



A GUIDE TO AIWA '77

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AIWA got a head start in cassette systems development. In fact, AIWA was the first company in Japan to design, produce and market the compact cassette recorder. To maintain its position as forerunner in the industry, AIWA is determined to adhere to the spirit as expressed in its company name: AIWA – "love and harmony"; it is a tradition of engineering craftsmanship which strives for a happy and satisfied user of each product bearing the AIWA name.

A word from the man at the top



Yusuke Sambe
President: Yusuke Sambe

"AIWA for Craftsmanship" — a slogan that carries the basic philosophy every product developed by AIWA.

Both at home and in the foreign markets, AIWA audio and portable products continue to draw praise for their high quality, precision technology, unique designs and serviceability. After 26 years of manufacturing experience, we've learned above all that patience and sincerity — in the manner of the old-style craftsman — is the surest way to gain a good name.

Not content with the role of a mere assembler of electronic goods, the making of every AIWA involves painstaking creation of even the most basic component parts that go into making up the finished product. Because of this, and because of our attention to the more abstract concepts of quality and after service, AIWA continues to stand out as a specialist in its field.

It is with pride and pleasure that we have come to see the near-universal recognition of the AIWA brand; a fitting credit to our thousands of dealers, service centers and distributors throughout the world who have helped our efforts through their deep understanding of this company's basic policies. It is a relationship we look forward to preserving for many years to come.

Outline

Capital: ¥1,826 million
No. of employees: 3,500
Main business: Manufacture and sale of hi-fi audio electric communication equipment and business activities related to both.
Established: June 20, 1951

Directors:

President	
Yusuke Sambe	
Managing directors	
Akira Suzuki	Ichiro Yamagata
Isamu Takagi	Hisao Abe
Nobuo Kanoi	Minoru Maie
Directors	
Mikio Ohki	Yoshiaki Kamoji
Yoichi Oka	Ken Inaba
Yoichi Esaka	
Auditors	
Tatsuzo Taniguchi	Seiichi Nishiyama

Office & Factory

Head Office:

11-9, Ueno 1-chome, Taito-ku,
Tokyo 110
Tel: 835-1201

International Trade Division:

Tokyo Kagukaikan Bldg., 3-24-13,
Yushima, Bunkyo-ku, Tokyo 113

Tokyo Eastern Branch:

Chiyoda-ku, Tokyo

Tokyo Western Branch:

Nakano-ku, Tokyo

Northern Kantoh Branch:

Ohmiya-shi, Saitama Pref.

Sapporo Branch:

Sapporo-shi, Hokkaido

Tohoku Branch:

Sendai-shi, Miyagi Pref.

Yokohama Branch:

Yokohama-shi, Kanagawa Pref.

Nagoya Branch:

Nagoya-shi, Aichi Pref.

Osaka Branch:

Suita-shi, Osaka

Chugoku Branch:

Hiroshima-shi

Kyushu Branch:

Fukuoka-shi

Kanasugi Business Center:

14-2, Shitaya 3-chome, Taito-ku,
Tokyo 110

Tel: 875-2111

Shikahama Service Center:

1-14 Horinouchi, Adachi-ku, Tokyo 123

Tel: 835-1551

Utsunomiya Factory:

142 Kamitomatsuri-cho,
Utsunomiya-shi, Tochigi Pref. 320

Tel: 0286-24-7111

Utsunomiya Northern Factory:

2620 Tokujiramachi, Utsunomiya-shi,
Tochigi Pref. 321-21

Tel: 0286-65-3311

Iwate Factory:

Matabei Shinden, Yahaba-cho,
Shiba-gun, Iwate Pref. 028-36

Tel: 019697-2151

Aiwa Seiki Co., Ltd.:

Kazawa, Hanaizumi-cho, Nishiiwai-gun,
Iwate Pref. 029-31

Tel: 09198-2-3133

Overseas Offices:

Aiwa International Corp. (U.S.A.)

