

TRUE vs. SYNTHESIZED 4-CHANNEL SOUND

—Very Important Data for All Music Lovers—

FOUR-CHANNEL SOUND MEANS: four discrete (different) sound sources at both the program (FM radio, tape, records) and the playback ends. "True" 4-channel sound thus requires true 4-channel program material and, at the playback end, 4 channels of reproduction—4 amplifiers and 4 speakers. The Realistic/E-V system is TRUE 4-channel sound!

SYNTHESIZED 4-CHANNEL SOUND MEANS: a method by which regular 2-channel stereo can be electronically processed to *apparently* make each of four speakers sound a little unlike each other, creating a "4-channel effect" without requiring either four channels of discrete program information or four channels of amplification. Allied Radio Shack will offer a 4-channel synthesizer, as will others, but we will not claim it to be genuine 4-channel stereo.

FOUR-CHANNEL SOUND: during the early days of hi-fi, the sound was "monophonic"—one channel of sound, one amplifier, one speaker. Stereophonic hi-fi was introduced about 12 years ago and completely revolutionized music listening: it required 2 of everything. We are now certain that 4-channel ("quadraphonic") sound is an audio break-

through of even greater significance. It adds "cineramic" dimension and realism in a way that 2-channel stereo just can't do. It produces 360-degree "surround sound" without beaming or source-locating effect. It's the closest thing yet to actually being "there"—at the nightclub, theatre, or whatever. And there is even more good news.

A TOTALLY COMPATIBLE SYSTEM IS HERE: the Realistic/E-V system—commonly known as the "Electro-Voice Stereo-4" system—does NOT obsolete any equipment now used by stereo broadcasters, stereo tape and record makers, or stereo *listeners!* By the addition of an "encoder" at the program source (recording studio, FM station, etc.) and a Stereo-4 "decoder" at the system end—both low in cost and NOW in wide use nationwide—two things are achieved: (1) encoded programming which is compatible even with non-decoded listening, and (2) synthesized enhancement of regular 2-channel record and tapes and FM-stereo.

**You can adapt your present
stereo system to 4-CHANNEL
Sound at very low cost...
NOW or later!**

Just add a Stereo-4 adapter, a second amplifier, and two more speakers. You will be ready for any kind of 4-channel sound—true or synthesized! Nothing you own is obsoleted. Regular stereo is greatly enhanced. And Stereo-4 FM broadcasts are NOW on the air in many cities and Stereo-4 records are here TODAY—100% compatible with non-adapted systems.

