

# JBL... THE PROFESSIONAL'S CHOICE.

JBL's technical expertise and sonic accuracy make JBL loudspeakers the choice of audio professionals around the world.

Recording engineers depend on their studio monitor loudspeakers for accurate sound reproduction. Concert halls need superior sound reinforcement systems for proper amplification. Rock concerts must have sound systems that can maintain fidelity at enormous volume levels for hours on end.

In all of these applications, JBL loudspeaker systems are the choice of the professionals. They are the choice of major recording companies including Warner Brothers, Capitol and EMI in addition to nearly seventy percent of the recording studios worldwide. They are the choice of renowned concert halls. They are the choice of superstar rock artists while touring. And they are the choice of such major rock events as Cal Jam II, where JBL loudspeakers supplied the sound for over 300,000 listeners, and Live Aid in America, which gathered the largest rock audience in history.

Each L Series speaker (L100T, L80T, L60T and L20T) utilizes the same technology as the newest JBL studio monitors. This enables the home listener to hear the original recorded material as it was intended to be reproduced. The dynamic range, extended frequency response and stereo imaging are the same as those heard by the recording engineer in the studio.

JBL... Bringing professional sound all the way home.



*More than 2,400 individual loudspeaker components made up the 400,000 Watt JBL sound system*

## GENERAL HISTORY... JBL, THE COMPANY

The JBL philosophy goes back to 1929, when James B. Lansing began building small loudspeakers for radios and phonographs. A new challenge soon interested him: loudspeakers for cinemas. Sound films had arrived and there was a need for loudspeakers that could fill large cinemas with high quality sound. Lansing perfected techniques for milling flat wire and winding it on edge for superior voice coils. He also made vital contributions to compression driver technology, and many of his designs were forerunners of today's production models.

But even more important than any single advancement in technology, James B. Lansing established an approach that guides JBL to this day: uncompromising engineering and manufacturing to deliver the best loudspeaker systems possible.