1409 Lincoln Avenue, Des Plaines, Ill.
60018, U.S.A.

Tel: 312-824-2678

Aiwa/Dransfield & Co., Ltd. (Hong Kong)

Connaught Center, Room No.
2705-2718, Connaught Road,
Central, Hong Kong

Tel: H225081-5

Aiwa Sales & Service Center Ltd. (Lebanon)

Head Office:

Tarazi Bldg., No. 21-22-23, Bechara
El-Kyoury Street, Beirut, Lebanon

Tel: 253468

Branch:

P.O.Box 20605, Kiswani Bldg.,
Shemisani, Opposite Sports Center,
Amman, Jordan

Tel: 65989

Aiwa Hellas Co., Ltd. (Greece)

Ioulianou Street No. 47, Athens,
Greece

Tel: 8818980

Aiwa/Atlas Electronics Pte., Ltd. (Singapore)

1094, Lower Delta Road,
Singapore 3

Tel: 270-3611-5

Aiwa Australia Pty., Ltd. (Australia)

14, Gertrude Street, Arncliffe
N.S.W., Australia 2205

Tel: 597-2388

Aiwa Sales & Service (UK) Ltd. (U.K.)

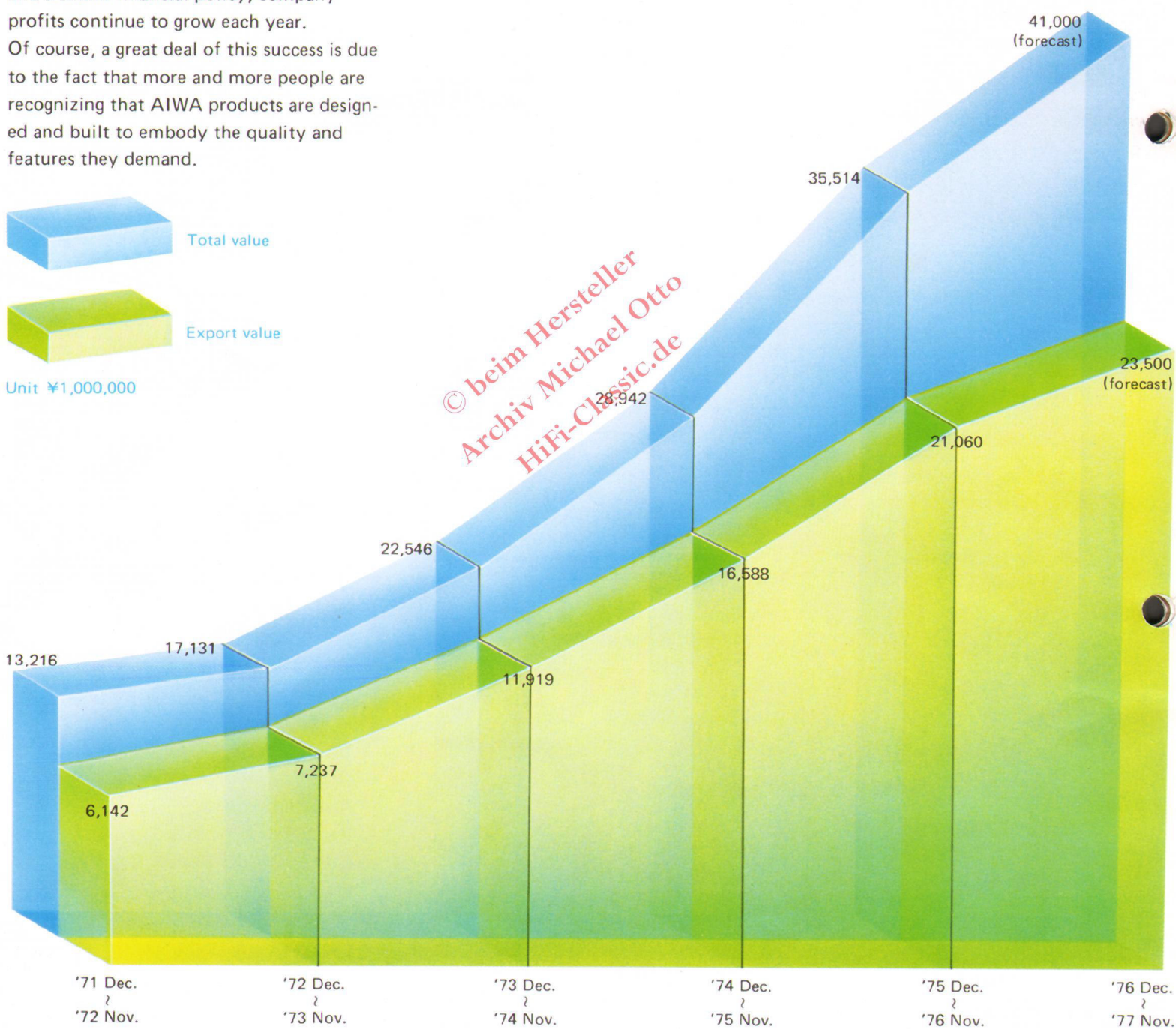
Aiwa House, 30-32, Concord
Road, Westwood Park Trading
Estate, Western Avenue, London,
W3 0TH

