

The very first Superscope product wasn't a tape recorder. It was a trademarked process for producing wide screen motion picture prints more cost-effectively than the competing Cinemascope process.

In 1957, Superscope's founders, Joseph, Irving, Nathan, and Fred Tushinsky were visiting Japan when they met with the executives of a Japanese electronics company named Sony. The Tushinsky's discovered that Sony had stereo tape recorders, the world's first with built-in amplifiers. Soon realizing the potential for the tape recorders for the U.S. market, the Tushinsky's within months contracted for exclusive rights to distribute them in the United States. The Tushinsky's understanding of the needs of the American marketplace, combined with Sony's design and manufacturing expertise, propelled both companies to prominence.

During the 1960's Sony released a variety of Sony/Superscope branded reel-to-reel and cassette tape recorders. Superscope continued to market and distribute Sony tape recorders exclusively in the United States until January 1, 1975, when Sony acquired back distribution rights to its line of tape recorders from Superscope. By 1973 Superscope was producing its own line of professional portable cassette recorders for the worldwide market.

In 1964, Superscope Inc. acquired a small but prestigious hi-fi company from Saul Marantz. From this acquisition Superscope developed and marketed Marantz high-fidelity audio products, such as stereo amplifiers, receivers, and record players worldwide.

Superscope Inc. reached its apex in the mid 1970s. In 1976, the company operated worldwide facilities totaling 1.25 million square feet in four countries. It grew internationally by establishing international distribution subsidiaries in France, Germany, the UK and merging its Japanese distribution subsidiaries into Marantz Sales Company. Superscope Inc. completed the construction of a massive headquarters building in Chatsworth, Calif., spanning 13 1/2 acres. It consolidated its corporate offices, warehousing, and North American manufacturing in this one facility.

The manufacturing plant, employing hundreds of workers, produced Marantz amplifiers, Superscope stereo music systems, and Superscope speakers.

The company initiated rigorous quality control procedures, invested in then state-of-the-art computer data and phone systems, focused on logistics efficiencies, and vertically integrated its marketing and publicity.

During this era, Superscope pursued a strategy of marketing Marantz as a premiere brand of quality consumer audio products, and Superscope consumer audio products as its budget line "made by Marantz." Naturally enough, the two brands became intertwined in consumers' minds. Superscope also manufactured Imperial speakers.

By the 1980s, with competition fierce in the consumer audio marketplace, this industry giant sold off many of its assets, including its giant Chatsworth facility, which it then leased back for a time. The company then changed its name from Superscope Inc. to the Marantz Company. In 1987, Joseph Tushinsky retired as chairman when the Marantz Company was purchased by Dynascan Corporation (today's Cobra Electronics Corp).

By 1990, Cobra had sold the Marantz brand to Philips Electronics. In the process, Philips negotiated an agreement so that Cobra continued to market Marantz Professional products in the Americas.

In 1993, Superscope Technologies, Inc. was formed by acquiring rights to the Superscope brand and distribution rights for Marantz Professional audio products. Superscope Technologies is located in Geneva, Illinois.

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Fred Tushinsky, Founder:

The four Tushinsky brothers, of which Fred is the youngest, are the family that made Sony a household name in America. In 1957 their company 'Superscope' discovered Sony, then a relatively small company while on a trip to Japan. The meeting resulted in a long-term contract to be the sole and exclusive distributor of Sony tape recorder products in the USA.

Fred was mainly involved in working with Sony in the design, development and sound quality required for the USA market. Several years later Superscope acquired ownership of a small audio company called Marantz. Fred was appointed President of the new company and under his guidance, Marantz became one of the world's most respected makers of high quality fidelity equipment. Superscope, the parent company, became a world wide corporation with Marantz factories in Japan, Taiwan and Belgium, and with distribution in over 100 countries of the free world.

In 1986 after 30 years in the audio business, the Tushinsky brothers sold their ownership of Marantz to electronic giant Philips of Holland. Several years later, Fred Tushinsky, together with a former Sony associate named Hisashi Nakajima formed CD Labs, Inc. which today provides CD mastering and replication services to an international market.