

**CD-4 / Quadradisc**

**Panasonic Technics**  
by Panasonic

**JVC**

**REAL**

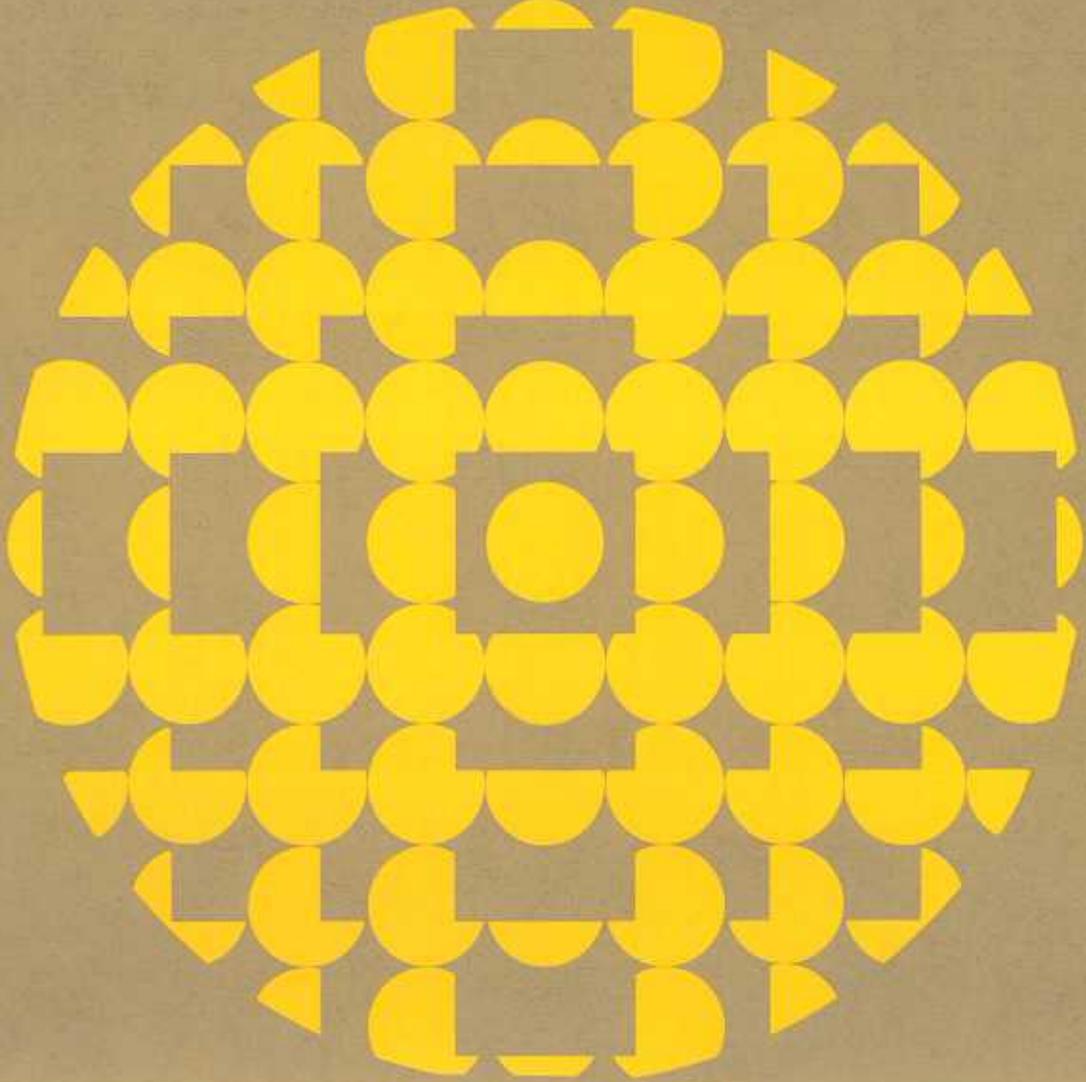
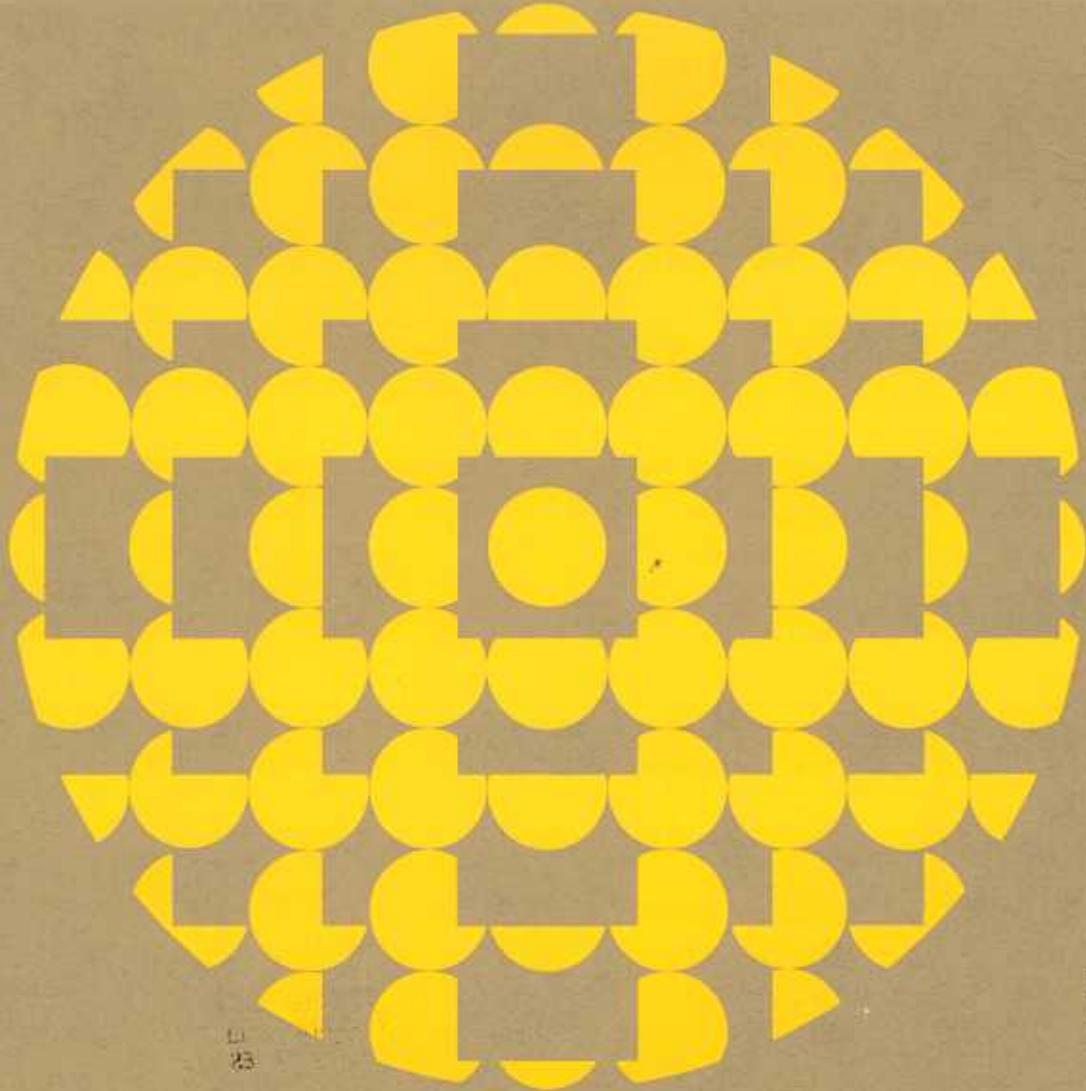


