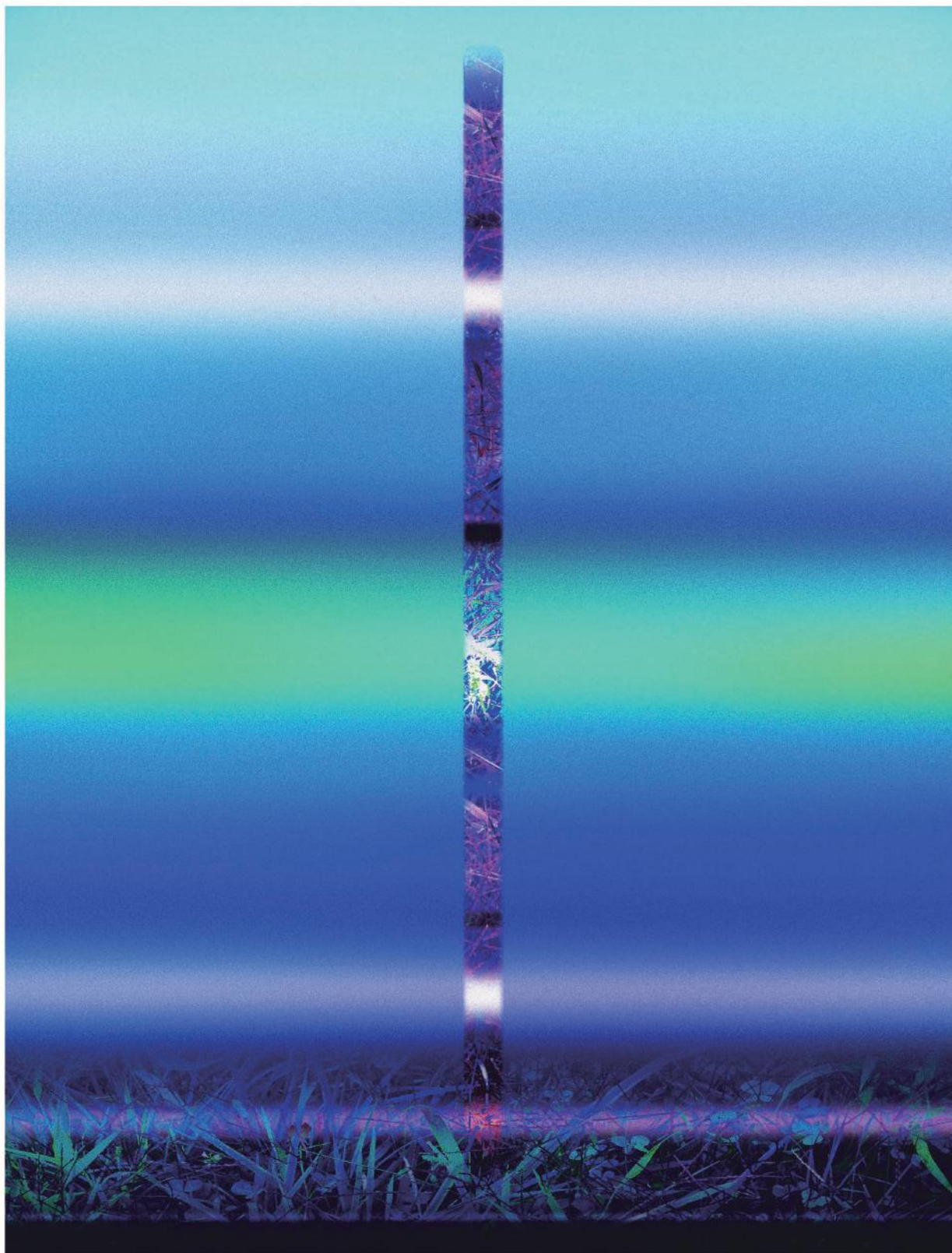


audio-technica



2020-21

Brand Story

What I long for is not to possess a collection of thousands of records, but rather to be able to play my favorite records in their optimal state.



Audio-Technica was founded in 1962 by Hideo Matsushita. The epoch-defining pickup cartridges, which were developed based on his personal way of living, loving music and the arts, and valuing quality over quantity, offered high-level performance at an affordable price, spreading appreciation of music throughout Japan.

Since then, our role as a manufacturer that develops and manufactures transducers that convert vibrations into electrical signals has grown to include consumer headphones and commercial microphones. Accordingly, our sales network has expanded to the United States and many countries across Europe and Asia. Our production bases started out with hand-crafting in Japan, and later we built a factory in Fukui, where our founder was originally born, and expanded with facilities like our Taiwan and China Factories.

Today, our products support numerous events around the world, including music festivals and sporting events, are loved by many engineers and artists, and support communication in diverse business situations. And they continue to help users feel the joy of music.

To carry down from the past into the present both the passion for sound we have felt since our founding and our skills as a Japanese transducer manufacturer, and to connect it to the future: that is our mission.

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Audio-Technica was founded in April 1962. It is getting very close to our 60th anniversary. Looking back on the rise and fall of the audio equipment industry and the technological revolution, there was a massive shift at the time of the changeover from analog to digital. I became president in June 1993, right around the middle of our company's long history. Audio had already come into the digital age. We were working with new technologies related to optical disks, such as CD pick-ups and the like, but our profits weren't growing, and I remember being shocked by an unexpectedly severe situation.

Amid these harsh circumstances, I presented one simple proposal to all employees. "Don't use money—use your head." I encouraged them to thoroughly put into practice this way of thinking that, when you think about it, goes without saying. Two years later, our results started to improve. And then in 1996, we

had recovered our corporate strength to the point that we were responsible for providing microphone support to the Atlanta Olympics.

Providing microphone support for the Summer and Winter Olympic and Paralympic Games has since then become deeply significant events for our company. At the 2020 Tokyo Olympics, which have been postponed until next year, equipment such as our newly developed surround sound collection system will have its time to shine, and we hope that it will meet all expectations.

Right now, the whole world is grappling with the novel coronavirus threat. The spread of this virus has continued on a global scale, and it is being said that as a result the world has changed, but even in this new age there is one thing that does not change. That is time. One day is 24 hours: this length of time is the same for everybody. Depending on how people

use those 24 hours, they achieve different results. This is something that is extremely important, and in troubled times it is surely more valuable than ever before to be able to perform tasks well within a limited amount of time. This unpredictable coronavirus pandemic, too, must surely eventually come to a time of convergence. It will already be too late once that time has arrived. No matter how and when the world changes, we hope to be able to handle it appropriately while maintaining our flexible mindset, and to always deliver the best-quality sound to our customers. The aspirations of Audio-Technica have not changed since our founding.

September 2020

Kazuo Matsushita,
President

松下 和雄

Management Philosophy

Audio-Technica will contribute to a richer society by delivering quality products and services that come with well-balanced sensibility and intelligence.

Products for the consumer market, such as headphones and analog cartridges, have been growing along with global trends, while we have also established a solid position in the professional field, with products such as microphones that have been used for world-class live performances, music festivals, sporting events, and so on. In order to share Audio-Technica's vision of "always listening" with as many people as possible, we have been providing support for music events on a global scale. Our company will continue to proactively grow our high-quality business activities while maintaining a broad perspective and field of vision, with the aim of being a top global brand.



Playing For Change



MotoGP



May 2019 HIGH END MUNICH



June 2019 InfoComm



September 2019 IFA



January 2020 CES



January 2020 NAMM



February 2020 ISE

Sports Field

Dynamic sound, even closer.

1996 Atlanta



2000 Sydney

2002 Salt Lake



2004 Athens



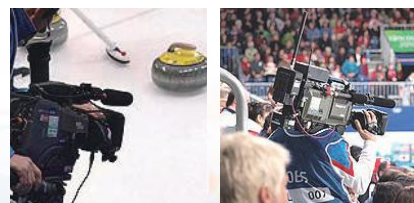
2006 Torino



2008 Beijing



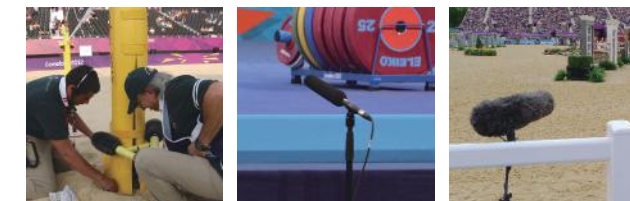
2010 Vancouver



Sound at sports competitions used to be collected through microphones set up in the corners of the stadium, and the movement of athletes could only be expressed as one sound. This long-established practice changed significantly in the 1996 Atlanta Olympic Games. Sound of vibrant footsteps that hit the ground, splashing water and the athletes' breathing was delivered to families around the world with surprising vividness. This historic change was realized by over 1,500 Audio-Technica professional microphones set up in the best sound-collecting spots on the field.