Tel: 01-993-1673

Sales success

At a time of "stagflation" on the worldwide economic scene, AIWA sales over the past five years have shown a bright 2.5 increase. Guided by practical-minded management and a sound financial policy, company profits continue to grow each year. Of course, a great deal of this success is due to the fact that more and more people are recognizing that AIWA products are designed and built to embody the quality and features they demand.

After having established its reputation on the ever-popular radio-cassette portables, AIWA continues its success with a well-received line-up of Hi-Fi audio equipment.



History

Since its start in June, 1951, as a specialized maker of microphones, AIWA has expanded and diversified into an all-round audio manufacturer that prides itself on having achieved brand-recognition and consumer acceptance in over 70 countries. As technological advancements open up new paths to better consumer living, AIWA looks forward in turn to making its contribution felt on the market through constant self-improvement and joint human effort.

June, 1951:

Aiko Denki Sangyo Kabushiki Kaisha was established with capital investments of ¥1-million to manufacture and sell radio receivers and electric communication equipment as the main line of the company.

December, 1955:

Present Tokyo Branch was completed.

December, 1956:

Selected by NHK (The Japanese National Broadcasting Network) to be the leading technical study factory.

October, 1957:

Capital increased to ¥50-million.

November, 1958:

Capital increased to ¥100-million.

February, 1959:

Kanasugi Factory completed.

October, 1959:

Trade name change to AIWA Kabushiki Kaisha (AIWA Co., Ltd.).

July, 1960:

Capital increased to ¥300-million.

October, 1960:

Utsunomiya Factory completed.

October, 1961:

Listed in the second section of the Tokyo Stock Exchange.

September, 1963:

AIWA International Corporation, an overseas subsidiary of AIWA Co., Ltd., was established in Chicago, U.S.A.

September, 1964:

Capital increased to ¥600-million.

Introduced Japan's first cassette tape recorder, the TP-707.

January, 1965:

Placed the TP-707P, using Phillips type compact cassette tapes, on the market.

Our Utsunomiya Plant designated as a JIS-authorized facility.

Introduced the DM-101, Japan's first one-point stereo microphone.

February, 1967:

Iwate Factory completed.
Introduced the TP-1004, the world's first portable stereo cassette recorder.

1968:

Placed the TP-1009, Japan's first stereo cassette tape deck, on the market.

February, 1969:

Capital increased to ¥1,200 million. The entire new stock was allotted to Sony Corporation thus commencing a business and technical agreement with them.

February, 1971:

AIWA/Dransfield & Co., Ltd., a joint venture between AIWA Co., Ltd. and a local company, was established in Hong Kong.

September, 1972:

Established joint company, the AIWA Sales and Service Center in Beirut, Lebanon.

December, 1972:

Placed 2-way speaker 3-band TPR-220 radio-cassette recorder on the market.

February, 1973:

Established joint company, the AIWA Hellas Company in Athens, Greece.

October, 1974:

Established Subsidiary, Hanaizumi Seiki Co., Ltd. in Iwate Pref.

December, 1974:

Established joint company, Atlas Electronics (Pte.) Ltd. in Singapore.