THE

# CD-4

HANDBOOK

A discrete point of view about the quadraphonic evolution



# It's time to choose again.

To the audio industry's great credit, critical choices made during the astonishing evolution of high fidelity sound have always been made using uncompromised accuracy of reproduction and greatest creative flexibility as the final standards of judgement. The first saleable home equipment, for instance, was big and bulky—a difficult marketing problem, to say the least. But that was the only way the industry knew how to provide uncompromised state-of-the-art accuracy and greatest creative flexibility—so big and bulky it was.

When it inevitably came time to choose a single industry method of producing a stereo disc, the system chosen represented the greatest possibility for utmost accuracy and flexibility through two totally separate channels with the lowest crosstalk of information between them. Once that decision was made, "stereo" soon became a household word everywhere.

Now quadraphonic sound has truly come of age. Hardware production and sales are riding a consistently increasing sales curve. Quadraphonic software releases and sales are paralleling that curve. New technological advances are occurring almost daily.

The time has come once more for the sound industry to make another evolutionary decision—to what quadraphonic disc system should its combined technological and marketing efforts be directed?

It is a decision that should be made as quickly as possible for the benefit of producer, retailer and consumer alike. A decision that will inevitably determine the future course of high fidelity sound reproduction.

That's basically why we've put this book together. We'd like you, the concerned individual who'll be directly affected by that decision, to fully understand what we believe that choice must be: the CD-4 Compatible Discrete 4-channel disc system—the "Quadradisc." Why? Because Quadradisc is the only genuine 4-channel disc system. Because no other system offers the pure accuracy of reproduction and vast creative flexibility of Quadradisc. And it's just as simple as that.

We invite you to step into the world of the CD-4 Quadradisc. Read about it, learn about it, listen to it. Then critically compare it to any of the other proposed systems.

If history means anything at all, Quadradisc will become the key that opens up the next great dimension in sound.

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# Just for the record.

Not even the fertile and visionary mind of Thomas Alva Edison could have imagined the full scope of what he'd started when he first captured sound on a tiny tin foil cylinder. In less than a single century, that initial permanent "record" of sound reached the ears of the world and changed the life style of its people. It became the sound of an ever-expanding industry from which millions make their living. The sound of the rich gift of music and entertainment we find at our fingertips today.

Like any developing thing, Edison's amazing little cylinder was destined to go through a lot of changes. First it was flattened into a disc made of wax. This provided a much easier recording medium to work with, and eliminated much of the background noise inherent in the cylinder. Wax soon gave way to the durability of shellac, and the 78 RPM record Grandma used to play on her windup was born.

Then came microgroove. Now an entire symphony could be recorded on one disc with far better fidelity than ever before. Equipment manufacturers quickly created mechanical and electronic

gear equal to the task. The "LP" ushered in the era of "high fidelity."

The 45 RPM single play "doughnut" made its entrance in the early fifties, and hundreds of musical performers rose to stardom or melted into obscurity on its revolutions. But the next real milestone in the art of sound reproduction was the creation of a thing called "stereo". Up until then, everything was recorded on a single track and played back through a single channel—just as though you had only one ear. But with the development of multi-track tape equipment, sound was no longer limited by the unavoidable flatness of monaural reproduction. The ability to record and reproduce 2-channel source material raised the curtain on an immensely wider stage of musical realism and creativity.

