

Digitex

av max

ONKYO
IMAGINATIVE SIGHT & SOUND

Exclusive Newsletter From Onkyo

Vol. 1. July 2006

History of Onkyo

A peek into the past

To say the history of Onkyo was interspersed with innovations will be an understatement. Onkyo's glorious history was in fact, innovation personified. From its early beginnings as a 'predominantly audio company' to its present avatar as a 'complete home entertainment solutions provider' is a reflection of the fact that it's innovation at every stage at Onkyo.

From Osaka, Japan with a vision to spread the joy of music to the world, Onkyo began its journey in the year 1946 in the field of sound and slowly grew as an innovator and fashioned itself as a reckoning force in the field of sound. Gradually, Onkyo became synonymous with sonic excellence and high quality loudspeakers.



Corporate philosophy

Onkyo in Japanese means "Sound". And Onkyo lives up to its name quite perfectly by delivering the best sound you've ever heard and experienced. Onkyo's corporate slogan "Imaginative Sight & Sound" demonstrates the value placed on innovating features and aesthetics. By creating the perfect sound harmony, Onkyo has sustained its reputation as a pioneer in the field of AV entertainment.

evolution of ONKYO

The continuous evolution of the entertainment age necessitates the continuous evolution of audio/video products. And with the emergence of the digital home, the scales tip in favour of those products that provide the complete digital experience than just delivering sight and sound. The thrust is more on the unforgettable experience that products can deliver.

As an innovator, Onkyo perfectly understands the needs of the entertainment age and its denizen - the discerning consumer. That's precisely why Onkyo has built its corporate philosophy, "Imaginative Sight & Sound", a commitment to create progressive and highly evolved products. Such focused evolution has been developed with the consumer in mind.



Did you know?

Onkyo has introduced 25 THX Certified models in the Indian Market since 1996.



For over 60 years, Onkyo's approach to creating superior home entertainment options is to integrate quality, audio engineering excellence and practical design. Onkyo has evolved an ensemble of technologically advanced, award-winning products that make you experience movies the way they are meant to be.





Did you know?

In the USA, on average, a movie makes about 5 times more from its video sales than ticket takings.



Onkyo's remarkable history is studded with milestone innovations and achievements that spurred a whole new revolution.

A Landmark Journey... The Inspiration Continues



Lights On

(ONKYO dealer shares his views)



Mr. Aqeel Zackaria
Onkyo Wonderland

“Onkyo Wonderland is one more step in our endeavor to give customers complete and quality AV solutions, with this we aim to introduce customers to finer listening and viewing experience.”

THE NEXT BIG THING

Onkyo unveils HDC 7 Viiv Media PC



Onkyo media PC, the little box, now known as the HDC-7, is now ready for its close up, and comes packed with lots of goodies, including a Pentium D820 at 2.8GHz, 1GB RAM, 400GB drive, DVD burner and all the inputs and outputs you'd expect, including DVI, component, VGA, dual Firewire and dual USB. It has been launched in Japan in May.

DIGITAL BYTES

Put Your Speaker in the right place :

Speakers form an important part of your home-theatre and will dictate the final sound quality. Where you place them in and around the room will obviously play a pivotal role in this aspect.

Front L/R: Should go on either side of the TV screen with at least 5ft distance between them for proper stereo separation and imaging.

Centre Channel: Either directly above or below

the TV screen, so that the dialogues are locked onto the screen. Point it towards the listener if the height is not the same as ear-level.

Surrounds: Ideally, to the side of the listening position and at a height of at least 6ft for optimum spread.

Subwoofer: Performs the loudest in a corner, but not necessarily the best spot for sound quality. Experimentation is the name of the game here.

LESS CAN MEAN MORE

Don't turn the volume up too much on your subwoofer. It's one of the most common failings we hear in systems. Bass should underpin your sound, contribute to it where appropriate, and on occasion, shake your sofa on its springs - but it isn't supposed to dominate.

If there's no need for bass in a particular scene (say, a long sequence of dialogue) then there shouldn't be a peep out of the sub - don't turn your sub up so you can hear it all of the time.

CONSTRUCTION IS CRUCIAL

The stronger and more inert the cabinet is, the better the sound will be. It can spoil all aspects of the sound if it's not designed properly.

DIGITAL BYTES

ELAC

FINEST GERMAN ENGINEERING
www.elac.com

Onkyo brings Elac speakers of Germany to India. Germany has always been associated with some amazing technological marvels that have spawned a revolutionary fan following for all things, German. Precision personified, ELAC speakers embody exceptional build, high aesthetic design values and deliver astounding depth and clarity.



OMNI MOUNT

Audio & Video Mounting Devices



Omnimount, now in India. Omnimount, a three decade old company in USA, is a leader in the field of audio mounts. The Omnimount range of products include speaker stands, TV mounts, LCD mounts, plasma mounts etc. Dedicated to audio and video systems, Omnimount's products encompass high versatility and ingenuity allowing you the freedom to use it whichever way you want it. Compatibility, Maneuverability and Quality are the most striking aspects of any Omnimount product.