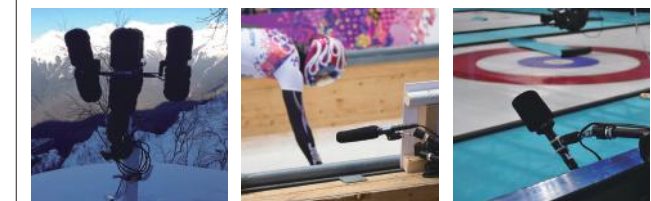
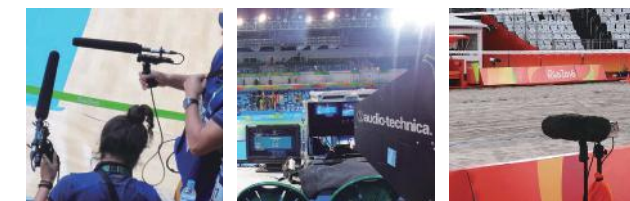
Since then, our microphones have been used in all Olympic and Paralympic Games except for the Nagano Games. Our wireless microphones also helped to make curling a familiar sport in the 2006 Torino Games. And the 2018 PyeongChang Games still remain fresh in our memory. The Japanese women's curling team won the bronze medal.

Audio-Technica's microphones again captured their efforts in detail. We are currently working on further technological innovation for the 2020 Tokyo Games.



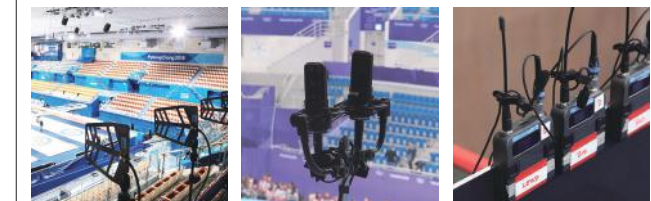
2012 London

2014 Sochi



2016 Rio de Janeiro

2018 PyeongChang



2020 Tokyo

Music Scene

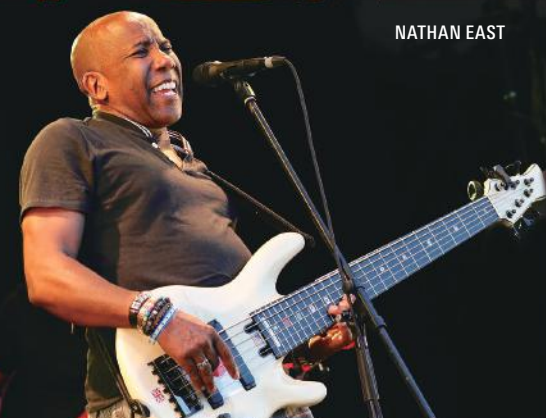
Reliability that shines at the apex of the music scene

Among the many professional microphones in our lineup, the ones that shine the brightest have to be our microphones for use in music. Audio-Technica has been developing and manufacturing high quality microphones for picking up music that are geared towards sound professionals and artists throughout the world. The shining achievements of these microphones are epitomized by their use for the live broadcasts of the Grammy Awards, held every January or February in Los Angeles. The Grammy Awards are the world's most prestigious music awards that highlights the most prominent night in the music industry. Audio-Technica has been continuously providing microphones for musical instruments, stage vocals, speech and various other microphones since the 40th Grammy Awards in 1998. The unshakable reputation of our microphones has been built over the years through not only their excellent sound quality, but also their unsurpassed reliability, essential during live broadcasts, where perfection is a given. Among music events in Japan, SUMMER SONIC, a rock festival held every August, is another major example where our microphones are used. As an official sponsor since the third SUMMER SONIC in 2002, Audio-Technica has been providing microphones in the hundreds to all venues. We provide the powerful backbone to the midsummer rock scene.

SUMMER SONIC



JAMES BAY



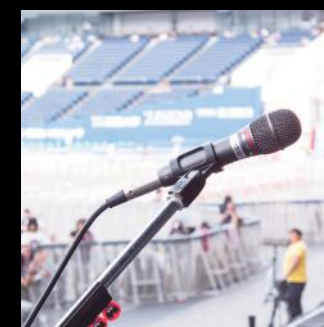
NATHAN EAST



HEY VIOLET



ATM350U



AE6100



AE2500



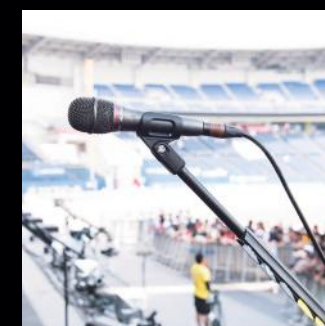
ATM230



AE2300



ATM450



AE6100



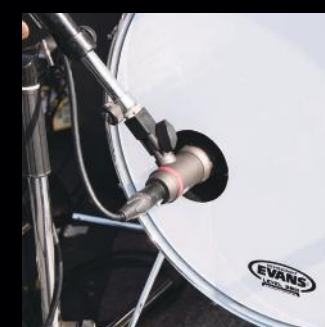
AE5400



ATM23



ATM98



ATM25



ATM25

A heaven of your own, a special ambition

It was at a time when production numbers for analog cartridges were increasing day after day, when Audio-Technica kept running down the path of being the world's top specialized manufacturer of analog cartridges. Then one day in 1969, an offer letter arrived from a client in the U.S. The letter asked us whether it was possible to make high quality headphones similar to VM type cartridges. With the company seeing a period of continuous growth, it may have been normal for us to reject this offer. However, Hideo Matsushita, the president at that time, said without hesitation, "let's do it." This was the beginning of our headphone business. In the beginning, we needed to start with market research and preparation of measurement devices and facilities for basic development. In other words, we started from nothing. A prototype was completed in 1971. Our first products were finally completed three years later in 1974. The completed final products were the AT-700 series, consisting of a total of three models, the AT 701 / 702 / 703. Each model was a high-end product using, light, fine vibration plates made from polymer material, which was still unusual at the time.

It was the time when most people considered headphones simply as being something that came free with their stereo sets. Since there was still only an extremely limited need for high-end headphones, the market that Audio-Technica sought after, it took three more years after the release of AT-700 series for the headphone business to take off as an independent business segment. That day finally came after the release of the ATH series. For headphones that are placed in direct contact with skin, a completely different type of know-how is required than that for ordinary audio equipment. This is what we thoroughly learned during the first eight years, above all other things, as well as the acquiring of special techniques to link our high aspirations with actual products. About half a century after starting from scratch, our headphones have grown to become the leading brand in Japan.

Photo : ATH-ADX5000 Air Dynamic Headphones / Magnificent, natural sound like that of a live stage. Or meticulous, subtle details unique to sophisticated headphones. ATH-ADX5000 is an open air headphone developed to pioneer the unprecedented world of private sound with these two contrasting features. The best technology has been used to all parts of this new-generation top-end model, including the large 58 mm driver unit. Numerous awards it has won, such as the Stereo Sound Grand Prix 2017 and CES 2018 Innovation Award, are the proofs of its breathtaking sound and overall perfection.



Headphones

High-quality sound, up until now and from now on

Audio-Technica was founded in 1962. The place to listen to music then was mostly limited to inside the house. Now times have changed. There is a high demand for diverse types of headphones for listening to music anywhere, anytime, which was unimaginable in the past. As a specialist manufacturer in the sound industry, Audio-Technica has been involved in making headphones for many years, constantly aiming to offer the world's highest level of sound quality and, while focusing on original technology, delivering the kinds of products that can meet a wide range of needs.



ATH-AWKT
Dynamic Headphones



ATH-ANC300TW
Wireless Noise-Cancelling Headphones



ATH-M50x
Professional Monitor Headphones



ATH-G1
Gaming Headset



ATH-ANC400BT
Wireless Noise-Cancelling Headphones



ATH-AP2000Ti
Portable Headphones



ATH-IEX1
Hybrid In-Ear Headphones



ATH-SQ1TW
Wireless Headphones

For what lies ahead of all sounds

For what lies ahead of all sounds Sound waves travel through the air to reach our ears. What is needed to capture these sounds, all sounds, are microphones. Microphones are the very first doorway into the world of audio. Sounds that are not captured by the microphones will never reach our ears. Although the captured sounds can be processed, the changes that occur to the quality or the deteriorating of the freshness of the sounds that results cannot be eliminated. It is no exaggeration to say that how accurate and vivid the sound reproduced that travelled through the air can be reproduced is very much determined by the performance of the microphones. If that was not the case, there would be no need for professional sound engineers and artists to be particular about what kind of microphones they use.

Audio-Technica commercialized its first microphones in 1978. The basic principle of microphones, catching mechanical vibrations and converting them into electrical signals, is the same as that for cartridges that pick up the musical signals in the grooves of an analog record. The precision technology honed through our cartridge experiences and achievements are also applied to our microphones. Although this is a very natural concept, it was not an easy task to penetrate the professional market with our significant objectives. That was a long time ago now. Audio-Technica microphones are now favored by professionals in the U.S. and worldwide, being used in various prominent recording projects such as music events and the Olympics. For what lies ahead of all sounds. What we are trying to achieve now is to become the number one brand in the entire microphone industry.

