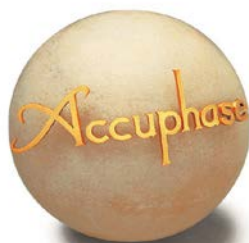


## The Future of Audio

### ■ Audio is a cultural treasure nurtured over many years



Ever since the dawn of audio technology, there is an ongoing debate whether the sound of audio equipment should be as transparent as possible or display a characteristic of its own, much like a musical instrument. Whichever side of this argument one favors, it is a fact that the reproduction chain from the microphone to the loudspeaker has come a long way. The accumulation of technology has made it possible to increasingly eliminate colorization, resulting in the sound that we have today. But this fact notwithstanding, there is practically no speaker that sounds exactly like another, nor is one amplifier exactly the same as another. Even products using digital technology have their own particular sonic characteristics.

Audio technology has evolved to a very sophisticated level. However, the sound of two pieces of equipment may differ, even if their measurement data are the same. This indicates that measurement technology has not yet advanced to duplicate the full depth of human sensory perception. This uncharted territory is where the joy and creativity of audio is born.

Paradoxically, the ideal state of audio equipment is one where the equipment itself disappears, allowing listeners to fully immerse themselves in the music. With regard to an amplifier, this means stepping up the level of the recorded signal and correctly delivering it to the loudspeakers without introducing distortion. However, this is easier said than done, and so far the only means of determining whether the speakers are being correctly driven by the amplifier is a subjective evaluation by listening to the sound. Furthermore, the program source, player, amplifier, speakers, and room acoustics all have certain characteristics that interact with each other, resulting in many different tonal variations.

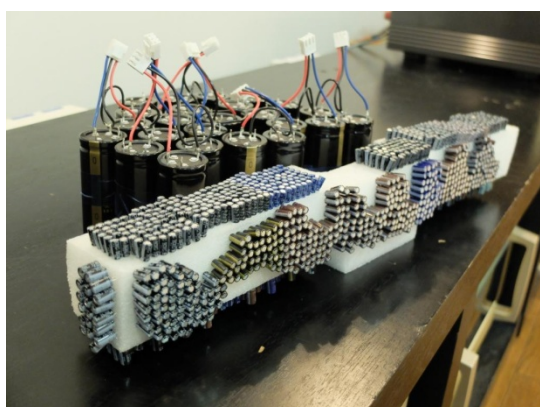
Just as humans have different preferences with regard to the taste of food, there are



differences in the type of sound that people prefer. One of the pleasures of high-end audio is finding components that match one's ideals and bringing them together in the quest for the ultimate sound. Actively creating one's own sound can be seen as an act of self-expression.

## ■ Creating brilliant sound

Music is difficult to explain in words or put into writing. Fortunately, there is a means of reproduction called audio which makes it possible to transport the ambience of a concert venue into one's own home for musical enjoyment. But in recent years, the possibilities go even beyond faithfully recreating the concert hall or stage. One now has the means at hand to create sound according to one's preferences or to match the room and the occasion.



There is a wide diversity in how one can enjoy music, including individual preferences for different music genres, different approaches to the perception and the concept of sound, different sensibilities and different environments in which to listen. This great variety is what makes audio so interesting. Music is not a tangible thing that can be touched or seen, but it has enormous power to move the soul.

The world of audio offers an opportunity to pursue a lofty goal, putting something together that expresses one's sensitivity through the medium of sound. Audio components are a tool for listening music where good sound leads to limitless inspiration.

## ■ Why sonic differences?

Technical specifications and figures are certainly important criteria for assessing the quality of reproduction equipment, but intangible musical nuances and ambience are expressed in various ways by equipment from different manufacturers. And it is just this expression that determines the value of the product. However, even with the most advanced measurement tools, it is as of yet not possible to fully analyze these differences in expression. Each of the

elements that make up a product affects its musical character in subtle ways.

Therefore we have chosen an approach whereby elements are replaced individually and music is then reproduced again under the same circumstances, allowing us to judge the effect by ear. Through this demanding and painstaking process, where judgment is entrusted to human sensibility, we carefully and gradually hone the musical expression of a product. At Accuphase, repeated listening tests at this stage are allocated about as much time as technical development.

### ■ The joys of audio

The mission of Accuphase is to provide audio components with high added value that can be used in full confidence for a very long time. Audio products make for a sophisticated and rewarding hobby, but they are of course not a necessity of life. One can do without them. But music on the other hand enriches our sensibilities and is an essential part of what makes us human. Being able to listen to music freely, at any time and in one's own fashion, that is what makes audio so precious. Accuphase feels privileged in being able to contribute to this joyful activity through our products.



### ■ The diversification of audio sources

Audio components exhibit various subtle differences in their sound, but the types of sound sources used to reproduce music also are wide and varied, so that there is no absolute measure. The range of available options includes



mature packaged media such as SA-CD and CD, as well as analog records and FM broadcasts, both of which are enjoying a kind of revival at present, and then there are the latest digital offerings for high-resolution music distribution and streaming. All of these play an important role in the enjoyment of music.

