



Sound Inc.

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NEW YORK'S J&R MUSIC FIGHTING BACK FROM NEW YORK TRAGEDY,
SPOTLIGHTS BBE IN WEB SITE

Despite suffering severe damage at its downtown Manhattan retail outlets, J&R Music World is storming back with the fighting spirit that has become characteristic of New Yorkers since the tragedy of the World Trade Center.

The J&R marketing specialists discovered no less than seventeen products in their sales catalogue, carrying celebrated names including Sony, Aiwa, Panasonic, Toshiba and JVC, all of which featured BBE High Definition Sound. They immediately spotlighted BBE in the J&R sales web site with a special box telling customers about the wonderful things the BBE circuit does. These are their words :

“BBE IS A FEATURE THAT’S BUILT INTO MANY HOME AND PORTABLE AUDIO PLAYERS AND OFTEN FOUND AMONG MINISYSTEMS, TV SETS CAR AUDIO AND PERSONAL STEREOS. IT IS A SOUND ENHANCEMENT SYSTEM DESIGNED TO DELIVER A MORE LIVE PRESENCE TO RECORDED MUSIC. IT IS NOT AN “EFFECT”. BBE IS A SOPHISTICATED CIRCUIT THAT RESTRUCTURES AN AUDIO SIGNAL SO SPEAKERS CAN REPRODUCE THE SOUND MORE FAITHFULLY, AS IT WAS MEANT TO BE HEARD. IT AUGMENTS LOW AND HIGH FREQUENCIES ALONG A BANDWIDTH TO HELP SPEAKERS PRODUCE DEEPER LOWS AND BRIGHTER HIGHS FOR SUPERIOR PLAYBACK PERFORMANCE”.

Tom Viola, BBE Licensing Manager for USA, is pleased to see the new J&R web site. “There are hundreds of thousands of musicians, broadcast and recording engineers, concert sound specialists and audiophiles who love the quality of sound BBE provides and we are frequently asked where potential buyers can find audio systems, television sets and so on that feature BBE. J&R is providing a good response.”

Yoshi Asahi, vice president for BBE Licensing Division, notes that this is a growing trend around the world. “Retailers in the USA and other countries are showing growing enthusiasm for featuring the BBE logo on products they sell. One major retailer in Japan recently told me, ‘BBE looks like it is going to be the new feature to revive the industry’s fortunes. **BBE could have an impact on the industry even greater than that of stereophonic sound half a century ago because it can be used in virtually all goods with sound, even in products like telephones.**’ I think that tells the whole story”, Asahi added. Note : The J&R web site address is www.jandr.com