Yet stereo sound didn't make its big impact until a stereo disc system was standardized. The "stereo LP", with a totally separate channel

pressed into each wall of its tiny grooves, was a great new tool for creative technician and artist alike. Multichannel recording techniques provided far greater accuracy and depth in the final 2-channel master. New disc raw materials and pressing techniques were developed that increased durability, expanded frequency response and assured the kind of complete channel separation necessary for each speaker to reproduce a proper sound field. FM stations rapidly adapted to stereo multiple broadcasting—a system in which two separate channels are sent out on the carrier and sub-carrier of a radio wave. Equipment manufacturers once again rose to the occasion, and a whole range of home gear designed to take full fidelity advantage of the higher quality source material soon appeared on the shelves of the local hi-fi store. After a few years of learning what this new tool could do, the technician and the artist formed a creative alliance that turned on the world to a two-eared era of electronic imagination. It was the birth

of a musical dimension that only the alliance of artistry and technology could have fostered.

Today, another dimensional word has burst into the world of sound. "Quadraphonic," 4-channel sound. Sound that surrounds. Sound that lifts the listener up and drops him right in the middle of things. Sound with a whole new experience of involvement. **Sound that many experts believe is a greater advancement over stereo than stereo was over monaural.**

But there was an intrinsic problem with quadraphonic sound reproduction. With tape, everything was easy. Simply record four separate channels on the tape, and play it back through four separate channels—the discrete recording process now being used on quadraphonic tapes and cartridges. But what about the prime vehicle of sound for the home listener—the record? There were only two walls on the groove, and quadraphonic sound demanded four channels of information.



The first and simplest solution was to take four channels of recorded material, scramble it in a predictable pattern into two channels, then unscramble it into four channels again with special electronic circuitry in the playback equipment. This "matrix" method worked to a degree. The enhancement it provided to otherwise straight stereo source material was clearly audible, and as a stereo enhancer, matrix 4-channel reproduction should provide the home listener with a lot of musical pleasure in the future.

But even with the best electronic matrix unscramblers ever devised, something was always lost in the 4-2-4 translation. The result was loss of the defined separation necessary for accurate reproduction of the 4-channel master tape. The only real solution was to find a way to put four totally isolated, completely separate channels on an LP disc. Somehow.

The idea captured the fancy of a team of Japanese engineers. Unable to resist the challenge, they put their

full efforts behind the massive research and development program it takes to meet that kind of challenge. Using **compatibility** (ability to perform equally as well on stereo equipment with the equivalent durability of a stereo record) and **discreteness** (the maximum separation of information on each of the four channels) as their basic standards of performance evaluation, they developed the revolutionary CD-4 "Quadradisac." CD-4 means Compatibility and Discreteness on all 4 channels. The first and only quadrasonic system that combines uncompromised accuracy of reproduction and unlimited creative flexibility on a disc. Now it's inevitable.

The sound of the future will have four sides. CD-4 welcomes you to all of them.



# The quadrasonic multiple choice game.

and approach to 4-channel sound reproduction. And each has certain advantages and disadvantages.

Whatever initials you christen them with, there are basically only two quadrasonic disc systems on the market—matrix and discrete. Matrix systems may be SQ, QS, or in some other form. The only discrete system is : CD-4.

Each has its own philosophy

comparison can be made, a firm understanding of the basic techniques of each system is an absolute must. We offer the following capsulized descriptions and detailed illustrations towards that end.

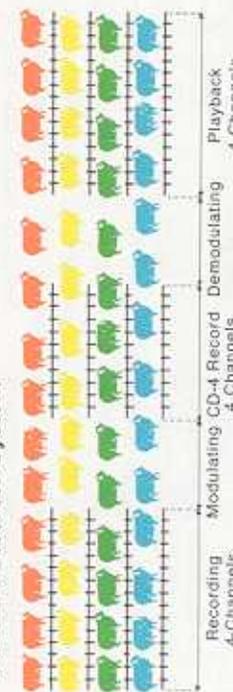
## The 4-2-4 Matrix system



Mixed sound after inter-change over each channel.

Four channels of discrete information are mixed (encoded) into two channels, then unmixed (decoded) into four-channels during playback. Note the "lane changing" of information that inevitably occurs during the 4-2-4 process.

## The 4-4-4 Discrete System



Pure and unmixed sound from start to finish.

By recording the sum of front and rear channels in the audible region, and the difference between front and rear channels as modulated FM signals in the 20 - 45 kHz region, four discrete channels can be maintained from master tape to loudspeakers—yet remain fully compatible with mono or stereo playback equipment.

### The Matrix System

In theory, the matrix system appears to be the simplest and most logical approach to the quadrasonic disc. Just take four separate channels of information, electronically scramble them together in a predetermined pattern or matrix, and put this 2-channel matrix on a standard stereo disc. Then all you had to do was develop a device that could decode that matrix during playback and restore the sound as closely as possible to the

four discrete tracks of the original master tape.

Sounds easy enough. No major changes necessary in record material, cutting and pressing techniques, or FM broadcasting. Just some extra electronic circuitry, four speakers, and you were ready for the quadrasonic record.

But one problem—and apparently an unsolvable one—flaws the matrix theory. Once those four original

discrete channels are mixed together, there is no known way to recover them exactly as they were. What happens during the "4-2-4" process is a blending of information between channels, sometimes to the point where some channels become nearly indistinguishable from others. This mingling of information is called "crosstalk", and the result is varying degrees of separation loss.

Unfortunately, even the best matrix decoders with sophisticated phase shift and logic circuitry can't prevent crosstalk, nor can they provide the kind of channel separation we've come to expect from stereo. A decent stereo system has channel separation of around 20-25 dB. But unless your matrix quadrasonic home equipment has full logic circuitry (and less than 20% of the products made today do), channel separation can drop to as low as 3 dB during the matrix decoding process.