Our Kanasugi Plant designated as a JIS-authorized facility.

Introduced the world's first one-unit, one-point stereo microphone, the CM-2000A.

May, 1975:

Utsunomiya Northern Factory completed.

May, 1975:

Listed in the first section of the Tokyo Stock Exchange.

August, 1975:

AIWA Australia Pty., Ltd., an overseas subsidiary of AIWA Co., Ltd., was established in Australia.

September, 1975:

Capital increased to ¥1,660 million.

Marketed the front loading stereo cassette tape deck AD-6500 with the world's first automatic cassette loading system.

Introduced a new integrated stereo component system, the AF-5080A, featuring the world's first synchronized operation system.

June, 1976

Atlas Electronics (Pte.) Ltd. changes name to AIWA/ATLAS Electronics (Singapore) Pte., Ltd.

August, 1976

AIWA Sales & Service (UK) Ltd., an overseas subsidiary of AIWA Co., Ltd., was established in United Kingdom.

December, 1976

Capital increased to ¥1,826 million.



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*Relax
The AIWA
is about to ascend to
outstanding sound*

AIWA—it's the conductor leading

*and listen.
orchestra curtain
bring you a world of
performance.*

you to the world of sound.

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Products

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In the foreground of cassette systems development from the very beginning, AIWA combines its years of manufacturing experience with the newest in audio technology to offer a complete product line-up; from the AR-777 pocket radio to the AF-5080A Integrated Stereo Component System, AIWA has a world of exciting sound for you to hear.

- | | | |
|-------------|-------------|-------------|
| 1 AD-1800 | 22 TPR-250 | 43 SC-19 |
| 2 AD-1600 | 23 SC-51 | 44 CM-1018 |
| 3 AD-1250 | 24 SC-28 | 45 DM-510 |
| 4 AD-6800 | 25 SC-25 | 46 DM-506T |
| 5 AD-6550 | 26 TPR-105 | 47 DM-701 |
| 6 AD-6500 | 27 TPR-203 | 48 DM-502 |
| 7 AD-6300 | 28 TPR-206 | 49 DM-511 |
| 8 TPR-300A | 29 TPR-100 | 50 DM-520 |
| 9 TPR-910 | 30 TP-772 | 51 DM-503 |
| 10 TPR-920 | 31 TM-406 | 52 DM-508 |
| 11 TPR-940 | 32 CT-1050 | 53 CM-1017 |
| 12 AF-3060A | 33 CTR-2030 | 54 CM-2000A |
| 13 AF-3030 | 34 CTR-2020 | 55 CM-1015 |
| 14 AX-7500 | 35 SC-45 | 56 DM-90 |
| 15 AP-2060N | 36 TPR-610 | 57 DM-68NP |
| 16 AF-5080A | 37 TPR-605 | 58 CM-1016 |
| 17 AF-5050 | 38 TP-762 | 59 CM-1017P |
| 18 TPR-212 | 39 TP-748 | 60 DM-68N |
| 19 TPR-216 | 40 AR-777 | 61 CM-1012 |
| 20 TPR-202 | 41 AR-320 | 62 CM-1016P |
| 21 TPR-220 | 42 SC-27 | 63 CM-1011 |

