michael Jackson "In The Studio With Michael Jackson."





ELECTROCOMPANIET

If music *really* matters ...

Electrocompaniet AS tel: +47 51741033 fax: +47 51741010 email: sales@electrocompaniet.no
www.electrocompaniet.no