



So here it is then, the new *Look Pro Sound News Europe*. After months of internal meetings, discussions with writers and advertisers, processing of the email survey which 900 of you so splendidly replied to and the occasional altercation with the team in the pub, we have this for you: a monthly pro audio news magazine for 2004 and beyond.

Let me say straight away, we've kept the core of what we used to do. Because you liked it, and we liked it. But now, we have a reviews section. Every month, we aim to bring you at least one significant product review, plus something you won't have seen before: a 'review of reviews'. We've trawled through the industry titles to present you with the edited highlights: potted reviews at a glance. It's on p89.

Then we have a dedicated software news section (p27), an installation news section (p76), and a retail news section (p82).

Why the changes, then? We're increasingly aware that the scenery has shifted: a lot of good studio work is being done in the 'project environment', and much of the purchasing is being done over the counter rather than through specialist dealers. When SSL start selling consoles in the shops, you know you've got to rethink your image of the traditional pro audio environment. And you can find out more about what you think of your own environment in the first part of our survey, p90.

Established Far Eastern manufacturer seeks to penetrate new broadcast and post markets

## Qolle on European quest

**EXCLUSIVE:** Japanese manufacturer Tamura Corporation is set to make a bid for a share of the European pro audio market from May with its Qolle brand of professional studio equipment. As

the first step in its strategy, the company has signed distribution deals with Paris-based Tapages and Otari Europe.

Otari will distribute Qolle in Germany, Switzerland and Austria. Tamura also expects to sign up additional distributors in Italy, Spain and Scandinavia before July.

The company hopes the move will allow it to recreate its success in Japan in the European market.

Since it first moved into the pro audio market 35 years ago, Tamura has secured a 60% market share in its native market since the Qolle brand was first introduced into the Japanese market in 1999. The

Qolle 'izm' range, specifically developed for the export market, is targeted at broadcast, post-production, film and other pro audio applications, and is used by a number of the major

Japanese broadcasters.

Tamura will introduce the Qolle izm125 Digital Portable Mixer (shown here), the izm 806 System Controller and the izm 701 2-channel valve preamp into the European market. It will also launch the new



izm828 DVD Recorder at AES Berlin.

There are a number of existing Qolle users Europe, including Ambient Recording, Mobil Ton Cologne and Beli Studio in Frankfurt. A number of consoles were also supplied to Hessischer Rundfunk at the end of February this year.

At home, the company recently provided Nippon TV with a complete audio and communications systems for 20 studios at its Tokyo head office and also installed audio and communications equipment in six major studios at Tokyo-based TV Asahi's HQ.

"Qolle products are not designed and made for the mass market. But the demanding customer will always look for the better product – and here Qolle can offer very good value for the money," said Chris Wiedenbeck of CW Audio Consultants. Wiedenbeck is acting as Tamura's consultant

during its move into the European marketplace.

The izm125 Digital Portable Mixer is an eight-channel battery-powered digital mixer designed for location-based 5.1 surround recording. Especially designed for film, the system features 10 scene memories and two FireWire ports supporting mLAN on one cable that will plug straight into a laptop for an eight-track recording. Tamura worked closely with sound designer Frank Serafine to develop functionality, software control and operational aspects of the system.

The izm806 System Controller, developed from the company's original SRX series of system controllers, provides video and audio synchronisation for the audio post production industry.

The izm 701 is a 2-channel valve preamp, with selectable inputs for Mic or Line signals, as well as for AES/EBU signals. It supports both analogue and digital outputs. **□**

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## Digidesign goes large

**US:** Since its announcement at Frankfurt, Digidesign's new ICON, Integrated Console, has been a hot topic of conversation in the pro audio community.

Featuring the all-new D-Control work surface (pictured), a Pro Tools HD Accel card bank as its core DSP engine, modular HD audio interfaces for analogue and digital I/O, and natively equipped for up to 7.1 channel surround production, the ICON system will be lauded by many as the next big thing. At a lower price point than traditional large format analogue and digital consoles, the ICON offers Pro Tools users a completely integrated environment and the tactile workstation on which to customise control functions.

nel to the surface. "Currently, the targeted markets are music production, TV and film post-production, and some applications in live sound," says Rich Nevens, Digidesign's newly appointed Director of Worldwide Console Sales. Despite its physical unveiling at April's NAB Convention, Nevens says, "We're not really going after the broadcast market right now."

The ICON system hits the recording market at a time of particular change, where more than ever, a profitable business model for the commercial stu-

priced at \$59,995, and comes with the external XMON analogue monitoring section, which provides access to multiple control room monitors and headphone and cue subsystems. The HD3 Accel system, with 192 I/O, 96is, and remote mic pres, must be purchased separately, bringing the base ICON price up to \$80,000. Additional 16-channel blocks can be purchased for

\$29,995, expanding the D-Control up to 80 faders wide.

For those who'll view the ICON as an expanded Pro Tools controller such as the Pro Control, Nevens dispels, "Any large-



system, the ICON is really no different than what the big digital console manufacturers have been selling for the last few years. And, from an ergonomic standpoint, D-Control takes a big step above where Pro Control used to be, adding so much customisable functionality to each channel."

Meanwhile, the Digidesign European HQ has set up the Direct Division to take responsibility for all ICON sales in the European region (Europe, Scandinavia, The Middle East and Africa). Former Digidesign EMEA sales manager, Martin Bennett, has been appointed to run



**Martin Bennett:** heading up Europe's Direct Division

# AES DAYS 3/4, MAY 10-11

## Daily News



THE OFFICIAL DAILY NEWSPAPER OF THE 116TH AES CONVENTION BERLIN

## Otari confirms Qolle distribution

Otari Europe confirmed yesterday that it is to distribute Qolle brand professional audio products manufactured by Tamura Corporation of Japan. Under the Agreement, Otari will be exclusively responsible for sales and service of Qolle products in Germany, Austria and Switzerland. Otari will continue to market its own products throughout Europe via its existing distribution channels.

Newly launched products in the Qolle range include the izm125 digital portable mixer, the izm806 system controller and the izm 701 vacuum tube pre-amplifier. Pictured unveiling the new izm828 portable digital audio recorder are Keicho Saito from Tamura's broadcast product division and Otari Europe general manager Shunji Koizumi.



Keicho Saito and Shunji Koizumi

Explaining the Tamura deal, Shunji Koizumi said, "We thought we could expand our business with suitable, supplemental products from other manufacturers. After careful study and research, we found that the Qolle pro audio products fit perfectly in our distribution strategy."

Stand 3519

## Exhibitors collaborate to explore surround

Four of the leading industry players in surround sound technology – DTS, Genelec, SoundField and Steinberg – are presenting a series of Convention seminars that explore the techniques and possibilities of multi-channel audio for music.

Presentations are being given by Gerben Van Duyl from DTS, and Rodney Orpheus and Jeff Levison from DTS Entertainment, on various aspects of content delivery for music, including surround formats and technologies. Andrew Goldberg from Genelec covers speaker placement and room design for professional surround sound production environments.

Pieter Schillebeecx from SoundField demonstrates the company's multi-capsule microphone systems and how they are used in recording and post-production applications. Martin Stahl



from Steinberg explains how to achieve high quality results when editing and mixing for surround productions using computer-based DAWs.

Special guest is award-winning mix engineer Nathaniel Kunkel (pictured here) who has worked with Sting, Robbie Williams and Lyle Lovett.

Stand 5730

## BBC promotes new AES47 digital standard

Andy Baker, BBC head of technology (radio) and colleagues including David Errock (right in picture) are here to spread the word about AES47, a recent but already proven new standard that allows multiple digital audio signals to



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