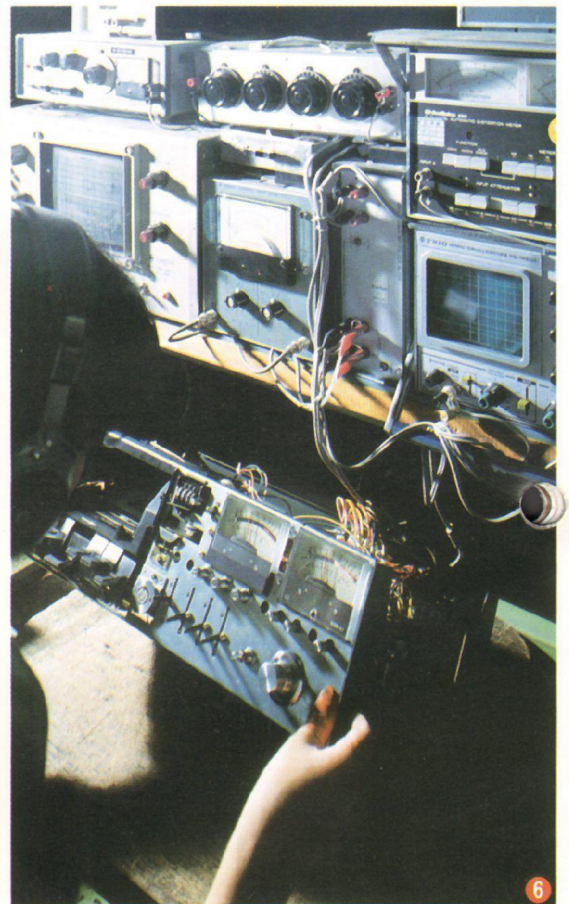


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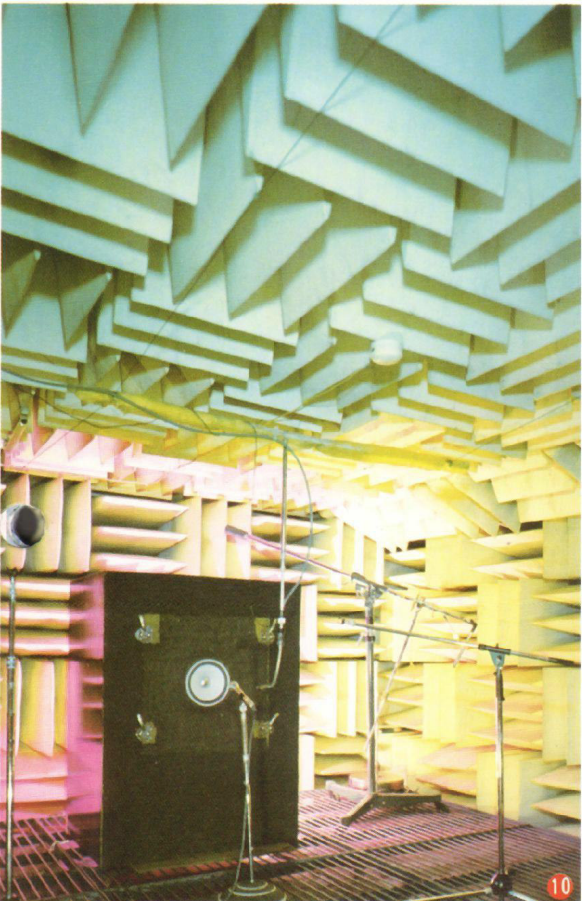
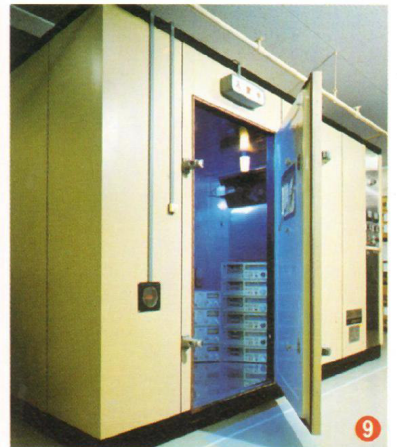
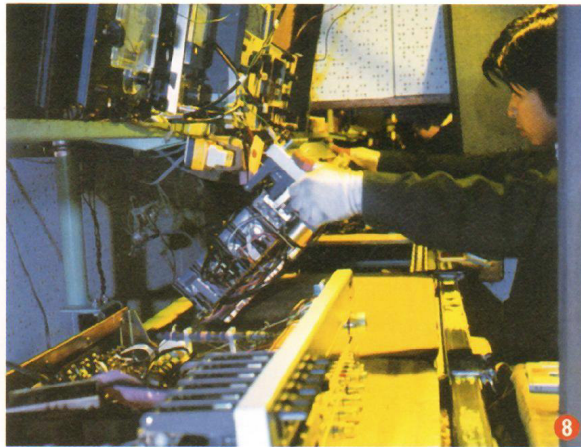
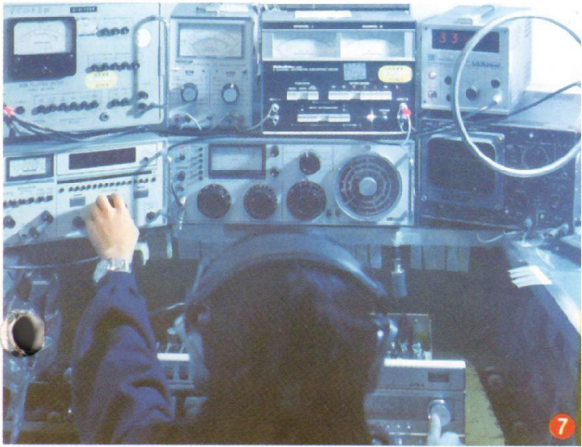
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Background