Photo : AT5040 Back-Electret Condenser Microphone / The start of completely new sounds that will change the history of studio microphones. An unprecedented specially structured large diaphragm that revolutionizes sensitivity, S/N and dynamic range. This microphone delivers unparalleled clarity and depth in sounds. Superb reference that exceeds the conventional wisdom of sound professionals. The start of a new 50 series begins with this microphone.



Experience every sound landscape.

Going wherever there is sound. Sensing every sound. This is the sentiment that we hold when making our microphones. Sounds do not just come from the colorful stages of music and sporting events. Sounds can be found in every landscape that you come across on the planet, sound "breathes" along with people and all living things. Audio-Technica microphones are created for these countless uses and surprising discoveries. Let us introduce you to some of the key products among our diverse lineup.

● Pro Audio

Our Pro Audio Division's microphones are, as their name suggests, developed and manufactured for the benefit of sound professionals. Some example applications include recording music and the like, broadcast stations, and various sporting and other events, and other PAs. These may not be the things you directly encounter on a day-to-day basis, but professionals in a wide range of fields are already using our company's products.



AT5047
Transformer-coupled Cardioid Condenser Microphone



AT4080
Bidirectional Ribbon Microphones

● Installed Sound

The Installed Sound Division is involved in developing and manufacturing audio facilities (predominantly conference systems) for conference venues, schools, and corporations. These system products that organically combine advanced technologies have been widely adopted by numerous government, educational and business facilities, earning unshakable trust.



3000 Digital Series
800 MHz Band Digital Wireless Microphone System



ATUC-50
Digital Wired Conference System

● Amusement

In the Amusement Division, our karaoke and entertainment microphones have been adopted in not just karaoke boxes but also health and welfare facilities, bars, and many other venues. In addition to gaining a firm understanding of the spirit of the times and engaging in speedy business development, we will provide not only microphones but all variety of peripheral devices, from music lights to speakers and amplifiers, with the goal of achieving even stronger support and trust.



CLM9000 Series
Infrared Cordless Microphone System



AT-KSP72
Karaoke Speaker

● Prosumer

The Prosumer Division produces semi-professional class microphones with a high sound quality. The majority of microphones sold throughout Japan fall into this category. The Prosumer Division not only strives to make high-quality, reasonably priced products, but also holds seminars around the country, allowing customers to actually touch and experience the microphones.



AT2020
Cardioid Condenser Microphone



Analog - the pinnacle of sound -, an infinitively deep world of sound

As smartphones and music downloading become more and more commonplace, high-resolution digital sound sources are widespread.

The sound quality of high-resolution sound sources vastly exceeds that of CDs. This technology can effortlessly generate extraordinary sound quality from sources that were recorded many, many years ago, often bringing to life a sound quality that exceeds that of sound recorded by using the very latest technology.

This is power of the digital-audio age. At the same time, we realize that the old sound sources are primarily analog. Analog recordings capture sounds that are surprisingly good even by recent standards.

If this is the case, it is not strange to want to hear these recordings as they are, in analog, with converting them to digital signals.

The appeal and the potential of analog sound are limitless. This is why we still continue to make cartridges to this day. Cartridges faithfully pick up music information from record grooves so delicate that they almost can't be seen with the naked eye. This precision technology and our founding spirit have been passed down to this day as important assets that support the very roots of Audio-Technica.

Analogue cartridges are always the starting point in our hearts.

Photo : AT-ART1000 Direct Power Stereo MC Cartridge / Since its founding in 1962, Audio-Technica has continued to manufacture cartridges and preserve the tradition of analog audio. The AT-ART1000 is a reference model developed by integrating our company's unparalleled technologies. The result is the air core direct-power MC cartridge. Unlike with the conventional dual moving coil method, the magneto coil is located directly above the stylus tip. We achieve extremely high-fidelity replay by transmitting the delicate music signal picked up from the vinyl groove directly to the power generation system and converting it into an electrical signal. Each handmade cartridge produces an overwhelming world of sound by taking advantage of its inherent craftsmanship. We hope to give our customers the opportunity to appreciate the true nature and essence of analog audio, especially in the current era of high resolution.



Analog Accessory

Analog is a strange thing. No matter how often digital manages to catch up, analog is always moving one step ahead: it's truly wonderful.

Audio-Technica started out as a cartridge manufacturer. Our past masterworks—our bestsellers—such as the AT-3, AT-35X, and AT-VM3 are surely fondly remembered by a great many people. Ultra-precision analog technology persists—or, rather, continues to progress—to this day, more than half a century later. There are some sounds that can only truly be felt with analog. Knowing this, you can never forget about analog. Audio-Technica will continue to produce high-level products to convey the magic of analog to more and more customers.



VM760SLC
Dual Moving Magnet Stereo Cartridge



AT-VM95E/H
Dual Moving Magnet Stereo Cartridge with Headshell



AT-LP7
Belt-Drive Turntable



AT-LP60XBT GBK
Wireless Turntable

AT-ART9XI AT-ART9XA
Dual Moving Coil Stereo Cartridge



AT-OC9XSL
Dual Moving Coil Stereo Cartridge



AT-IC1000X AT-IC1000R
Interconnect Cable

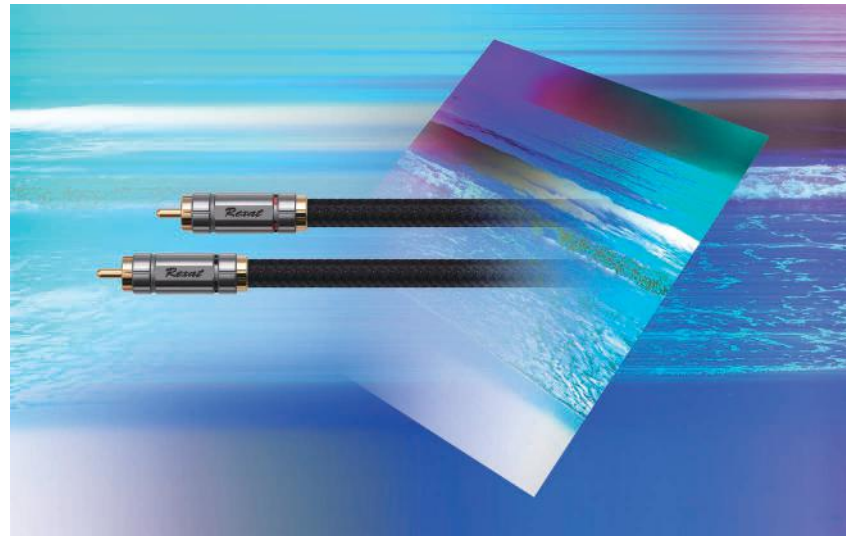


AT-SUT1000
MC Step-Up Transformer

Car Audio

● In-vehicle products and related products

Car audio products are expected to be able control the environment inside a car, where it can be difficult to maintain quality audio, in addition to material properties and grades, and their combinations. We are developing products that combine safety and quality, through the kind of technical skill that only Audio-Technica—who were ahead of the curve when it comes to car audio specialty devices—possess, as well as the know-how that we have cultivated in our production of microphones and home audio systems.



AT-RX5500A 7N-Class D.U.C.C. Audio Cable



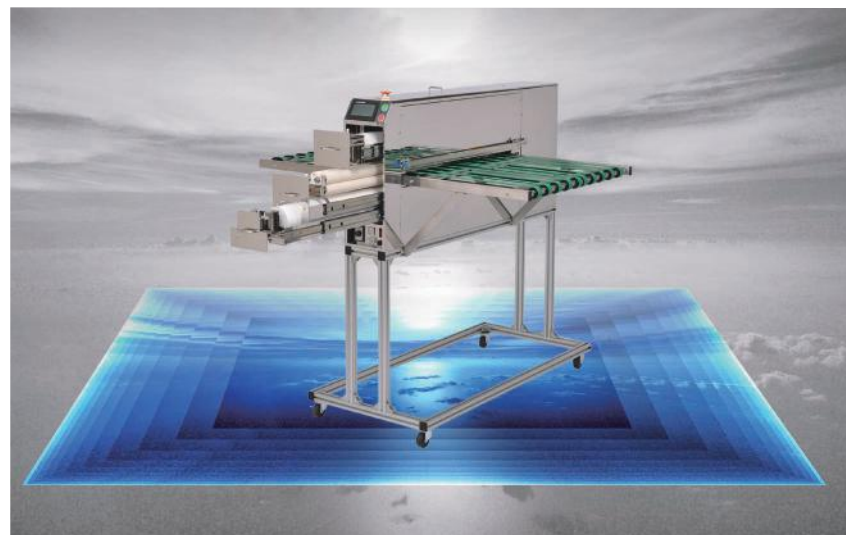
AT-HRD500 Digital Transport D/A Converter

TechniClean

TechniClean

● Industrial cleaning machines

TechniClean is an industrial cleaning machine that was developed out of ideas we got from precision technology originally needed for optical pick-up manufacturing. Today, in addition to TechniClean's high-level performance being recognized in the manufacturing of semiconductors and liquid crystal panels, TechniClean is also widely used in the process of manufacturing touch panels, which are indispensable for smartphones and tablets.