That's very close to being monaural sound, and far less than necessary for acceptable reproduction of the quadrasonic sound fields portrayed on 4-channel masters. Where the matrix system really shines, however, is its ability to enhance

standard stereo records. Anyone who's heard their favorite stereo LP played through a good matrix system will testify to that. For that reason alone, it's an advantage to have matrix circuitry in your quadrasonic playback equipment.

### The Discrete System

The discrete approach to the quadrasonic disc represented an entirely different point of view right from the beginning. Unwilling to accept the limitations of existing technology, discrete-devoted engineers recognized the pure necessity of four completely separate channels on a disc—and then set out to produce one.

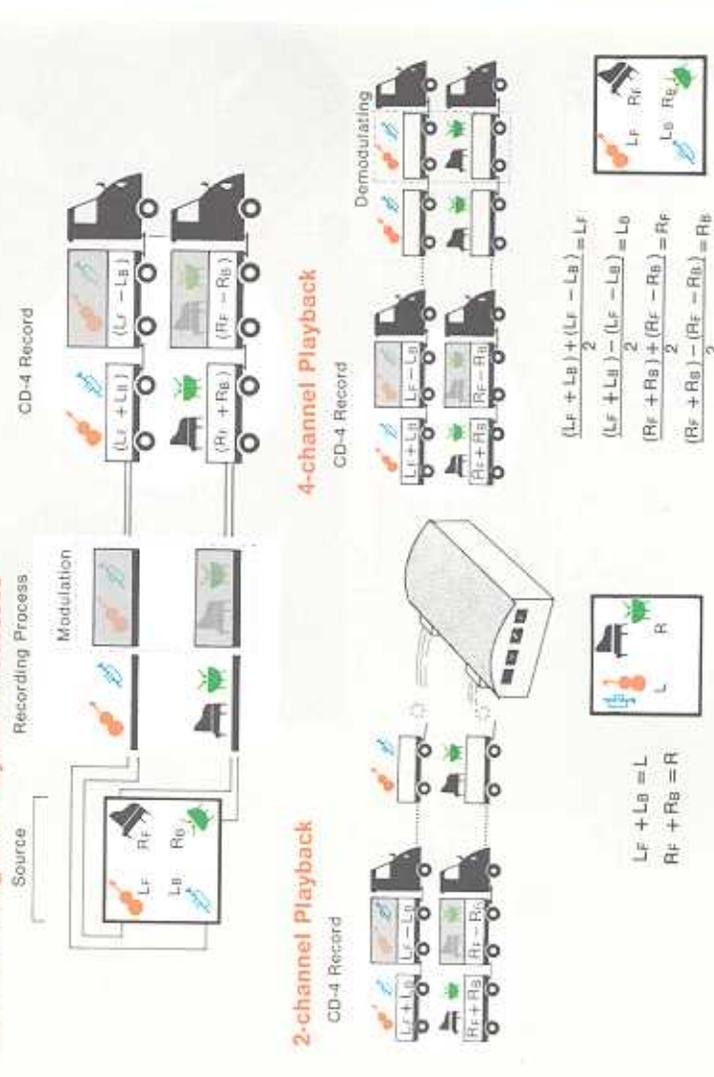
First, they looked at the signal being put on the standard 45-45 stereo record groove—up to 18,000 Hertz

signals up in the 20-45,000 Hz region? That way, the resulting disc would be fully compatible with existing stereo equipment, yet provide four totally discrete channels of information with the proper playback equipment. Since the two signals are so far apart in the frequency spectrum, the possibility of interference would be eliminated.

Then why not record the sum of front and rear channels in the normal audible region and the difference between front and rear channels as ultrasonic modulated FM

Then all that was needed was some good FM demodulation circuitry in the playback equipment—the kind that's

### CD-4 Recording and Playback Processes



been used in FM stereo multiplexing for years—and a stylus capable of delivering the ultrasonic frequency response required.

Utilizing this new concept, the artist, engineer and record producer would for the first time be able to use

the unlimited creative freedom afforded through the discrete channel medium—and the listener would be able to hear everything that creative freedom had to offer with absolute accuracy—all in an amazing new disc.

The result was Quadradisc.



# Will the real 4-channel disc please stand up?

A lot of new developments had to take place before the CD-4 discrete Quadradisc process could become a viable concept in the quadraphonic marketplace. A tribute to today's audio technology, all of those necessary developments have been accomplished with the uncompromising concern for accuracy and artistic freedom that has been the very foundation of the discrete disc philosophy. One of the basic requirements of the Quadradisc, for

## The Quadraphonic Sound Field

A clear look at the type of sound fields created by discrete and matrix systems. Diagram A represents the exact sound field produced by the original 4-channel master tape. Diagram B shows the crosstalk inevitable in a matrix system.

A Discreté Quadraphonic Sound Field



(A)

A Matrix Quadraphonic Sound Field

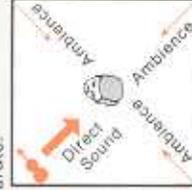


(B)

## Quadradisc Effects

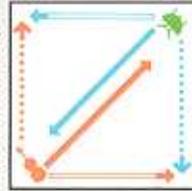
Some illustrations of the effect flexibility and accuracy possible only with Quadradisc.

(a) A direct sound may be assigned to a single channel, while the remaining three may be used for its natural ambience. Since crosstalk is absent in the discrete system, the effect is totally accurate.



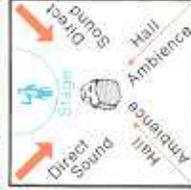
(A)

(b) "Panning" (the ability to move the location of a sound within the sound field) is possible in any direction—even overhead. Absence of crosstalk makes these movements as clear and precise as the original 4-channel master tape.