Onkyo
brings the
'Finest in
the World'
to India



THX AV Speaker system



Miller & Kreisel (M & K) Sound based in USA is one of the premier loudspeaker and subwoofer manufacturers in the world. For 30 years, M & K has been manufacturing a full line of speakers for both consumer and professional use. From the smallest speakers suitable for a tiny apartment; to adding a subwoofer (or two!) to an existing system; to precision studio monitors used for mixing the finest music, albums, and feature films, M & K has everything for you. This world-class speaker is now in India.
Courtesy: Onkyo

Inside Story

- A steady convergence between the consumer electronics and personal computer industries is being witnessed with an increasing acceptance of Media Center PCs.
- Twenty-nine percent of adults rank brand names as the most important reason, after price, in deciding where to shop for home electronics, a Vertis home electronics survey finds.
- Have you heard of the WAF?
WAF is nothing but an acronym for **Wife Acceptance Factor**. It is usually used in relation with a hi-fi electronic gadget, in particular when buying home entertainment products. Marketing experts take critical evaluation of the WAF of their products. Studies repeatedly show that women make the final decision on purchases some studies say as high as 74% - on what make or model a family will buy- or if they will buy at all.

HT-S590
5.1 Channel
A/V Surround
Home Theater
Receiver /
Speaker Package

OUT OF THE BOX (Features New Launch)

At your command!

Onkyo unleashes
GLADIATOR

ALCANTARA | SHARP | Pioneer | SONY | OR-EO | FI

The all-powerful Gladiator is a spectacular performer who is ever-ready to put up a great performance. An absolute stunner with minimalist, swanky design, Gladiator gives you exploding home entertainment experience.

Frame by Frame

(Features product reviews)

Onkyo Receivers

Onkyo DVD Player

TX SR503



★★★★★

Cracking - good price and performance.

TX-SR653E



★★★★

Fine-value all-rounder with a DAB tuner.

TX-NR5000E



★★★★★

Stupendous with real staying power.

DV-SP1000E



★★★★★

Amazing player - you need to see it to believe.



Did you know?

About one quarter of movie videos sold are animations.

EVENTS

Seminar on THX hosted by Onkyo for CETMA

Onkyo & CETMA (Consumer Electronics and TV Manufacturers Association) organised an enlightening seminar on May 11th, 2006 in Chennai on the topic-"Optimizing the Production and Playbacks of Entertainment Content in the Consumer and Professional Market", by Mr. John Dahl, Senior Fellow, Director of Education, THX Ltd., USA



Mr. MA Dhandapani, VP of CETMA (South) & MD of Onkyo Sight & Sound India Pvt. Ltd. welcoming the gathering.



Mr. John Dahl addressing a section of the audience.



The first
Onkyo Wonderland
was launched in
Bangalore
amidst great fanfare.



Onkyo Sight & Sound India Pvt. Ltd. (OSS IPL) is now fully equipped and has solutions for almost all AV Entertainment. Brands / Product range are strategically chosen and does not overlap each other.

Our Vision...

Onkyo is no longer just a product or a brand! ONKYO IS A PLATFORM for home entertainment.

What we are trying to do is to create a "eco-system" where there will be a convergence of different brands / products / applications / user benefits under the umbrella of ONKYO. Onkyo Exclusive shop "Onkyo Wonderland" will be the first shop highlighting our vision.

Onkyo is all geared up to spin some great entertainment to enthrall the residents of textile city, Tiruppur. Onkyo dealer network set up in Tiruppur.

THE RED CARPET

(Features awards won by Onkyo)



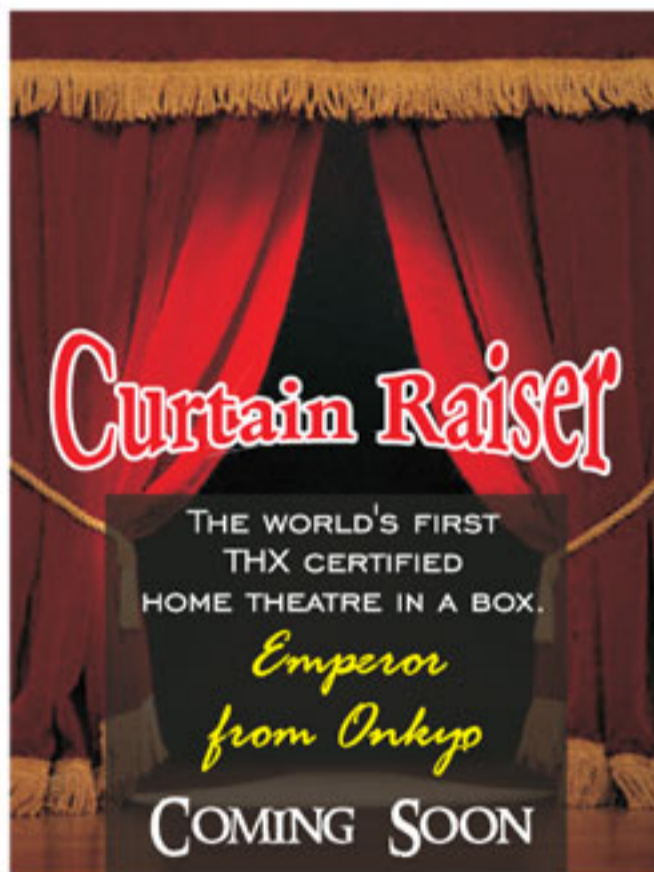
Mr. Barani Kumar from Onkyo Sight & Sound India Pvt. Ltd. accepting the award from Mr. Nishant Padhiar (Editor-AV MAX)



LOL!

"Opera is when a guy gets stabbed in the back and instead of bleeding, he sings."

- Ed Gardner.



CUSTOMER SPEAK



- Mr. Manohar R.D
Architect, Bangalore

"When I bought my first home theatre, I was not quite sure whether a home theatre would really bring home the 70mm experience. But Onkyo proved me wrong. I was bowled over by the sheer precision and clarity that Onkyo offered, which accentuates the movie viewing experience. The aesthetic design and fine finish exterior further complemented my interiors and added a touch of class to it. In my opinion, Onkyo is a dashing combination of performance and magnificence."



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