TCT-640 Tape Cleaner



TC-SU630 Double-sided Dry Cleaner

Food Machinery Product

AUTEC

● Food-processing equipment

AUTEC is another brand carefully cultivated by Audio-Technica using our precision technology and sensibility. This business develops and manufactures food-processing equipment. We entrust each high-performance machine with the important tasks of improving the efficiency of the food business and spreading Japanese food culture, and continue to drive toward the future while developing a global network.



ASM865 Norimaki Maker



ASM430 Sushi Maker

OEM/ODM

● Audio equipment and other products (OEM/ODM)

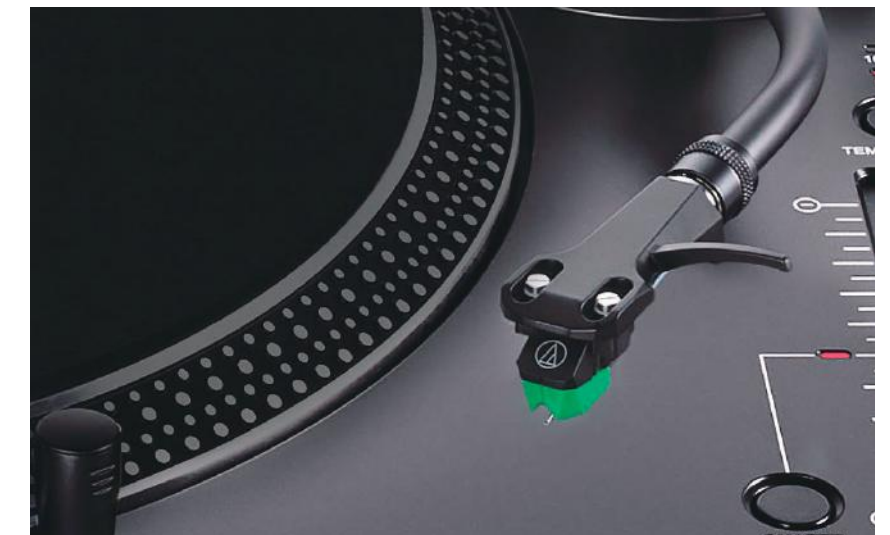
With the increasingly advanced nature of information systems, voice support is required in various fields. At Audio-Technica, we provide a wide range of solutions in order to meet this demand, from microphones, headphones, accessories, analog cartridges, and so on, as well as non-audio-related products. By utilizing the techniques we have built up over the years in combination with the latest equipment, we are able to handle a wide range of customer needs.



Radio frequency anechoic room (development facility)



Needle assembly measurement (production line)



OEM/ODM of headphones, microphones, accessories, analog cartridges, and other products

Social Responsibility Towards the future of society and culture

Having evolved alongside music, at Audio-Technica we believe that it is our crucial mission to hand down the culture established by our predecessors and to provide a foundation for society in the future. Our social contribution began with collecting historically important gramophones from all over the world.

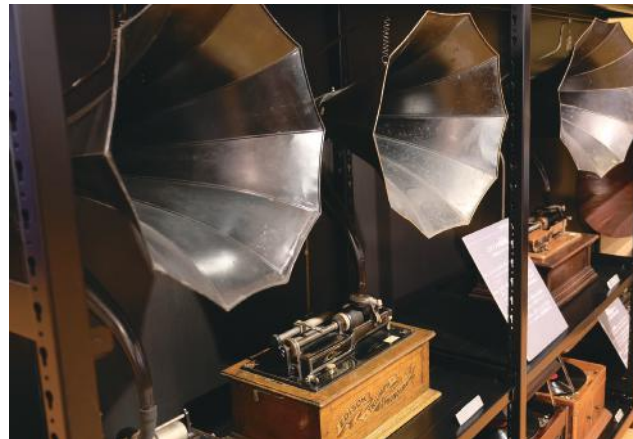
To contribute to contemporary music culture, we donate to the Tokyo Philharmonic Orchestra and Bach Collegium Japan. We are continuing to support the global project Playing For Change, which aims to bring energy, connections, and peace to the world through music. Another area of focus is training personnel who will forge the future

of society. In 2008, the Audio-Technica Scholarship Foundation was established. This foundation is a nonprofit organization that provides financial assistance to university or graduate students majoring in science and engineering. It was the first scholarship-related organization in the jurisdiction of Tokyo to be certified as a public interest incorporated foundation. We are committed to continuing to expand and strengthen our social contribution activities with the hope that the circle of young Audio-Technica Scholarship members will continue to grow.



Gramophones on permanent exhibition at the History & Culture Center of the Fukui Children's Museum.

We donated a collection of some 130 phonographs to the Fukui Children's Museum in our founder, Hideo Matsushita's home prefecture of Fukui. The museum exhibits the phonographs and occasionally holds phonograph concerts, which have been attracting the attention of those within and outside Fukui.



Audio-Technica Scholarship Foundation

The Audio-Technica Scholarship Foundation was established in 2008 as a non-profit organization providing financial assistance in order to develop outstanding science and engineering human resources. People who are active at the forefront of various industries and fields participate in the Foundation as directors or councilors and are asked to regularly interact with the scholarship students.



Tokyo Philharmonic Orchestra

Founded in 1911, this one of the largest orchestras in Japan with the longest history and tradition in Japan. The orchestra strives to popularize music and the arts through various performance activities.



Bach Collegium Japan

An orchestra and choir founded in 1990 that uses unique instruments. This is an organization that consists of many Japanese specialists with the purpose of providing ideal performances of religious music from the Baroque period, mainly the works of J.S. Bach.



Playing for change

This is a project that aims to bring energy, connections, and peace to the world through music. Our microphones and headphones deliver wonderful music by artists of various cultures and passions, and we also support activities that encourage the healthy growth of children around the world.



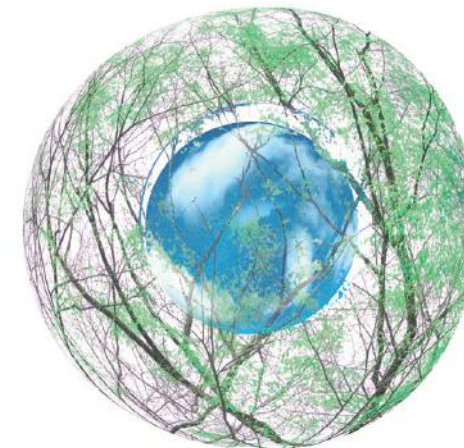
Hands-on learning session: What's Analog?

In cooperation with Sapporo City University, we organized hands-on activity classes that allow participants to think about how sounds are produced. "Why are we able to hear sounds?" "What's the difference between analog and digital?" These are the kinds of questions the children of the current digital generation ask, and we held these classes in the hopes of conveying to these children the joys and wonders of analog.

Environmental Protection

For the future of the Earth

Protecting the global environment and caring for nature.— This philosophy is directly connected to the corporate attitude of Audio-Technica, which since its founding, continuously seeks beautiful sounds. To create a more beautiful future for the Earth, the whole AT group is enthusiastically promoting environmental conservation activities in accordance with ISO14001.



Headquarters, Naruse-Office ● The new office building, located on the premises of the headquarters, is mainly dedicated to business related to sound and video equipment. In July 2002, the previous Machida Office acquired ISO 14001 (Environmental Management System) certification. We established environmental policies for all of our business processes, from product planning and development to sales. Then, by checking whether these policies were followed, we have promoted high-level, multifaceted environmental preservation activities, such as energy and resource conservation, prevention of environmental pollution, and more. The Naruse Office, which is located in a residential area, has emphasized environmental measures since its establishment. In January 2003, following the headquarters, the Naruse-office acquired ISO 14001 certification. We are diligently striving to maintain and enhance environmental preservation by continuing to focus on reducing substances that can impact the environment (e.g. lead, mercury, etc.) and promoting green procurement (i.e. the use of raw materials with small environmental impact) in the course of designing and manufacturing products such as audio devices, food processing devices, cleaning devices, etc.

Audio-Technica Fukui Inc. ● With the slogan of "Think and continue environmental activities that can be passed on to the future," our company contributes to society through the development, manufacture and sale of audio products and accessories such as actuators, wireless microphones and headphones. In addition, our environmental principle is to continue to be a company that is trusted by local residents, customers, employees and other related parties and to be in harmony with the abundantly green Earth environment by continuing to eliminate and improve major factors that affect the environment from our business activities. Towards this goal, we have established an environmental policy and promise to protect our invaluable Earth.

Audio-Technica Headquarters, the center that shapes the future.



This is the new Audio-Technica landmark. Audio-Technica is accelerating its technical development using the most advanced equipment, as well as its global business activities. Our headquarters' new office building, located in Machida, started operations at the beginning of 2016. The expansive central building is divided into a research and development zone and an office work management zone. These zones are connected by the exchange zone and its "light garden." In the bright exchange zone, which extends from the entrance hall to the upper floor, are gramophones, paintings and other art works collected by the founder of the company, Hideo Matsushita. The new office building with its unique architecture physically represents the company's philosophy of heading into the future by building upon history.