(B)

(c) The "stage-hall" relationship—particularly important in classical music—remains pure and uncolored because of discreteness. The orchestra always remains up front, while rear speakers provide necessary natural ambience.



(C)

(d) A soloist can be placed in the center of the room, while four totally separate instruments or groups of instruments appear in each corner—a unique discrete listening experience.

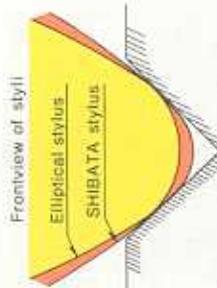


(D)

than ever before possible. This new Quadradisc compound actually adds to performance longevity up to 50% and will soon be used for producing top quality stereo records. Several cartridge manufacturers designed and now produce fine ultra-broadband cartridges fully capable of reaching the upper limits of

the quadradisc—and beyond. A whole new shape in stylus—the Shibata type—was conceived and perfected. This new super-stylus meant greatly increased frequency response and significantly decreased record wear. Extra-precision cutting, mastering and pressing techniques were required and implemented—another

quality advancement that will eventually spill over into stereo products. Demodulation systems were designed that deliver four discrete channels of sound equivalent in separation to some of the finest stereo recordings—without adding noise or coloration of its own to the signal.



A new shape in stylus that means greater wall area contact and ultra-sonic frequency response—yet with less wear force on the record than an elliptical stylus. Other stylus with the same Shibata stylus effect have been developed.

Now the CD-4 Quadradisc is the potent force it deserves to be in the audio marketplace. Artists and producers who've used the system extol its virtues and proclaim it a creative tool destined to spawn new vistas of musical involvement. More and more

matrix circuits. Will the real—and only—4-channel disc please stand up?

Thank you, Quadradisc.

# Getting hooked on CD-4.

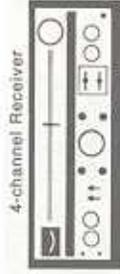
Getting hooked on CD-4 is a lot easier than it may sound. Begin with a basic 4-channel playback system—a good turntable, a 4-channel receiver (or amplifier), and four speakers closely matched in efficiency that please your listening preferences. Add to the turntable one of the many excellent cartridges designed

for CD-4 disc reproduction, preferably with the Shibata or equivalent stylus. Now add a CD-4 demodulator, externally or built into the turntable or quadraphonic receiver. Now pick out some of your favorite musical artists from the evergrowing Quadradisc list. Then take them home, listen to them, and as one Quadradisc reviewer so graphically stated, hear 'a 19CD-4.

can only suggest that you ask your favorite hi-fi dealer to demonstrate it to you. If his equipment is properly arranged, it won't take long to convince you that we're now living in the year of 19CD-4.

## CD-4 System Combinations

The possible hardware combinations that let you hear the full audio dynamics of the Quadradisc.



### 4-channel receiver with external demodulator.



### 4-channel receiver with built-in demodulator.

Turntable with built-in CD-4 Demodulator



### 4-channel receiver with turntable containing built-in demodulator.

# CD-4 is in the air.

As it was during the initial development of stereo, the FM broadcasting medium is lagging behind the rest of industry in its commitment to 4-channel. This is not to fault the FM broadcasters, however. To the contrary, it is prudent policy on their part.

The reasons are simple when looked at through the perspective of the station owners and operators. Although some stations utilize tape source material, most FM programming is derived from disc. That means the purchase and installation of special quadrasonic broadcasting equipment designed to utilize the source material available on quadrasonic discs.

But before the FM broadcaster is willing to commit

himself to the expenditure and format alterations required to make the changeover to 4-channel transmission, he must be totally satisfied with the answers to some very important questions. For instance, will there be enough quadrasonic source material to fill his huge appetite?

What will the standard quadrasonic disc process be? What kind of equipment will he need to assure good quality quadrasonic transmission and how expensive is it? Will there be enough people in his listening audience who have the proper 4-channel receiving equipment to make this a profitably wise venture?

Some of these questions have already been answered. The rapidly expanding library

of quadrasonic software and the increasing sales of quadrasonic hardware will assure him of material to play and an adequately large audience to listen to it.

Other questions, however, still remain unanswered—but not for long. A long series of comparative tests using the discrete disc and all of the newly developed discrete 4-channel transmitting systems is in its final stages. It is felt by most broadcasters that once the results of this test are fully compiled, an FCC decision on the standard method of quadrasonic broadcasting would be less than a year away.

One final observation. It is significant to note that **all systems being tested are discrete**, using CD-4 Quadrasonic and discrete 4-channel tape as the prime source material.

That should tell you something is in the air...

# Suggested speaker placement for CD-4 listening.

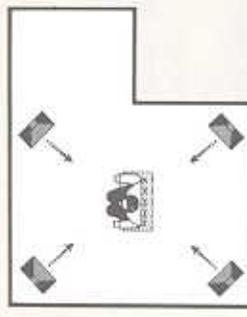
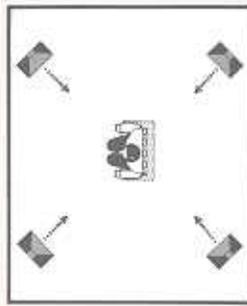
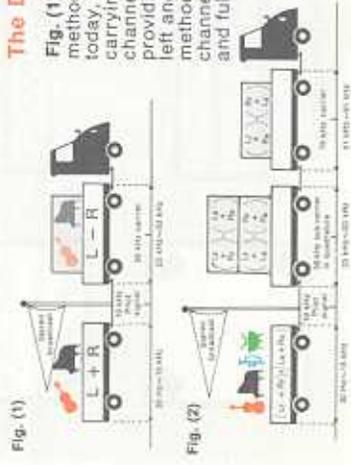
on a sofa which is against a wall, making it impossible to move the speakers in back of you. In this case if you simply put the speakers against the wall on each side of the couch, you will be literally listening to the back of the speaker. This is hardly ideal. Hanging the speakers up high toward the ceiling or putting them at the extreme left and right with a slight angle will improve the depth of sound.