Once design is decided, the ultra-modern AIWA factory constructs the entire product from basic component parts to its complete form. Each mechanism in the assembly

process is given strict and repeated inspections, plus a careful final overall check before packing and shipment to consumers.



- 1 Design and planning room
- 2 Workshop
- 3 Automatic microphone assembly
- 4 Automatic motor assembly

- 5 Assembly line
- 6 Adjustment (deck)
- 7 Adjustment (tuner)
- 8 Tuning confirmation test

- 9 Temperature testing chamber
- 10 Anechoic chamber
- 11 Computer room
- 12 Listening room

Offices and Factories

Head Office



Tokyo Eastern Branch



Utsunomiya Factory



Iwate Factory

Kanasugi Business Center



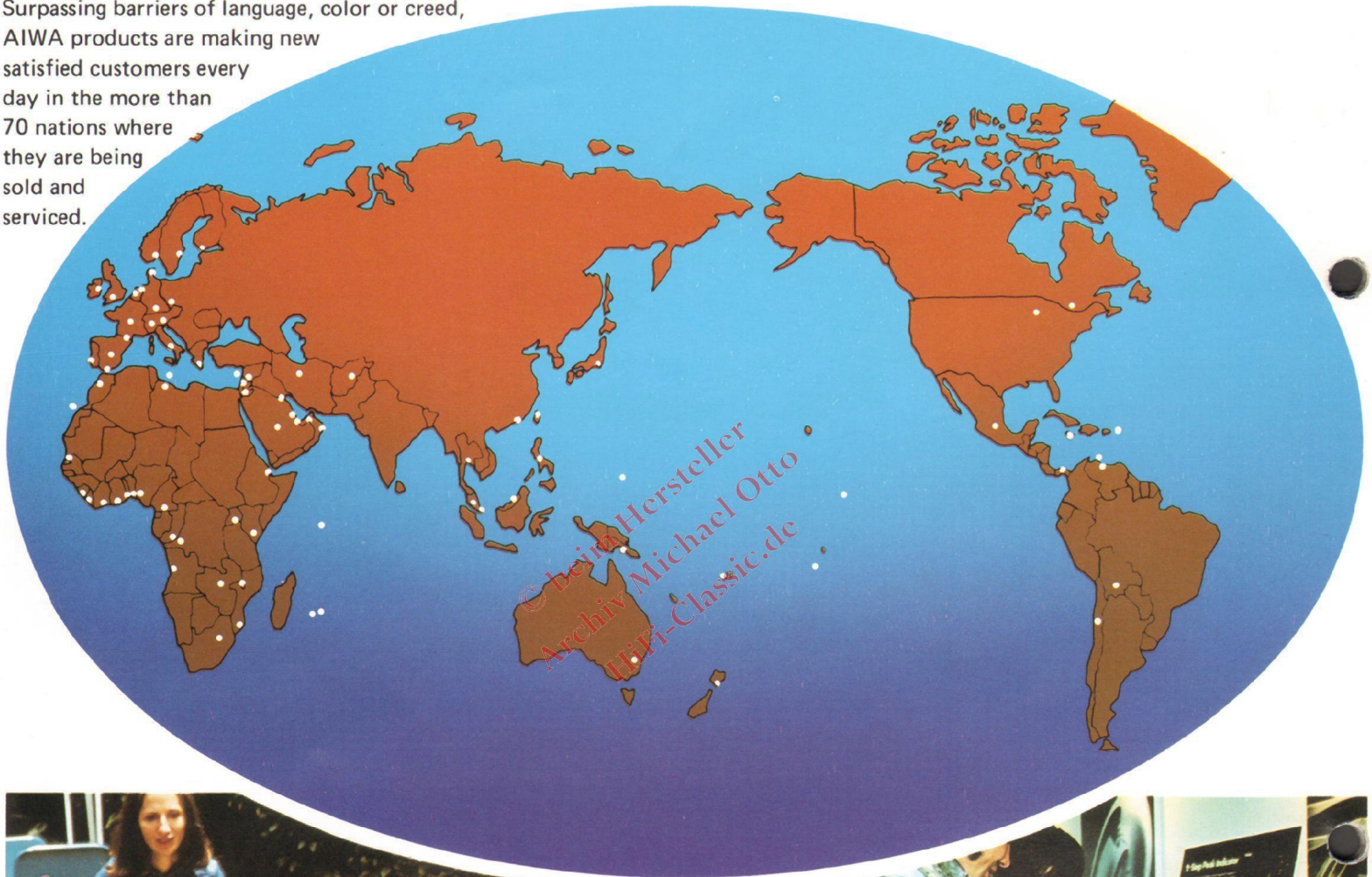
International Trade Division & Computer Center