Lobby with gramophones
Photos courtesy of Taisuke Ogawa



Multimeeting room



Acoustic anechoic room



Radio frequency anechoic room

Corporate Information

Company name	Audio-Technica Corporation
● Brands	Audio-Technica / audio-technica / Registered in 110 or more countries including Japan, U.S., U.K., Germany, France, Italy, Canada, Australia.
● Date of Establishment	April 17, 1962
● Capital	100 million yen
● Board Members	President and Representative director Kazuo Matsushita Director Mitsutoshi Kurihara Director Philippe Jay Chaika Director Masuo Oyanagi Director Kazuhisa Kondo Director Ryuji Haraguchi Director Hiroyuki Tsukamoto Director Mitsuyoshi Shimizu Director Shigeru Uzawa Director Richard Garrido Director Kotaro Narihara Auditor Yoshihide Hirowatari
● Address	2-46-1 Nishinaruse, Machida-shi, Tokyo 194-8666 TEL : 042-739-9111 (Main number) FAX : 042-739-9110 http://www.audio-technica.co.jp
● Member of the Following Organizations	The Tokyo Chamber of Commerce and Industry / Japan Audio Society / Japan Business Federation / Japan Food Service Equipment Association / The Japan External Trade Organization (JETRO) / Machida-Sagamihara Association of Corporate Executives
● Main Business Lines	Headphones, microphones, mixers, amplifiers, speakers, cables, cartridges, car audio accessories and other AV accessories, actuator-related products, semiconductor laser-related products, industrial dust-proof devices, food-processing equipment
● Employees	566 (including domestic group companies: approx. 760)
● Group Companies	(Domestic) ————— ●Audio-Technica Fukui Inc. Development and manufacture of headphones, microphones, audio accessories, semiconductor laser-related products, optical devices Overseas ————— ●Audio-Technica U.S.Inc. (Overall management of business activities and product sales in North America, Central America, and South America) ●Audio-Technica Canada,INC (Consumer audio products sales in Canada) ●Audio-Technica America Latina S.A. (Product sales in South America) ●Audio-Technica Europe Holding.B.V — Audio-Technica LTD (Overall management of business activities and products sales in Europe, Africa and Middle East) ·Audio-Technica SAS (Product sales in France) ·Audio-Technica Ltd. NDL Deutschland (Product sales in Germany) ·Audio-Technica Central Europe LTD (Product sales in eastern Europe) ·Audio-Technica Benelux B.V (Product sales in Netherlands) ·Audio-Technica Iberia S.A.U (Product sales in Spain and Portugal)

● Showrooms	Overseas ————— ●Singapore ●China (Shanghai) ●Taiwan (Taipei/Taichung/Kaohsiung)
● Domestic Sales Bases / Sales offices/Branches	Domestic Sales Departments ————— ●1st Sales Promotion Division ●2nd Sales Promotion Division ●EC Promotion Division ●2nd Sales Promotion Division, Osaka ●Sapporo Sales Office ●Sendai Sales Office ●Omiya Sales Office ●Chiba Sales Office ●Tokyo Sales Office ●Metropolitan Area Sales Division ●Yokohama Sales Office ●Nagoya Sales Office ●Osaka Sales Office ●Hiroshima Sales Office ●Fukuoka Sales Office ●Mobile Sound Division ●Mobile Sound Division Osaka ●Aomori Branch Office ●Niigata Branch Office ●Mito Branch Office ●Shizuoka Branch Office ●Kanazawa Branch Office ●Kyoto Branch Office ●Kobe Branch Office ●Okayama Branch Office ●Takamatsu Branch Office ●Kumamoto Branch Office ●Kagoshima Branch Office ●Okinawa Branch Office Professional Audio Sales Department ————— ●Professional SS Division ●Professional SS Division Nagoya ●Professional SS Division Osaka ●Professional SS Division Fukuoka ●Amuzem Division ●Amuzem Division Osaka ●Amuzem Division Fukuoka ●MI Division ●MI Division Osaka OEM Sales Department ————— ●OEM Sales Division Specialized Equipment Department ————— ●Specialized Equipment Sales Division, Tokyo Office ●Specialized Equipment Sales Division, Osaka Office ●Specialized Equipment Sales Division, Fukuoka Office ●Overseas Sales Division International Sales Department ————— ●International Sales Division

● Main Purchasers	○General Products Yellow Hat Ltd. Ikebe Gakki Co., Ltd. Ishibashi Music Corporation Edion Corporation Autobacks K's Holdings Corporation Geo Kojima Co., Ltd Shima Musen Shimamura Music Joshin Sofmap Co., Ltd. SoftBank Commerce & Service Corp. Dynamic Audio Daiwabo Information Systems Co., Ltd. Tower Records Japan Inc. TSUTAYA Diskunion Tereon Co., Ltd. Tokyu Hands Inc. Don Quijote Co.,Ltd. Nojima Corporation BICCAMERA Inc. PC Depot Corporation 100 Man Volt Village Vanguard Co. Beishia Denki Best Denki Co., Ltd. Matsuyadenki Co., Ltd. Yamada Denki Co., Ltd. Yodobashi Camera Co., Ltd. Laox Co., Ltd. Lawson Entertainment, Inc. and others more than 3,000 dealerships including electronics emporium, audio retail shops, auto-supply shops, musical instrument stores, and PC shops ○Professional Audio Equipment Japan Broadcasting Corporation (NHK) Private radio and TV stations XING INC. Daiichikosho Co., Ltd. Panasonic System Solutions Japan Co., Ltd. ○Food-Processing Equipment ITO YOKADO CO.,LTD Aeon Group TANIKO Co., Ltd. Naganuma Seisakusyo Co., Ltd. MARUZEN CO., LTD. AUTEC.INC Sushi Robots SAS SUSHI KING ST.PIERRES ○Industrial cleaning equipment KYOCERA Co., Ltd Sakurai Graphic Systems Corporation Murata Manufacturing Co., Ltd. HIBEX GROUP ● Export United Kingdom, Germany, France, Netherlands, United States, Australia, South Korea, China, Taiwan, Hong Kong, Singapore, and others ● Main Clients Olympus Corporation Korg Inc. Ricoh Company, Ltd. Sony Corporation Toshiba Corporation JVC Kenwood Corporation Panasonic Corporation Fujitsu Ltd. Mitsubishi Electric Corporation Yamaha Corporation King Jim Co., Ltd. Roland Corporation Hanpin Electron Co., Ltd. and others ● Main Suppliers OS Electronics Co., Ltd. Kaga Electronics Co., Ltd. Kisoseiki Co., Ltd. Kyocera Corporation Taiseimusen Corporation Daimon Manufacturing, Co., Ltd. Tsuzuki Denki Co., Ltd. Hisago Denzai Co., Ltd. Hiramoto Seisakujo, Co., Ltd. Hokushin Co., Ltd. Taiyo Wire Cloth Co., Ltd., Toho Platec, Ltd., MACNICA, Inc. Avnet K.K. and others
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Audio-Technica Fukui Inc.	
● Company Name	Audio-Technica Fukui Inc.
● Date of Establishment	October, 1970 The company was founded as the Audio-Technica Fuki office
● Date of Foundation	January, 1973
● Capital	50million yen
● Board Organization	President and Representative Director Kazuo Matsushita Executive Director Takumi Tanishita Director Fumio Kamimura Director Tetsuo Kuroda Director Tomoyuki Narumi Director Kazuyuki Iida Director Satoshi Nakamura Auditor Masuo Oyanagi
● Address	87-1 Totani-cho Echizen-shi, Fukui 915 -0003 TEL:0778-25-6700 FAX:0778-25-6702
● Member of the Following	The Takefu Chamber of Commerce and Industry and the Japan Electronics and Information Technology Industries Association
● Main products	Microphones, Headphones, Wireless systems, Remote controls, Mixers, Cartridges & Replacement styli, Semiconductor laser related products, PC accessories, and other audio/visual related accessories
● Number of Employees	193

Audio-Technica Scholarship Foundation	
● Date of Foundation	March 14, 2008
● Chairperson	Kazuo Matsushita
● Address	2-46-1 Nishinaruse, Machida-shi, Tokyo 194 -8666 TEL:042-739 -9171 FAX:042-739 -9110
● Businesses	1. Providing of financial assistance and the training and education of scholarship students 2. Businesses necessary to achieve the objectives of this corporation

As of September 2020



Head Office



Technica House



Naruse Office



Audio-Technica Fukui Inc.



Audio-Technica U.S. INC.



Audio-Technica Taiwan, Co., Ltd.



Audio-Technica Hangzhou Co., Ltd.



Audio-Technica Haining Co., Ltd.



