

**BBE**  
Sound Inc.

August 22, 2001

FOR IMMEDIATE RELEASE

## POWERFUL ENDORSEMENT OF BBE HIGH DEFINITION SOUND FROM RENOWNED OSAKA AUDIO RETAILER

The legendary Mecca for audio enthusiasts in Japan's second largest city is Ippinkan which translates as "the really good stuff". Ippinkan carries some of the most exotic and expensive audio equipment made anywhere in the world as well as rare collectable items such as tube amplifiers from the 1950s.

Ippinkan is generally regarded as the only place to go in Osaka for the finest in audio equipment when the buyer has an ultra discriminating ear and a well-stuffed wallet. Obviously, a store such as Ippinkan has to be staffed with sales people who are themselves experts in putting together the right pieces of equipment to satisfy their demanding and knowledgeable customers and this is certainly the



case at Ippinkan's three locations. Among the extraordinary services offered at Ippinkan are state-of-the-art listening rooms where clients can audition the systems offered.

As Emerson said, an institution is only the lengthened shadow of one man. The man at Ippinkan whose vision created and nurtured the institution is Mr. Yusuke Kiyohara. Mr. Kiyohara is highly respected throughout Japan as a genuine authority on achieving top quality sound and the process of selecting the finest audio products to reach that goal. Many of his clients hold him in such awe and value his opinions so highly, he is often referred to as the "god" of great audio!

Recently, Mr. Kiyohara learned about BBE Sonic Maximizers and, as always, on the lookout for better ways to achieve great sound, he got in touch with Yamano Music Company the exclusive BBE distributor in Japan. He ordered some BBE 482s Sonic Maximizers and he was amazed and thrilled by the quality of sound he heard when he tested the unit. In fact, Mr. Kiyohara was so

impressed, he wrote a personal review of the BBE 482 on the Ippinkan web-site which is studied carefully by Japan's audiophiles. Here are some of the highlights from his evaluation :

“ACCOUSTICALLY THE SOUND IS DRAMATICALLY IMPROVED. ADDING BBE A LITTLE STRONGER IN JAZZ MUSIC BRINGS CYMBALS FLYING IN THE AIR AND THE BRASS INSTRUMENTS CUTTING THROUGH THE ROOM TO REACH YOUR EARS. VOCALS HAVE MORE PRESENCE. ADD MORE NUANCE BY INCREASING A LITTLE BIT OF BBE PROCESS AND YOU CAN EVEN FINE TUNE THE MOISTURE ON THE LIPS OF THE SINGER !

“IN CLASSICAL MUSIC, VIOLINS RETAIN THEIR HIGH FREQUENCY INTEGRITY WHICH IS DIFFICULT TO PRODUCE IN DIGITAL PROCESSING. STRINGS GENERALLY HAVE A VIVID AND STRIKING PRESENCE WHILE HARSHNESS IS REMOVED. WHEN PROPERLY ADJUSTED YOU CAN ACTUALLY HEAR THAT YOU HAVE JUST TURNED YOUR SPEAKER SYSTEM INTO MUSICAL INSTRUMENTS ! I HIGHLY RECOMMEND THE BBE 482 FOR YOUR HIGH-END AUDIO SYSTEM.” (Note: The BBE 482 sells for about \$400 in Japan).

BBE Sound chairman, John McLaren was much impressed with Mr. Kiyohara's authoritative and accurate assessment of BBE High definition sound. “This is a powerful confirmation of my own judgment when I first heard BBE demonstrated”, McLaren observed. “It also confirms the judgment of millions of musicians, recording and broadcasting engineers, concert sound specialists and music lovers who use and enjoy the unique quality of sound BBE provides”.

Referring to the rapidly expanding BBE Licensing program McLaren noted that there is a quiet revolution going on in the consumer electronics markets around the world. He points out that more and more of the most celebrated manufacturers are adding the BBE circuit to their TV sets, home and car audio, computers and, very soon, telephones and other products needing good quality sound. Celebrated manufacturers such as Sony, Panasonic, Aiwa, JVC, Toshiba, Alpine, Sharp, Hitachi, Zenith, Sanyo, Pioneer, Teac, Olympus and many others feature the BBE circuit in their premium products and display the BBE logo on the products, in their advertising and in their brochures.

McLaren predicted that the revolution will only grow stronger. “BBE High Definition Sound is not a novelty feature that can be used or discarded on the whim of a marketing department. It is a fundamental and important advance in basic audio technology that will become standard throughout the industry in much the same way stereophonic sound replaced monophonic fifty year ago. Manufacturers who move quickly and aggressively will enjoy the most benefit in market share and profitability but even the latecomers will benefit because BBE has the potential to create a great surge of new consumer demand much the same as stereo did.” McLaren smiled, “I believe Mr. Kiyohara will go into the history books as one of the prophets of this industry”.

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