



SOUND CORPORATION

COMPANY
ITALY

40 years of X-Treme success

In the summer of 1968 *Gianni Toschi* was a young guitar player, passionately interested in hi-fi systems. He divided his time between working in a small sound-lab in Emilia (the birthplace of Italy's pop music) and constant trips to "The Swinging London". He dreamed of playing with the rock stars he so admired in those memorable concerts held at the end of the Sixties. Today, 40 years later, as President of a manufacturing group - **Sound Corporation** - with over 50 employees and a sales turnover of more than €11m, *Gianni Toschi* has the personal endorsement of those very same artists to his group's latest brand-name: **X-Treme** audio - his latest and technically advanced creation and one that he is most rightly proud of. Founded in 2001, X-Treme is the brand of the products manufactured by one of the Sound Corporation's business units dealing with the production of "concert, touring and portable sound systems", i.e. professional audio systems suitable for concerts, "live" open-air events or any other indoor venue where live music is played.

The top management of the above-mentioned group directly controls well-established labels such as **Pecker Sound** (a leader for more than thirty years in the sector of "fixed installations and clubs") and **XTE** (primarily aimed at "commercial sound").

X-Treme division is an independently Registered Company that exercises functions ranging from R&D to production, quality control, etc... Although this SBU (Strategic Business Unit) is completely autonomous of its mother company - the Sound Corporation group - in terms of personnel, technology and business strategic goals, it engages the tangible (*carpentry, electronics department and the electro-acoustic division*) and intangible resources of this highly successful organization, active in the production of professional audio systems since 1968.

In addition to traditional loudspeaker systems, X-Treme offers three different *vertical line array* series in catalogue, each one set-up through a three-way upper module and a combined stacked or flown subwoofer - in both active and passive versions.

LSA (Linear Source Array) is the prime product of the entire range. Other than possessing an excellent high-class sound pressure, the upper module XTLSA model has, in particular, an innovative mid-horn-loaded setting. Moreover **MISI™** (Middle-Sized Line Array) has been created to achieve a sound pressure of very near approximation to the fore-said "bigger" system, but of superior



Sound Corporation headquarters in Reggio nell'Emilia (I)

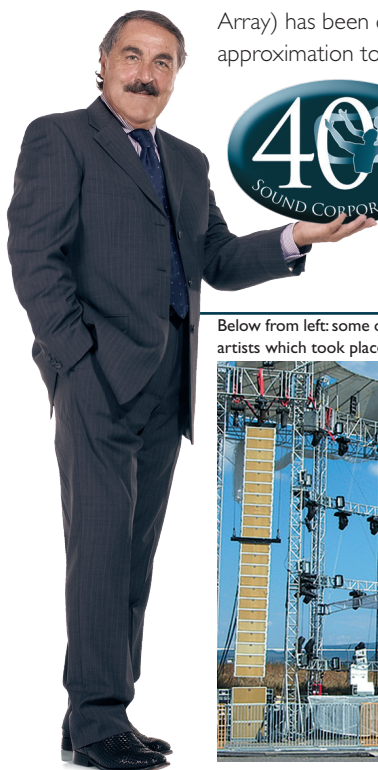
response speed. Ever keeping this technical goal in mind, MISI™ models have gone well beyond the most ambitious expectations: both the 900 WRMS line array module (XTMISI) and the 2400 WRMS subwoofer (XTMISIS) are of only 82 cm width.

Last but not least, **MLA** (Mini Line Array) distinguishes itself by its excellent sound yield in relation to an exceptional well contained dimension and weight. Furthermore the bi-amplifiable passive XTMLA model, with its nominal impedance of 16 Ohm, permits the connection of four loudspeaker systems to a single power amplifier. In addition, the powered upper modules XTLSA/A-TWO, XTMISI/A-TWO and XTMLA/A-FOUR are all capable of piloting further passive units due to their powerful on-board DSP (*Digital Signal Processor*) that is completely programmable, bringing the quality of these systems in line with the latest digital electronic technologies.

However, the most innovative and interesting project of this subsidiary focusing on concert sound is **XTI** (X-Treme Installer) - a proprietary software which has been developed by Sound Corporation engineers in collaboration with the University of Parma. "It consists of a "custom-made" software designed and developed to enable the correct installation of vertical line arrays and the other X-Treme standard loudspeaker systems. Starting from a geometric orientation and, on the basis of the available information, the software system calculates the sound field by means of an algorithm based on the sound wave amplitude and phase" explains *Paolo Martignon*, former research assistant of Professor Angelo Farina and now notable member of Sound Corporation R&D staff. ▶



Left: President Chief Executive **Gianni Toschi** amusing himself with the logo specially designed for the 40th anniversary of Sound Corporation group.



Below from left: some of the most outstanding X-Treme installations - Banda El Recodo (Mexico), B.B. King "Farewell tour" (Italian dates), La Gran Fiesta Latina '07 - live performance of various artists which took place in Madrid in the presence of a 16.000 people audience.