(1919 ~ 2013)

Remembering the Early Years

I came to Tokyo from Fukui at age 32, and thanks to an introduction by my uncle who went to work at the Bridgestone Museum of Art. At the urging of Mr. Kanichiro Ishibashi, the second-generation member of the Ishibashi family to head the museum, I began organizing long-playing record concerts. These were much more successful than anyone had imagined. I also had the support of such people as Mr. Akeo Watanabe and Mr. Ikuma Dan, both relatives of the Ishibashi family. After a decade at the Bridgestone Museum of Art, I struck out on my own to establish Audio-Technica. I was 42 at the time. The company immediately launched its first product, the AT-1 stereo cartridge, but sales were dismal. Shortly thereafter, the AT-1 was introduced by Mr. Fuyuki Segawa and Mr. Saburo Egawa in "All About Stereos," a special edition of "Record Geijutsu," a magazine on recording equipment and technology, published in the summer of 1962 by Ongaku no Tomo Sha Corp. Meanwhile, my brother in law introduced me to the head of Columbia Records, who placed an order for 100 cartridges—the specifications were so stringent it took us over a month to deliver the order.

At that time I was working in a rented single-story barrack located in Tokyo's Shinjuku 1-chome.

We had started out with three employees, whose number had since grown to 20. We worked late each night, stopping only for dinner at a ramen shop in front of the premises.

I still remember many people with us at that time who later relocated to Machida: Mr. Chiba, Mr. Kobayashi, Mr. Ueda, Mr. Karasawa, Mr. Oi and Ms. Nukada. We stayed in that barracks for two years before our need for more space brought us to the third floor of a building in the Higashi-Okubo district of Shinjuku-ku, Tokyo. We were only there for a year before we outgrew those premises and moved to our current location in Naruse, in the city of Machida. Naruse Kaido—the major thoroughfare in front of our building—was still a gravel road.

Hideo Matsushita
Executive Emeritus
Founder

松下秀雄

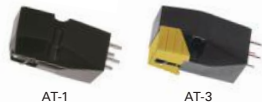
1962

Audio-Technica Corporation is established

Founder Hideo Matsushita and 3 employees establish Audio-Technica Corporation in a rented house located in Shinjuku-ku, Tokyo on April 17 with start-up capital of 1 million yen.

●Launch of the AT-1 and the AT-3 MM stereo phono cartridges.

●The company begins to supply these cartridges to audio equipment manufacturers in Japan.



●The AT-1 MM-type stereo phono cartridge and upgraded AT-3. Both are hit products in their day.

1963~1966

Rapid growth to becoming a popular phono cartridge brand

In this period, while increasing the company's capital, Audio-Technica relocates its head office to Machida, Tokyo in 1965. The company rapidly grows to become a high-quality cartridge and tonearm manufacturer.

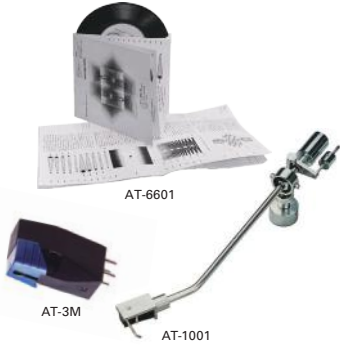
●Launch of the AT-6601 stereo test record.

●Launch of the AT-5 MM stereo phono cartridge and the AT-3M MM phono cartridge.

●Launch of the AT-1001 and AT1003 tonearms.

●Audio-Technica launches the AT-1501 and AT-1503 tonearms for broadcasting use, and the AT-13M monaural MC cartridge.

The company begins its delivery to NHK and other broadcast stations.



●A unique company
While pouring efforts into technical development, the company become known for its unique PR campaigns after enlisting popular illustrator Shinta Cho. In our neighborhood, some people spread rumors about this "quite strange" company.

1967

Audio-Technica launches unique VM type stereo phono cartridges

Audio-Technica's VM type cartridge propels the company to become the world's biggest phono cartridge maker. Audio-Technica commences full-scale export to various countries and obtains a number of international patents in Switzerland, Canada, UK, USA, West Germany and Japan.

●Audio-Technica builds and opens a new factory near its Machida headquarters.

●Launch of the first AT-35X dual-magnet VM type stereo phono cartridge.



●An early model of the AT-35X
The origin of the VM-type phono cartridge, which receives patents worldwide

1968~1970

The company begins development of high-quality audio headphones

Audio-Technica begins research and development of high-quality audio headphones.

First Audio-Technica production of dynamic headphones, the initial step to becoming a comprehensive manufacturer of audio peripherals.

●Audio-Technica provides technology for joint phono cartridge research with NHK Technology Research Center.

●Launch of the world's first tapered pipe, high-end AT-1007 tonearm.

●The company establishes mass-production technology for VM type stereo phono cartridges using precision molding processes. Using the same technology, the AT-VM3 is completed and released.

The AT-VM3 successor of the MM-type AT-3, becomes a best-selling product.

●Audio-Technica develops the tapered cantilever for the AT-VM35 high-quality VM type stereo phono cartridge.

●Audio-Technica builds a new factory in Fukui Plant, in Takefu, Fukui.



●Early advertisements for the cartridges and tonearms

1971~1973

Introduction of next-generation phono cartridges with wide-range 45kHz sound reproduction

New era of audio as 4-channel sound reproduction is adopted.

Phono cartridges are also required to provide much higher performance compared to 2-channel stereo.

●Audio-Technica launches the AT-VM35F, a VM-type stereo phono cartridge incorporating the line contact stylus, with CD-4 discrete 4-channel audio reproduction. The company achieves more than 45 kHz wide-range sound reproduction over twice as much as conventional range.

●In the next year, high rigidity metal housing wide-range

VM-type stereo phono cartridges AT-15S and AT-20SL are launched.

●Audio-Technica launches its new-generation tonearm, the AT-1009.

●The company establishes Technica Precision Co., Ltd. in Machida, near the headquarters.

●Audio-Technica U.S. Inc. is established in Akron, Ohio, USA

●Fukui Plant becomes Audio-Technica Fukui Co., Ltd. and constructs a new plant in Ikeda-cho, Fukui.



●From the AT-35X to the AT-VM35, Then to the AT-VM35F, compatible with four channels. Moreover, the AT-15S. The VM-type cartridges continue to evolve in leaps and bounds.

1974~1976

Audio-Technica enters headphone market

Launch of high-quality audio headphones that combine electret condenser and dynamic headphone technologies.

●With the introduction of the AT-700 series headphones, the top phono cartridge maker expands to become a leading transducer manufacturer.

●Audio-Technica launches the upgraded AT-1501II, AT-1503II, tonearms for broadcasting use.

●The company launches a head shell model that incorporates VM-type stereo phono cartridges, such as the AT-15Sa/G



●A poster on a train for a VM-type stereo phono cartridge, incorporating a head shell.



●A variation of a train advertisement, which causes a big sensation



●Headphones together with phono cartridges. This is the dawn of a new era



●The highest quality VM-type phono cartridge has a metal body finished in gold.



●Phono cartridges, tonearms and headphones become mainstream products

1977

Audio-Technica marks 15th anniversary and develops MC-type phono cartridges

The company constructs Technica Gallery and Auditorium at its Machida headquarters as part of its 15th anniversary celebrations. Audio-Technica develops proprietary MC-type phono cartridges. Headphones business expands.

- Audio-Technica develops and launches the AT-34 dual-moving-coil phono cartridge, an MC-type stereophono cartridge with integral structured head housing.
- Launch of the ATH-3, ATH-4, ATH-5 second-generation dynamic headphones.



●A train advertisement for the second-generation headphone ATH series



●The AT34, the first model of a dual-moving-coil MC stereo phono cartridge. It is an innovative product with integral structured head housing.



●Interior of the Auditorium. An array of gramophones from the collection that the late Hideo Matsushita built up during his travels around the world are arranged here, and they are open to the public and set up so that their sound can be heard.

1978

Microphone merchandizing

After entering the headphone market, the company enters the world microphone market with a new-generation transducer.

- Launch of the AT-800 series microphones. 8 models, including dynamic and condenser handhelds, a shotgun and a lavalier microphone.
- Audio-Technica launches the AT-25, featuring an integral structured body that houses the VM-type stereo cartridge incorporating an innovative high-quality toroidal power system.
- Launch of the AT1010 lightweight tonearm.



●The AT-800 series microphones are introduced. This new genre of international products are aimed at developing a market in the United States.



●The AT25, an integral structured body that houses the VM-type stereo cartridge. A high-quality toroidal power system with a donut shape is developed.

1979~1980

Introduction of Point Series Headphones

Launch of lightweight, compact and good sound headphones, the Point series. A cassette player is also introduced featuring an outstanding swing adjust structure.

- Launch of the AT100 series VM-type stereo phono cartridges. Audio-Technica improves performance with low-loss para-toroidal power system by using developed for the AT-25
- New dual moving coil cartridge design offers replaceable stylus. Launch of the AT30 MC-type stereo phono cartridge.
- Launch of the AT1100 tonearm.
- Launch of the Point series headphones, including the very successful ATH-0.5.
- Ikeda Plant of Audio-Technica Fukui becomes Audio-Technica Ikeda Co., Ltd.
- Audio Technica Fukui expands its plant and builds an acoustic sound hall in the new company building.



●The AT1100 system tonearm. A newly conceived universal design with a replaceable whole front arm pipe



●The package design of the AT1100 that earns the ADC Award from the Tokyo Art Directors Club



●A magazine advertisement of the ATH-0.6. As the popularity of cassette players spread, headphones suddenly become compact and lightweight.