Although quad requires a little more attention to speaker placement than stereo, the end listening result will be a much larger listening area than you can hope for from stereo.

Your room furnishings were probably arranged before you joined the ranks of quad high fidelity music listeners. Here are some tips and insight to get the most from your new listening experience. First remember that each set-up is as unique and personal as the individuals who listen to it. Don't be afraid to experiment. Moving a speaker toward a corner increases the bass, just as in stereo. If you hear too much bass for your taste move the speaker away from the corner, or get it up off the floor by placing it on the

stand or mounting it on the wall. The first step is to decide where you will sit for your most serious listening—perhaps a favorite chair or sofa. Then locate the front speakers directly across from the listening sofa just as you would if the system were only a stereo. Now place the rear speakers in back of you if possible, remembering to keep the rear left on the same side as the front left. It often occurs that the desired listening seats are

probably arranged before you joined the ranks of quad high fidelity music listeners. Here are some tips and insight to get the most from your new listening experience. First remember that each set-up is as unique and personal as the individuals who listen to it. Don't be afraid to experiment. Moving a speaker toward a corner increases the bass, just as in stereo. If you hear too much bass for your taste move the speaker away from the corner, or get it up off the floor by placing it on the



# "I've already chosen."

Advocates of the CD-4 Compatible Discrete 4-Channel Disc are an unusually enthusiastic bunch. Because once anyone involved with the art of sound reproduction—be it artist, producer, engineer or industry leader—becomes involved with CD-4, avid enthusiasm for its uncompromised sonic accuracy and unlimited creative flexibility is a natural result.

Listen to what a few of this growing group of CD-4 devotees have to say about the discrete disc. Once you do, you won't find it difficult to understand why CD-4 has become the overwhelming choice of professionals who won't accept anything less than the very best in sound reproduction.

"But these new freedoms can only exist—and be utilized, if the final product can be faithfully reproduced on disc without any limitations. Of the several quadraphonic disc formats on the market, in my opinion, only the compatible discrete 4-channel record meets these criteria. That's why, to me, CD-4 means freedom."



## "CD-4 means freedom."

"The fact is that 4-channel sound has opened up a new world of creativity for the composer/arranger/producer. We now have the freedom to surround the listener with any sound environment our imaginations can conceive. The freedom to locate a sound anywhere within the environment. And the freedom to manipulate and move sound in any direction.

"But these new freedoms can only exist—and be utilized, if the final product can be faithfully reproduced on disc without any limitations. Of the several quadraphonic disc formats on the market, in my opinion, only the compatible discrete 4-channel record meets these criteria. That's why, to me, CD-4 means freedom."

Jac Holzman



"Our commitment to CD-4 was the result of almost two years of exhaustive research by the Warner/Elektra/Atlantic engineering team. Involved was a scrupulously detailed evaluation of all competing quad systems. Only then did we make our decision," says Jac

Holzman, Senior Vice President, Warner Communications and Chairman of the Warner/Elektra/Atlantic Labels.

"Why CD-4? The WEA labels are blessed with an awesome roster of talent. Frank Sinatra, Carly Simon, Gordon Lightfoot, Aretha Franklin,

The Doobie Brothers, Bread, Deep Purple, Alice Cooper, Mystic Moods, Seals and Crofts, Judy Collins. Artists of this magnitude demand the ultimate in state-of-the-art recording technology. They deserve the only 4-channel disc that encourages full creative freedom without limitation

Richard Perry



## a man who knows what he's talking about talks about CD-4:

Richard Perry is one of the main men in the music business today. Not only is he the brilliant independent producer for Ringo Starr, Carly Simon, Barbra Streisand, Harry Nilsson and Ella Fitzgerald, he's also a twice-named producer of the year with 10 gold albums and 5 gold singles to his name. In other words, when Richard Perry talks about

or compromise. "And, they'll settle for nothing less. "Our software efforts, when added to comparably vigorous thrusts by RCA and other important CD-4 recording companies, provides continuing dramatic evidence of our far-reaching commitment to CD-4. Everyone, from hardware manufacturer to retailer to customer can be assured there will always be CD-4 product. "The

CD-4, he knows what he's talking about.

"I think I can safely say I've been involved with virtually every kind of music that's being produced today. The more we get into four-channel recording, four-channel mixing, and creating special effects, the more we want the most faithful reproduction of our efforts. I'm confident when I say that CD-4 is the truest reproduction there is. "I'm concerned with the total musical environment I create. I want my music to be as exciting visually as it is musically. The only way to achieve this potential today is to do the disc in CD-4.

"One of the highest moments I've ever experienced in a studio was the first time I heard my work back in four-channel. What I heard really made me believe that CD-4 is the only way to go."

public gets a fair deal, too. With CD-4, the record buyer—with his quality equipment—doesn't have to settle for a disc that is 'less discrete' than the quad tape he plays over his more modest car system. "Today's CD-4 discs stand toe to toe with any stereo product. In frequency response, total playing time and in physical durability. And, they play true quad."





# Coming to terms with quadraphonic.

Every new technological advancement brings with it its own unique language. Words that suddenly mean something different than they've ever meant before. Words that have been invented to describe the features and functions of a new invention.

Quadraphonic sound—an invented term in itself—is no different. To help you understand 4-channel sound reproduction on its own terms, we offer the following glossary of quadraphonic vernacular.

