

# Technically, our new SQ four-channel system has 4 basic advantages.

Sony SQ.

A new stereo/quadrasonic system, delivers four distinct sound channels from a compatible SQ record.

It also offers four distinct advantages over all the other four-channel "matrix" systems.

## Advantage #1:

### Greatest stereo separation, front and rear.

Your present stereo system probably can maintain 40 db or so of separation between left and right channels. Maintaining this full left-to-right separation, in both the front *and* rear pairs of channels, is one of the major achievements of the SQ system.

## Advantage #2:

### Simple logic that lets soloists stay soloists.

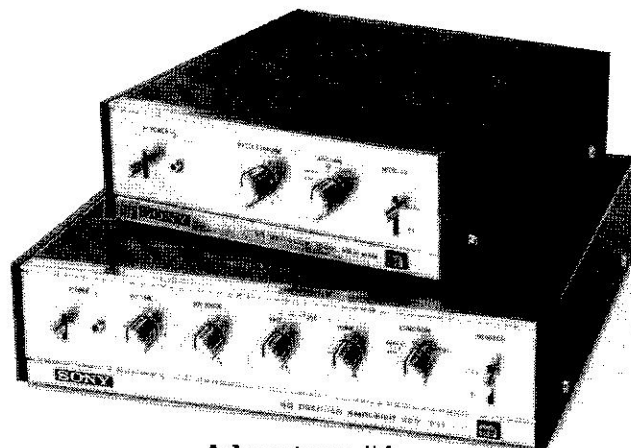
When a single instrument is playing, all you want to hear is that instrument, even in four-channel. A pure matrix decoder—even the matrix at the heart of SQ—can't reproduce a solo instrument without a softer, phantom soloist in other channels. But by adding a logic circuit, these phantom signals can be diminished or eliminated, sharpening your sense of the soloist's position.

So far, though, only Sony's SQD-1000 and SQA-200 decoders have this logic enhancement. Because SQ's unique encoding (which shows up on records as a double-helical modulation of the groove) makes simple logic circuits practical.

## Advantage #3:

### Total omnidirectional fidelity.

A musician plays no softer when he's behind you or to one side. With SQ he doesn't sound as if he did. No matter where in the 360° quadrasonic circle the musician sits, he will be heard at exactly the same volume as if he were sitting in front of you. And that's true whether you're listening to the SQ record in four-channel or just playing it on a stereo system without an SQ decoder.



## Advantage #4: Equipment by Sony.

Sony offers you a choice of two SQ adapters. For the more demanding, there's a new SQD-1000 decoder. Its logic circuit enhances front-back separation by up to 6 db, so that front-center soloists (or rear ones, for that matter), stand out more clearly. The SQD-1000 lets you listen to four-channel sound from SQ records, or to discrete four-channel tapes on auxiliary players. It also lets you listen to normal stereo, or to stereo broadcasts and recordings enhanced with SQ ambience. Just plug the SQD-1000 into your tape monitor jacks (the SQD-1000 has its own), and add your choice of rear-channel amplifier and speakers.

If you want to get into SQ with a more modest investment, add Sony's new SQA-200 SQ decoder/amplifier to your system. It has all the SQD-1000's features (except the four-channel master volume control). But because the SQA-200 has a stereo amplifier built in, it saves you the expense of an extra amplifier for your rear channels.

Hear SQ at your Sony dealer. Or write Sony Corporation of America, 47-47 Van Dam Street, Long Island City, N.Y. 11101. \*A trademark of CBS, Inc.

# New SONY® SQ\*