An overview of the products offered by Sound Corporation: X-Treme (please note MISA™ patented line array), Peecker Sound and XTE

► X-Treme audio systems are used by the foremost European rental companies for the tournée of their artists. "Endorsers like BB King, Stewart Copeland, London Community Gospel Choir, Paolo Conte, Francesco Guccini and many others have made us proud of the work achieved in such a short space of time from the start of this enterprise and keep us motivated along the road to excellence in sound fidelity reproduction" says Tommy Bonaut, Export Sales Manager. Established in 1977, today **Peecker Sound** is a leading company in the "installed and club sound" sector, thanks to a reference list which comprises more than one thousand sound reinforcement installations - the result of an international distribution network. Apart from the legendary powerful sound reinforcement systems, installed in the most noted dancing clubs world-wide (from the French "Macumba", the Cuban "Girardilla", the Russian "Tatarstan" up to most of the "temples" of the Italian entertainment such as "Milano Music Hall" in Milan, "Bambù" in Mantua, etc...), Peecker Sound has patented (nearly a decade earlier than its competitors) an innovative *double array system* (named **Double Array Series**), able to concentrate sound emission into a well-defined area and thus significantly reducing noise propagation externally. "Today this business unit faces two main challenges: firstly the maintenance of the competitive advantage achieved in the fixed installation sector and secondly the constant market share expansion, owing to audio systems produced according to the lean manufacturing principles and substantial investment in "smart" processors and controllers - especially towards emerging countries such as Russia, Korea or South America", asserts Gianni Vandelli, Peecker Sound Sales Manager.

XTE was established in 1992 to be the "commercial sound" division for the Sound Corporation group. Exclusive core competences, along with an extensive know-how of the production processes, ensure the creation of electronic equipment able to keep pace with the great technological evolution in the sector. "Our reference market and, in particular, the sector of control electronics, are traversing a period that could be defined as both survival and transition. A survival period due to the pressure that troubles us from developing countries such as China or Taiwan and a transition period because the difficult shift to digital technology is being reached with notable efforts by all major companies in order to define shared standards", notes Ivan Pellacini, General Manager of XTE division. Therefore it seems that, through their specific skills, all the branches forming the Sound Corporation group are able to create technologically advanced sound reinforcement projects which fully satisfy the practical, aesthetical and economic needs of all types and kinds of customers. "The Sound Corporation business philosophy during the 40 years of its existence has always been the creation of audio systems with a successful trade-off between applied acoustics and audience requirements in the listening environment", states Gianni Toschi, President of Sound Corporation group, in conclusion. "Today the efforts of the entire organisation are directed towards a sole ambitious aim: a stable long-term growth achieved together with all the people supporting us - our distributors, final customers, employees and... future shareholders". ■

www.soundcorporation.it

FRANÇAIS

Au cours de l'été 1968, Gianni Toschi, jeune guitariste passionné par les installations audio qui rêvait d'accompagner les rock stars qu'il admirait sur les scènes de ces concerts mémorables. Aujourd'hui, quarante ans après, en qualité de président d'un groupe, Sound Corporation, qui emploie plus de 50 personnes pour un chiffre d'affaires de plus de 11 millions d'euros, il assure l'amplification de ces mêmes artistes grâce aux systèmes de sound reinforcement de marque X-Treme, sa création la plus récente et la mieux réussie. X-Treme naît en 2001 et constitue la marque des produits réalisés par la business unit du groupe chargée de la production de "touring, PA and portable sound systems". Les installations audio de marque X-Treme ont été utilisées par les plus importants prestataires de service italiens et étrangers dans le cadre des tournées de leurs artistes, dont BB King, Stewart Copeland, London Community Gospel Choir, Paolo Conte, Francesco Guccini, et beaucoup d'autres encore. La direction du groupe Sound Corporation contrôle directement des marques affirmées telles que Peecker Sound (leader depuis plus de trente ans dans le segment des "fixed installations and club") et XTE ("commercial sound"). "La philosophie d'entreprise du groupe Sound Corporation au cours de ses 40 premières années d'existence a toujours été de réaliser des systèmes audio qui constituent un juste compromis entre l'acoustique appliquée et les besoins du public dans l'environnement d'écoute. Aujourd'hui, les efforts de toute l'organisation sont orientés vers un objectif unique et ambitieux : une croissance stable et de long terme avec l'ensemble de nos sujets de référence, à savoir les clients, les partenaires commerciaux, les salariés et les futurs actionnaires", déclare Gianni Toschi, Président du groupe Sound Corporation.