## **ambience:**

A sound characteristic resulting from reverberance—such as the effect that occurs in a concert hall when the direct sound of an instrument reaches your ear a split second ahead of the same sound after it's been reflected off the walls and ceiling of the auditorium.

## **carrier:**

The primary signal transmitted in radio broadcasting. Also used to describe the ultrasonic frequency signal that provides the two additional discrete channels on the CD-4 Quadradisc.

## **CD-4:**

Stands for Compatible Discrete 4-channel. The only full range discrete 4-channel disc system on the market. Bears the trade name "Quadradisc."

## **channel:**

A sound path. Monaural (mono) systems utilize a single channel. Stereo uses two channels—left (L) and right (R). Quadraphonic sound has four channels—left front (Lf), right front (Rf), left back (Lb) and right back (Rb).

## **compatibility:**

The ability of source material to be used equally well on monaural, stereo or quadraphonic playback equipment.

## **crosstalk:**

A blending of information between one channel and another which reduces

separation and decreases the full dynamics of the original master recording. Particularly detrimental to quadraphonic sound accuracy.

## **decoder:**

An electronic device that takes matrix encoded signals and translates them into 4-channel output.

## **demodulator:**

Circuit used to extract the four discrete channels from the CD-4 Quadradisc.

## **discrete:**

A constantly independent audio signal, such as those stored on each track of a master tape. Also used to describe the type of sound produced by the CD-4 Quadradisc system.

## **Dorren system:**

A discrete 4-channel FM broadcasting system. Named for its inventor, Lou Dorren.

## **dynamic range:**

The volume span between the softest and loudest sounds or electrical signals.

## **four (4)-channel sound:**

See "quadraphonic sound."

## **integrated circuit:**

The "IC" or "chip." A miniature electronic circuit, sometimes as small as a pinhead, that performs the same equivalent functions of larger conventional circuits. Has provided the means to put complex electronic circuits into equipment with relatively compact dimensions.

## **joystick:**

A panning-type audio control designed to facilitate 4-channel balancing. Usually on the panel of the 4-channel receiver. Performs the same function as separate left-right, front-rear controls.

## **logic:**

A special circuit in an SQ matrix decoder that electronically reconstructs some of the quadraphonic effect lost during the SQ encoding-decoding process. Various degrees of logic are provided in playback equipment, but only a "full logic" circuit has the ability to reproduce quadraphonic recordings with separation approaching that of present stereo records—and then only under special conditions.

## **matrix:**

Any system that reproduces quadraphonic sound by mixing 4 channels into two (encoding), and electronically returns them to four channels (decoding) during the playback process. Also referred to as the "4-2-4" system.

## **phase lock loop:**

A feedback circuit that maximizes frequency accuracy and stability in FM tuners and multiplex decoders. Also used to assure utmost accuracy in CD-4 demodulators.

## **Quadradisc:**

The trade name for the CD-4

discrete 4-channel record.

## **quadraphonic broadcasting:**

4-channel transmission via FM signal. Although no standard system has yet been adopted, tests are currently being conducted in both the matrix and discrete formats. Since FM broadcasters consider matrix to be basically a stereo system, the greatest test interest has been in the discrete area. The selection of a standard 4-channel FM system is expected about a year after those tests are concluded and the results submitted to the FCC.

## **quadraphonic sound:**

Also called "quadrasonic" and often shortened to "quad." All refer to the sound field created by information being recorded and reproduced from four different directions—a 360-degree circle of sound with the listener in the middle. This is accomplished by recording four separate channels on a master tape, then reproducing them through four separate amplifiers and four separate speakers in the listening room. Considered by many experts to be a greater advancement in sound reproduction than stereo was to mono.

## **QS:**

See "RM."

## **Q-8:**

8-track tape cartridges containing 4-channel programming.

## **RM:**

Stands for "regular matrix." Also known as the QS system.

## **separation:**

The degree of isolation maintained during the stereo or quadraphonic recording and reproduction process. The opposite of "crosstalk." A high degree of separation prevents dilution and distortion of the sound field present on the original master tape.

## **Shibata stylus:**

An advanced stylus design created to reproduce the discrete 4-channel disc, yet provide perfect compatibility with existing stereo or monaural records. Permits retrieving of signals up to 60,000 Hertz. Also provides longer record life than elliptical stylus tracking at the same pressure.

## **SQ:**

The matrixing method developed by CBS Records for encoding four channels of sound into two channels. Stands for "stereo-quadraphonic."

## **synthesizer:**

Electronics that enhance 2-channel recordings when played through a 4-channel system.

# Q&A<sup>x4</sup>

Even though quadrasonic sound has been around for many years now, there are a number of disturbing questions that still cast their shadows on the efficacy of the 4-channel medium. Since one of the prime functions of this publication is to shed more light on the field of quadrasonic sound, we present the questions we most frequently encounter about 4-channel sound's present position and future potential, along with answers we hope will reduce some of the unnecessary apprehension that surrounds it.

**Q** Where is 4-channel sound going in the U.S.? Is it, as many say, dying out as a market entity?

**A** Quadrasonic sound is more alive than it ever has been, and it's getting healthier all the time. Today, however, the audio industry has a much more realistic view of its growth potential. It has not become, as some initially professed, a complete revolution in the marketplace, nor was it ever realistic to believe it would be. Quad is not a revolution, but instead an evolution. An orderly growth in the hardware marketplace geared to as fast a software growth as can be reasonably expected from record companies.