●The ATH-mini5, two-way headphones that can be set on the head or inserted in the ears. The headphone band can be folded.



●The acoustic sound hall in Audio Technica Fukui. The hall is used not only for in-house business but also for concerts and other types of events with regional cultural themes.

1981

Ultimate diamond cantilever cartridge

Audio-Technica perfects the integral structure of natural diamond from the stylus to the base of vibration system. The MC-type phono cartridge, which made use of advanced materials, makes its debut. It is the representative model of the analog audio era the year before CDs become commonplace.

- Launch of the AT1000 diamond cantilever MC-type stereo phono cartridge.
- Launch of the AT33, the first of Audio-Technica's long-selling MC-type cartridges.
- Launch of the R series remote power condenser microphones.
- Launch of the AT666 disc stabilizer, a very successful accessory in the late stages of the analog audio era.



●The highest-quality AT1000 MC-type phono cartridge featured the ultimate diamond cantilever.



●The AT666, which carries out sorption immobilization on records to avoid harmful vibration and camber. This is also the ultimate analog audio equipment.

1982~1983

Toward the digital and optical digital era

The Compact Disc (CD) is introduced in autumn of 1982, as the company marks its 20th anniversary. The world of audio is moving from analog to optical digital. Although it is not digital, the Laser Disk (LD), launched in the previous year, uses the same optical technology. Audio-Technica starts research and development of optical pickups along with practical realization of semiconductor lasers. Unlike the analog-type, CD-use pickups are not on sale as standalone products. Phono cartridge makers are forced to make a difficult choice, and in time many disappear. By 1987, CD production will surpass that of analog records.

- Audio-Technica constructs a new building at its Machida headquarters.
- Launch of the ATH-50 and ATH-30 high-quality headphones with attached damping control systems.
- Launch of the AT160ML wide-range VM-type stereo phono cartridge with micro-linear stylus.
- Launch of the ATH-70 and ATH-80 electret condenser headphones, which are tuned for use with digital sources.
- Machida Plant becomes Technica Machida Co., Ltd., and Technica Fukui Plant becomes Technica Shimizu Co., Ltd.
- Audio-Technica develops and markets the LD actuator and CD actuator.



●ATH-50 midsize high-quality headphones. A reference model that fully incorporates many innovative ideas including a system for adjustment of seven bass levels.



●The digital era began with the CD. Develop an optical actuator employing the precision technology of phono cartridges.

1984~1985

UniPoint series microphones

In 1985, the innovative new UniPoint series makes its debut. The series quickly boosts the company's reputation in the microphone sector. This high-performance, highly reliable, slim-designed series of microphones set a worldwide standard for installed-sound microphones.

- Development of UniPoint series microphones. Launch of the AT837, AT853, AT855, AT857QM, and AT859. These items are first introduced in the United States, then in Japan the following year.
- Launch of the ATH-M7 digital monitor headphones, an original model for closed-back design that later becomes an enduring bestseller.
- Launch of the AT-MONO, MC-type monaural phono cartridge.
- Launch of the AT33ML, dual moving coil MC-type stereo phono cartridge incorporating a micro-linear stylus.
- The ASM50 home-use sushi-ball forming machine is marketed under the name "Nigirikko" and the AUTC brand name, followed by the ASM300 commercial-use "Sushi-Maker" sushi-ball forming machine.
- Audio-Technica unveils the newly developed TC30/400 "TechniClean" sheet material cleaning system.
- Launch of "Live House" series mini-compact speaker and mixing amplifier.
- Audio-Technica renames the two plants in Fukui Prefecture: Technica Fukui Co., Ltd., and Technica Ikeda Co., Ltd.



●UniPoint series microphones. Advertisements from a U.S. specialty magazine.



●"Nigirikko," a sushi-ball forming machine for home use. The company's first TV commercial featuring an American personality is produced.



●AUTC brand items are developed for markets other than audio. One product was the "TechniClean" sheet-material cleaning system for industry-use printing.



●The "Live House" series of active components ranges from microphone mixers to speakers.

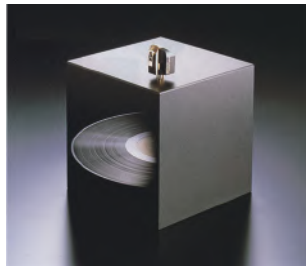
1986~1988

Success in commercializing an ideal material: Pure Copper by Ohno Continuous Casting (PCOCC)

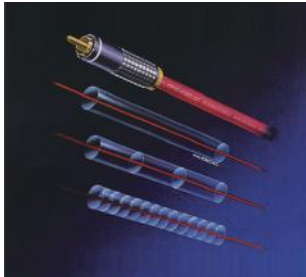
Usual copper material has a polycrystalline structure. In contrast, PCOCC would not in principle generate a crystal-grain boundary along its length. The company is a pioneer in commercializing PCOCC and promotes further high-quality sound development by adopting the material in various products.

- Launch of MC-type AT33ML/OCC, AT-OC7, AT-OC9, VM type AT-ML150/OCC and other phono cartridges, various connecting cables made with PCOCC materials. 1987 sees the commercialization of Super PCOCC material. Audio-Technica begins to supply the market with the highest quality, digital corresponding cables.
- The company develops and launches wireless microphone systems and boundary microphones. Audio-Technica concentrates on innovation of microphone technology.
- Launch of the AT6195 optical digital cable.
- Launch of the ATH-S series in-ear headphones.
- Launch of "SEEM", the AT-SP500 bookshelf speaker system.
- Launch of the AT-ART1, titanium housing PCOCC/6N coil MC-type stereo phono cartridge.
- Launch of the ATH-30COM headphones with attached microphone. This product remains a long-selling product today.

- TriPoint microphones that house three UniPoint microphone elements are used at the US presidential debate (George H.W. Bush vs. Michael Dukakis).
- Launch of the AT4071 and AT4073 shotgun microphones for broadcast and film use.



●The world's first PCOCC is first used for phono cartridges.



●Various cables also use PCOCC.



●The AT-ART1 MC cartridge, which houses a high purity PCOCC/6N coil.



●The ATH-30COM is a little-known masterpiece and an unexpected long-selling product.

1989~1990

Audio-Technica enters car audio business

Audio-Technica enters into the high-grade car audio accessory business using the company's high-quality sound and trusted technology developed through home audio and pro audio for microphones.

- Launch of various cables for the AT7000 series mobile sound, and other car audio accessories.
- Audio-Technica development and launch of the 800MHz industrial-use ATW-8584 wireless system.
- Audio-Technica visible-laser collimator units are installed at Japan's National Astronomical Observatory's Nobeyama Radio Observatory.
- Audio-Technica launches a commercial-use onigiri (rice-ball) maker.
- Launch of the ATH-CL5 infrared ray cordless stereo headphones.
- Launch of the ATH-M9X high-performance monitor headphones with PCOCC voice coils.
- Audio-Technica acquires Technica Precision, Technica Machida, Technica Trading, and seven other companies. Also, Technica Fukui Co., Ltd. acquires Technica Ikeda and Technica Shimizu.



●The ATW8584 wireless system opens up new possibilities for the professional audio world.



●Headphones can also be cordless. The ATH-CL5 infrared stereo headphones respond to consumers' needs in an era of large-scale AV screens.



●The ATH-M6X, the backbone of the digital monitor series. Its neodymium magnetic circuit 40mm driver realizes high-quality sound and a rugged input.

1991~1995

Making progress in microphone technology

After the collapse of the "bubble" economy, Audio-Technica's pro audio division makes rapid progress by creating numerous hit products with a focus on the US market. These microphones and other high-end products gain legendary status among sound engineers and musicians.

- The AT4033 cardioid condenser microphone is Audio-Technica's original studio microphone. In 1992, it is chosen best microphone by the Audio Engineering Society in the United States.
- The AT4050 multiple pattern condenser microphone is a long-selling product widely used from studio to stage, and at outdoor sporting events.
- The 1200 series true diversity wireless system is introduced.
- In 1992, the company marks its 30th anniversary.
- In the same year, UniPoint microphones and boundary microphones are used at "Tokyo Declaration" at the US-Japan Prime Ministers Conference.
- TriPoint microphones are used at Barcelona Summer Games and are highly regarded.
- Launch of the AT-OC30, PCOCC/6N coil MC-type stereo phono cartridge, the premium model commemorating the company's 30th anniversary.
- Launch of the ATH-U5 and the U series headphones.
- Launch of the ATH-PRO6 DJ monitor headphones under the PRO series.
- Limited sales launch of the AT33LTD MC-type stereo phono cartridge.
- Launch of the ATC-NF60 noise filter for personal computers.
- Launch of the AT-CLM7 commercial-use infrared cordless microphones.
- Limited sales launch of the AT33VTG MC-type stereo phono cartridge.

- In 1993, Hideo Matsushita is named as chairman, while Kazuo Matsushita is appointed as president.
- Naruse Plant obtains ISO9002 quality standard certificate (from SGS Yarsley, UK) for its production of microphones, headphones, wireless systems and microphone mixers. Other plants follow.