DEUTSCH

Im Sommer des Jahres 1968 war Gianni Toschi ein junger Gitarrist, der sich für Audioanlagen begeisterte und davon träumte, mit den von ihm bewunderten Rock Stars auf den Bühnen jener denkwürdigen Konzerte zu spielen. Heute, d.h. 40 Jahre später, als Vorsitzender des Konzerns "Sound Corporation", mit mehr als 50 Mitarbeitern und einem jährlichen Umsatz von über 11 Millionen Euro, verstärkt er die gleichen Künstler durch die Systeme des Sound Reinforcement der Marke X-Treme, seiner neuesten und gelungenen Schöpfung. X-Treme entsteht 2001 und verkörpert die Marke des von der auf die Produktion von "Touring, PA and portable Sound Systems" ausgerichteten Business Unit des Konzerns geschaffenen Produkte. Die Audioanlagen der Marke X-Treme wurden von den wichtigsten italienischen und ausländischen Veranstaltern für die Tourneen ihrer Künstler verwendet, wie BB King, Stewart Copeland, London Community Gospel Choir, Paolo Conte, Francesco Guccini, und viele andere. Das Top Management des obigen Konzerns kontrolliert direkt bewährte Brand wie Peecker Sound (seit über dreißig Jahren Leader im Bereich der "fixed installations and club") und XTE ("commercial sound"). "Die Unternehmensphilosophie des Konzerns Sound Corporation in seinen ersten 40 Jahren bestand stets darin, Audiosysteme zu schaffen, die ein gelungenes Trade-off zwischen der angewandten Akustik und den Erfordernissen der Öffentlichkeit in der Hörumgebung entstehen lassen. Heute sind die Bemühungen der gesamten Organisation auf ein einziges, ehrgeiziges Ziel gerichtet: ein stabiles und langfristiges Wachstum zusammen mit unseren Bezugspersonen, d.h. den Kunden, Geschäftspartnern, Beschäftigten und zukünftigen Aktionären", erklärt Gianni Toschi, Vorsitzender des Konzerns Sound Corporation.

ITALIANO

Nell'estate del 1968 Gianni Toschi era un giovane chitarrista appassionato di impianti audio che sognava di suonare con le rock star che ammirava sui palchi di quei memorabili concerti. Oggi, 40 anni dopo, come presidente del gruppo Sound Corporation che impiega più di 50 persone per un fatturato annuo di oltre 11 mln di euro, quelli stessi artisti li amplifica con i sistemi di sound reinforcement a marchio X-Treme, la sua più recente e riuscita creazione. X-Treme nasce nel 2001 e rappresenta il marchio dei prodotti realizzati dalla business unit del gruppo finalizzata alla produzione di "touring, PA and portable sound systems". Impianti audio a marchio X-Treme sono stati utilizzati dai più importanti service italiani e stranieri per le tournée dei loro artisti, fra cui si citano, fra gli altri, BB King, Stewart Copeland, London Community Gospel Choir, Paolo Conte e Francesco Guccini. Il top management del gruppo di cui sopra controlla direttamente brand affermati come Peecker Sound (leader da oltre trent'anni nel segmento delle "fixed installations and club") e XTE ("commercial sound"). "La filosofia aziendale del gruppo Sound Corporation nei suoi primi 40 anni di vita è sempre stata quella di realizzare sistemi audio che sintetizzino un riuscito trade-off fra l'acustica applicata e i bisogni del pubblico nell'ambiente d'ascolto. Oggi, gli sforzi di tutta l'organizzazione sono orientati verso un unico, ambizioso obiettivo: una crescita stabile e di lungo termine assieme a tutti i nostri soggetti di riferimento, ovvero clienti, partner commerciali, dipendenti e futuri azionisti", dichiara Gianni Toschi, Presidente del gruppo Sound Corporation.

ESPAÑOL

En el verano de 1968 Gianni Toschi era un joven guitarrista apasionado de equipos de sonido que soñaba de tocar con las estrellas de rock que admiraba en los escenarios de aquellos conciertos memorables. Hoy, 40 años después, como presidente de un grupo, Sound Corporation, que emplea más de 50 personas con una facturación anual de más de 11 millones de euros, amplifica aquellos mismos artistas con los sistemas de sound reinforcement de marca X-Treme, la más reciente y exitosa creación. X-Treme nace en el 2001 y representa la marca de los productos realizados por la unidad de negocios del grupo dedicada a la producción de "touring, PA and portable sound systems". Los equipos de audio de la marca X-Treme han sido utilizados por los más importantes servicios italianos y extranjeros para las giras de sus artistas, entre los cuales citamos BB King, Stewart Copeland, London Community Gospel Choir, Paolo Conte, Francesco Guccini, y muchos otros. El top management del grupo nombrado anteriormente controla marcas afirmadas como Peecker Sound (líder desde hace más de treinta años en el segmento de las "fixed installations and club") y XTE ("commercial sound"). "La filosofía empresarial del grupo Sound Corporation en sus primeros 40 años de vida ha sido siempre la de realizar equipos de audio que sintetizen un satisfactorio trade-off entre la acústica aplicada y las necesidades del público en el ambiente de sonido. Hoy, los esfuerzos de toda la organización están orientados hacia un único, ambicioso objetivo: un crecimiento estable y a largo plazo junto con todos nuestros sujetos de referencia, o bien, clientes, socios comerciales, empleados y futuros accionistas", declara Gianni Toschi, Presidente del grupo Sound Corporation.