Utsunomiya Northern Factory

AIWA around the world

Surpassing barriers of language, color or creed, AIWA products are making new satisfied customers every day in the more than 70 nations where they are being sold and serviced.



EUROPE

ANDORRA
AUSTRIA
BELGIUM
CZECHOSLOVAKIA
DENMARK
ENGLAND

FINLAND

FRANCE
GERMANY-W.
GREECE
HOLLAND
IRELAND
ITALY

MALTA

NORWAY
PORTUGAL
SPAIN
SWEDEN
SWITZERLAND

AFRICA

AFARS & ISSAS
ANGOLA
BENIN
CAMEROUN
CANARY ISLANDS
CONGO

GABON

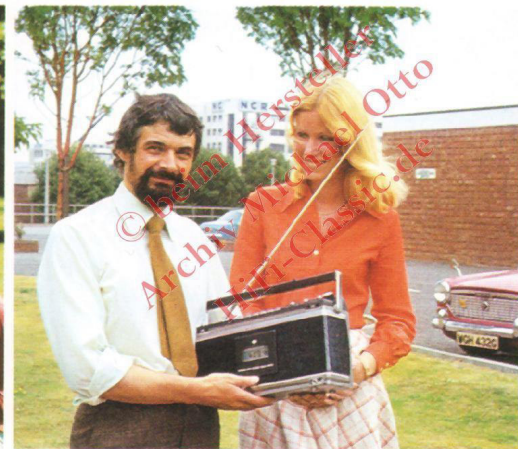
GHANA
IVORY COAST
KENYA
LIBERIA
LIBYA
MALAWI

MAURITIUS

MOROCCO
MOZAMBIQUE
NIGERIA
REUNION
SENEGAL
SEYCHELLES

SIERRA LEONE

SOUTH AFRICA
TOGO
ZAMBIA
MIDDLE EAST
AFGHANISTAN
BAHRAIN



CYPRUS
DUBAI
IRAN
JORDAN
KUWAIT
LEBANON

QATAR
SAUDI ARABIA
SULTANATE OF OMAN
SYRIA
ASIA
BRUNEI
HONG KONG

JAPAN
MALAYSIA
PHILIPPINES
SINGAPORE
TAIWAN
THAILAND

OCEANIA
AUSTRALIA
FIJI ISLAND
GUAM
NEW ZEALAND
PAPUA-NEW GUINEA
TAHITI

NORTH AMERICA
CANADA
JAMAICA
MEXICO
U.S.A.
SOUTH AMERICA
CHILE

BOLIVIA
NETHERLANDS ANTILLES
PANAMA
VENEZUELA
VIRGIN ISLANDS

AIWA for craftsman ship

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