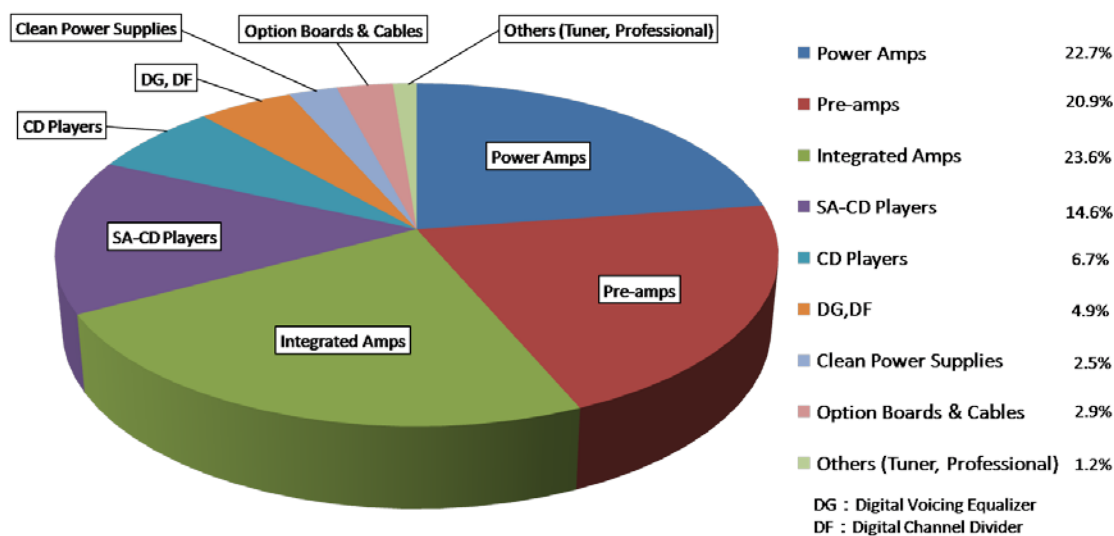
Accuphase heartily welcomes the increase in great music sources. We aim to design products

that can easily handle the coexistence of various sources and are able to bring out their inherent potential to the fullest. Reflecting the progress of performance through outstanding sound is our goal, as we meet the challenge of exploring how hardware and software can continue to complement each other.

## ■ The Accuphase product portfolio

Within the audio sector, Accuphase specializes in high-end audio, developing, manufacturing and marketing amplifiers, players, and related products. We limit our activities to this field because we believe that world-leading components can only be created in an environment of deep understanding and through dedicated efforts to foster the ultimate in craftsmanship.

**Sales Ratio by Product genre(Oct'14 - Sep'15)**



Our four key categories are power amplifiers, preamplifiers, integrated amplifiers, and SA-CD/CD players. The audio industry in general is not expected to experience strong growth in the near future. However, by bringing our unique technological know-how for example to products such as clean power supplies, voicing equalizers, and channel dividers, we are demonstrating the possibilities for truly exceptional products in the Accuphase tradition. Through active and considered use of digital and software technology, we will be aiming to create a new audio market.

## ■ The force of continuity

Continued existence as a company is of course essential. We have to enhance our corporate structure and rely on a solid basis for continuing our activities, also for the sake of all customers who own Accuphase products.



Being able to move confidently into the future hinges not only on the appeal (sound quality, performance) of our products, it also relates to our unique corporate policy and management stance and the focus on quality, which we are perpetuating as a company. With each model change, performance is pushed further upwards, in such a way that is unmistakably reflected in sound quality. This is the driving force that sustains our continuity.

Putting the customers first, never betraying their trust, working diligently to build the company's reputation slowly but surely thereby increasing the brand value, these are the things that sustain Accuphase in the long run.

## ■ The future of high-end audio

High-end audio has never been a large market. In view of social factors such as the declining birthrate and advancing age of users, a market expansion cannot realistically be expected. But music has unlimited possibilities, and it will be around for as long as humans are alive. If the aim of Accuphase is defined as nurturing the audio culture necessary to the human race, the future of audio no longer seems uncertain.

Audio is an avocation, and as such, accommodates a wide variety of individual preferences and interests. The components that play music in the future, even more than now, will have to be developed so as to meet the consumption needs of the user, offering not only high added value, excellent sound, and high quality but also excitement, satisfaction, and intangible charm which appeals to the human senses and emotion.

As a company, we operate on a small scale but we aim to create new added value informed by mature sensibility and technology. We will maintain and enhance our brand to remain a meaningful presence and a source of inspiration and influence.

And above all, we understand that the trust of our customers is paramount, as we together take the culture of audio into the future. Being appreciated by customers inspires us to continue making products that soothe the heart and nurture the spirit.