In addition, new technological achievements in quadrasonic integrated circuitry have recently made their appearance. Which now means better performance at a lower price—and an increase in the market potential. Add to it the fact that quadrasonic software releases continue to emerge, quadrasonic hardware sales continue to grow, and many touring rock groups and motion picture theatres have now converted to quadrasonic sound systems. It simply means that 4-channel sound is very much alive, and its growth rate may surprise us all very pleasantly.

**Q** When will the battle of the systems be over, and who will be the winner?

**A** In the tape format, there are no competing systems. With the disc, however, there is, on the

surface at least, a battle between two matrix systems and one discrete disc system.

Our advice to the consumer is simply that he shouldn't worry about any battle. Just buy the program material he wants regardless of the format. Nearly all new 4-channel receivers provide circuitry to reproduce both matrix and discrete formats, so the consumer really won't have to make any choice at all. From our point of view, the battle of the 4-channel disc is also over. There is only one real 4-channel disc—the CD-4 Compatible Discrete Disc. As we see the future of the quadrasonic disc, the discrete catalog will grow rapidly and eventually the matrix systems will be relegated to their primary role—enhancement of stereo product.

**Q** Are retail dealers responding favorably to 4-channel in both hardware and software markets?

**A** As dealers and salesmen on the retail level gain greater experience in the 4-channel medium, their response is becoming increasingly more enthusiastic. Software dealers are now asking for larger stocks of Quadradiscs. Audio hardware dealers are devoting more display and demonstration space to 4-channel equipment. In fact, those dealers who have made a full commitment to 4-channel are finding that it is representing a larger and larger portion of their overall business. The key to quadrasonic growth, however, is knowledge and the dissemination of accurate, understandable information about it. We hope this publication will help toward that end.

**Q** Is 4-channel software getting easier to find?

**A** The prime factor a record retailer has to consider is product movement. He has to give the most room to the product that moves through his store the quickest. There is no question that currently stereo records are that product. However, with more and better 4-channel records becoming available and a more positive attitude about the future of the 4-channel disc, sales of quadrasonic product are moving closer to those of stereo product, accounting for a more significant share of the retailer's profit.

For that reason alone, the availability of 4-channel software has increased dramatically in the past year. Add to that the fact that record producers now see the potential of the 4-channel disc and are recording more and more of their artists in this medium. A bigger quadrasonic catalog means greater consumer interest and a correspondingly great availability of 4-channel software at the retail level.

**Q** How fast is the 4-channel software catalog growing, and how fast will it grow in the future?

**A** It is difficult to view the growth of the catalog apart from the world's economic developments. There is always a shortage of product during the initial introduction of any software medium, because it is simply impossible to "create" a catalog of 1500 or so items in as short a time as hardware manu-

facturers can bring out three or four models of electronics. Add to that the material shortage caused by such an unpredictable thing as a petroleum shortage.

As 1974 progressed, however, there was a significant relaxation of the compound shortage, and quadrasonic releases are back on schedule. Right now, the total availability of CD-4 product in the U.S. is about 200, and the hopes are to at least double that number by the end of 1975.

**Q** Is a 4-channel sound system a lot more expensive than a stereo system?

**A** Since additional circuitry and additional speakers are needed for 4-channel reproduction, a quadrasonic system is initially more expensive than an equivalent stereo system. However, with new developments in IC's and 4-channel technology, excellent quadrasonic systems can now be assembled for about the same outlay as a medium-priced stereo system. But whatever the additional cost, any truly involved music lover who has already made the 4-channel investment will tell you that the new experience in total sound it provides is well worth it—and more.

**Q** What do 4-channel records cost?

**A** CD-4 records cost only slightly more than stereo records—about 20% on the average—yet deliver twice as much information and an exciting new musical dimension to the listener.

**Q** What is the playing time of a 4-channel disc?

**A** Essentially the same as a stereo disc.

**Q** Will a 4-channel disc system still play my stereo records?

**A** Absolutely. Any system designed to play CD-4 records will also play any standard stereo record—but with a new degree of depth possible only with a 4-channel playback system.

**Q** Are 4-channel records any more difficult to handle than a stereo record?

**A** No. Simply clean them frequently as you would a standard stereo record, use the proper stylus pressure, and your CD-4 disc should deliver the same amount or even more performance life than the same stereo disc.



As a recording engineer, I have always felt that any quad disc system must offer the listener true concert hall realism and spatial integrity. To achieve this result it must have the same degree of separation which is inherent in a 4-channel master tape. In the long run, the consumer will be satisfied with nothing less. CD-4 has evolved rapidly over the last two and one half years and represents the only practical disc system embodying discrete performance.

  
John Eargle

John Eargle is one of America's foremost authorities in the field of sound recording. His present company, JME Associates, is a consultant to the CD-4 advocates Panasonic, JVC, RCA Records and the WEA Record group in areas related to four-channel technology. He holds the Degrees of Bachelor of Music, Bachelor of Science, Master of Music, and Master of Engineering. Mr. Eargle has written and lectured extensively in areas of recording technology. He is a member of the Acoustical Society of America, a senior member of the Institute of Electrical and Electronic Engineers, and currently president of the Audio Engineering Society.

It takes someone with a special kind of artistic appreciation to comprehend the aural magnitude of quadrasonic sound. Someone who wants to hear more than sound, listen to more than music. Someone who is totally involved in the music as well as the medium. If you've taken the time to read this entire booklet, you're that someone. And if you'd like someone who feels the same as you do to keep you informed about the latest developments in quadrasonic, simply send your name and address to:

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A free copy of our informative newsletter, CD-4 Forum, will be sent to you each time it's published—our way of saying "thanks for being someone special."

We gratefully acknowledge the mutual cooperation of JVC America, Panasonic, Technics by Panasonic, RCA Records and Warner/Elektra/Atlantic Records in the publication of this booklet.

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