



THESIS

Founded in 1987, Elettromedia is a world leader in the production of car audio amplifiers, speakers and accessories for professional installations.

## World Leading Car Audio from Italy's Finest

**B**ack in 1979, three engineers working in different electronic fields, with the same passion for high fidelity, shared a dream called Audison.

Audison was officially born in 1984 with the launch of its first amplifier, HP 110, after some years of research and experimentation. The Audison name derives from the fusion of the Latin words "audio" and "sonus". Together these two words represent the historic roots and philosophy of this company, which was founded in a part of Italy strongly connected to music. Musical instruments known and appreciated all over the world have been produced in the Marche region of Italy for two centuries, by highly skilled and committed craftsmen and leading-edge electronic industries later.

Elettromedia's very existence is testament to the hard work, passion and extreme care shown by its employees for the products they create. Every new product is developed in response to the demands of car audio enthusiasts. The aim of this continuous feedback is maximum customer satisfaction. New products are created through sophisticated project procedures utilising unique simulation software. Engineers develop a product from a theoretical model created with virtual simulations which leads to the production of a prototype, which is subjected to rigorous laboratory testing before embarking on exhaustive tests in the listening room. Here, they are tweaked and adjusted and improved by engineers with a mix of exceptional musical ears and engineering know-how and experience which is fundamental to ensuring the characteristic Audison sound.

Products are then tested in a car, where they will actually spend their working life and only then, is the product ready to be

developed for production. After this point, products are sent to groups of selected customers for further in-situ testing of sound, cosmetic and functional features.

This process is the same for both amplifiers and speakers.

Audison Cable was launched in 1987 as the first high quality connection cable and accessories line manufactured in Europe, thrilling enthusiasts worldwide. In 2005 as an evolution of the Audison Cable line, Elettromedia launched the Connection Audison program. A range of high quality, futuristically designed products to enhance its audio credentials.

In 1998 Elettromedia created the Hertz brand which gave voice to its amplifiers and quickly became a world leader in the loudspeaker market. Hertz quickly introduced important innovations in driver design technology, like the double wave surround used in all products and now copied by many competitors, and the neodymium motor originally employed in its 2002 Eisa award winning Space series.

High efficiency car speakers followed, giving everybody the chance to enjoy good music and high dynamics, even with low power systems.

Even Elettromedia's head office is full of ground breaking technology, providing comfortable and bright "Open Space" underlining the company's philosophy of utmost transparency in terms of decisions and relationships. The building features a high level of automation, with light, heat and air all controlled centrally to conserve energy. Heat is collected as a by-product of plant and refrigeration units and helps to reduce the fuel required to run the boilers.

A state-of-the-art 60 seat "theatre" with multimedia video-conference systems, is



used for customers, suppliers and company meetings and seminars. Including FOUR MASTERS who held their third annual general meeting there in 2008.

The ability to react quickly to changing market trends along with customer lead technological development all go toward making Elettromedia one of the world leaders in the development of consumer electronics and it is their passion for music that drives them on! <<

*Above: Elettromedia's style runs from its products right through to their state of the art designed offices*

*Top: The Thesis Amplifier*