

The term 'High Fidelity' came into general use in 1936, the year that Quad was founded. This was a happy coincidence, for since then Quad has produced a steady succession of products which have effectively set the standards of fidelity for the industry and it would be impossible to write an accurate history of High Fidelity without mentioning Quad in every chapter. From the beginning Quad has had a clear concept of the meaning of 'High Fidelity', neatly summed up by the slogan 'for the closest approach to the original sound'. Quad products recreate the sound of the broadcast or recording with no audible contribution or character of their own. They are totally transparent, providing the listener with a window on to the concert hall or studio.





Our customers are the best endorsement for Quad. You will find Quad amplifiers and loudspeakers in radio and television and recording studio's throughout Europe. You can hear Quad customers on the stage and in the pit in concert halls and opera houses and in clubs and bars and cellars around the world every night of the week. Musicians who own Quad play everything from synthesizer to sitar. Many are famous, many are not, yet. Not all Quad customers earn their living as performers or engineers and you do not have to be a Solti, a Marriner, or a Haitink, to own Quad. You just need to share their passion for music.

But it is not only performance which makes them buy Quad. It might not seem to make good commercial sense to encourage customers to hang on to equipment made forty years ago, but we take pride in being able to service Quad no matter when it was manufactured. The excellence of Quad design and manufacture means that Quad equipment made in the fifties still easily out-performs the majority of equipment on sale today, so that Quad products never die, they just get passed on from generation to generation. Since our standards of design and manufacture are now more exacting than they were then, it is reasonable to expect Quad equipment made today to be functioning satisfactorily in 2033.

Most people believe that hi-fi is manufactured exclusively in the Far East and are happily surprised to learn that **Quad** is more widely sold in Akihabara, the hi-fi Mecca of Tokyo, than in the Tottenham Court Road.

On reflection it is not surprising that **Quad** performance, design and reliability should be recognised in every country where music matters.

Quad may not be
your first music
system, but it could
well be your last.