●The AT4033 condenser microphone draws much attention as a reference for sound recording.



●The AT4033 and AT4050 became quintessential professional microphones loved by renowned sound engineers and musicians around the world.



●The front hanger type U series headphones with no head band.



●The ATH-A10, the prototype art monitor. Featuring 53mm diameter drivers and titanium housings. The ATH-A10 debuts by offering the two major technologies, which are world firsts.

1996

Atlanta. Great innovation in sports audio acquisition

Up until this time, shotgun microphones have been commonly used to capture sports sound from longer distances.

This common practice is revolutionized at the Atlanta Summer Games in 1996. For instance, in Atlanta, miniature microphones are placed just beside the track, on volleyball nets, on gymnastic floors, and in archery targets, picking up sound much more closely and vividly. Based upon the UniPoint design, Audio-Technica's high-performance microphones rewrite the history of sports audio acquisition.

- More than 1,500 Audio-Technica microphones are used at all venues for the Atlanta Summer Games.
 - Launch of natural wooden housing ATH-W10VTG headphones.
- This marks the introduction of the first W series product, which later becomes very popular.
- Launch of the ATH-F5 and ATH-F3 portable headphones.



●The world's first combination of naturally grown cherry tree housings with 55mm drivers. The ATH-W10VTG is the first in the W series.



●The ATH-F5 are portable headphones for outdoor use.

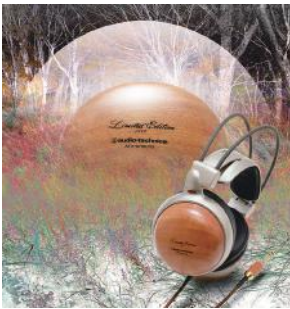
1997~1999

Cutting-edge of diversifying headphones

While high-quality, natural wood housing headphones are very popular, headphone trends face a new era of diversification with widespread mobile and personal computer use.

- Headphones with built-in amplifiers are introduced at this time.
- Sales launch of the ATH-W10LTD, a 35th anniversary product, and the Echizen urushi lacquer coated ATH-W11JPN, an enlarged housing version of the ATH-W100. Both feature beautiful natural wood and natural sound quality, which are popular with home audio enthusiasts.
- Launch of the ATH-F5CX cool headphones, softly colored by natural lighting.
- Launch of the AT-HSP5 headphones with 77mm diameter drivers.
- Launch of the ATH-LX3 mixing headphones.
- Launch of the ATH-AD10 air dynamic headphones. The first product of the wide aperture open-back AD series.
- Launch of "iCool", the ATC-H5 headphone for iMac use.
- The AT33PTG 35th anniversary MC-type stereo phono cartridge wins six prizes including the Combo Grand Prix.
- Launch of the AT-ART2000 millennium edition MC-type stereo phono cartridge.

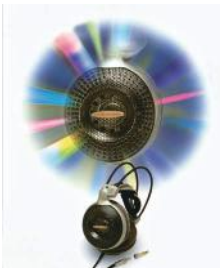
- Launch of the AT4060 vacuum tube studio-use condenser microphone, followed by the AT4047 studio condenser microphone with transformer output.
- Launch of the ATC-SB5 lighting surge buster.
- Launch of commercial-use laser ink output machine.
- Audio-Technica provides 450 microphones for the 40th Grammy Awards in 1998. This involvement has continued every year since.



●The ATH-W10LTD, a product to mark the company's 35th anniversary. This limited edition product is called "daiginjo," the same term used to describe limited editions of Japanese sake.



●The ATH-F5CX "cool headphones" feature soft colors that are produced from natural lighting.



●The ATH-AD10 air dynamic headphones have a full open-air design. This new style can be seen as a revolution in large-sized headphones.



●The AT4060 studio condenser microphone. It realizes high-quality sound thanks to a vacuum-tube head amplifier.



●The AT33PTG MC stereo phono cartridge. The 35th anniversary model has won a number of prizes.



●A "surge buster" is launched to protect personal computers and other precision electronic equipment from lightning. Can be used simply by plugging it in to an AC power socket.

2000~2001

Towards the new millennium

Prior to the company's upcoming 40th anniversary in 2002, Audio-Technica chooses the area of Bunkyo-ku, Tokyo, near Ochanomizu station as the construction site for a new building: Technica House. With an innovative design, this eight-story facility functions as a general business hub, housing offices, presentation rooms and recording studios. The company motto of "always listening" is embodied here. The completion of Technica House in autumn of 2001 marks 35 years of the company's presence overlooking the town of Akihabara.

- As the company's 40th anniversary models, limited numbers of the ATH-W2002 natural wood housing headphones coated with Echizen urushi lacquer and the ATH-A100Ti titanium housing Art Monitor headphones are introduced.
- Audio-Technica provides about 1,200 microphones for 2000 Sydney Summer Games. The company establishes a support system for the entire venue.
- Audio-Technica develops and sells infrared teleconferencing systems.
- Launch of numerous E series ear-hook-style ear-fit headphones a new generation of lightweight headphones.
- Launch of the ATC-HA4USB USB digital headphones.
- Launch of the ASM830 and ASM850 commercial-use norimaki makers.



●In 2001, "Technica House" is built near JR Ochanomizu Station prior to the company's 40th anniversary. The photo shows the main lobby on the 1st floor.



●The ATH-W2002, the 40th anniversary commemorative headphones in the W series, is finished in Echizen urushi lacquer.



●ATH-EC7, pioneering ear-hook style headphones. This model marks the start of the ear-fit E series.



●The E series expands in various ways, adding natural wood, wrought aluminum and other natural materials for housings. The series established a new genre of high-class headphones.

2002

Our 40th anniversary.

Challenging the ice, snow and cold of Salt Lake City

The Winter Games in Salt Lake City mark an epochal event in the company's history. More than 2,800 of our microphones perform outstandingly in the extreme environment in a way we never experienced before. The achievement receives wide recognition. Audio-Technica has been providing microphone support services for every Summer and Winter Games (except the Nagano Games) since then.

- The company supplies microphones to all venues of the Salt Lake City Winter Games.
- Launch of the AT33R MC-type stereo phono cartridge as a commemorative model for the company's 40th anniversary.
- Launch of the revived AT1503IIIa, broadcast industry use tonearm.
- Launch of the ATH-W1000, W series natural wood housing headphones, based on the limited edition ATH-W2002 introduced in the previous year.
- Launch of the ATH-EM7 high-quality model of ear-fit headphones incorporating aluminum alloy housings.
- The ASM3000 series commercial-use sushi machine is marketed.
- The company supplies about 6,000 microphones for the third Summer Sonic music festival. Audio-Technica has supported this event every year since then.



●The AT1503IIIa, a revived tonearm for broadcast-industry use, made using traditional analog audio technology but with new materials.



●The ATH-W1000 is the standard version of the ATH-W2002, which was a limited edition for our 40th anniversary. Photo shows a cross section.

2003~2005

From studio to stage sound pickup

Completion of the ARTIST ELITE 5000 series UHF wireless system. Its dual-compander design provides the high-quality sound of wired microphones. Moreover, the ability to use up to 40 channels simultaneously dramatically expands applications of wireless microphones.

●The ARTIST ELITE 5000 series wireless systems are used at the 45th Grammy Awards ceremony in 2003, Athens Summer Games in 2004, and the 6th Summer Sonic in 2005.

The company verifies the innovative high quality sound and high dependability of the series at each site.

●Launch of the ATH-L3000 high-quality leather-covered headphones, and the AT-DHA3000 digital headphone amplifier.

●Launch of the ATH-DCL3000 digital cordless headphone systems.

The systems realize high-quality surround sound reproduction by infrared transmission.

●Launch of the ATH-PRO700 DJ monitor headphones.

●Launch of the ATH-ES5 portable headphones with swing adjust mechanism, followed by the ATH-ES7.

This marks the beginning of the EAR SUIT series, which offers urban style and comfortable fit.

●Launch of the ATH-AD2000, ATH-AD1000, and ATH-AD900 air dynamic headphones.

●Launch of the ATH-W5000, striped ebony housing W series headphones and the AT-HA5000 headphone amplifier.

●Launch of the ATH-A900LTD Art Monitor series headphones.

●Launch of the ASM760, ASM600 commercial-use sushi ball making machines, and the ASM540 onigiri forming machine.

●Launch of the TC-1230 Techni Clean, large-sized material corresponding machine and the TCT-600 tape-type Techni Clean.

●The company wins the Design Excellence Company Award in 2005 from the Japan Industrial Design Promotion Organization.



●The ARTIST ELITE5000 series is the definitive UHF wireless system. It performs incredibly for use at concerts and large events like the Olympics.



●The ATH-DCL3000 digital cordless surround headphones. In addition to making corrections during transmission, it captures sound that is remarkably high quality.



●The ATH-ES5 high-end portable headphones can be folded. This is the first product of the ear suit series.



●The ATH-D1000 full digital headphones, which are plugged into digital devices using square-shaped optical connectors. A digital amplifier is built in.

2006~2007

The new era of outdoor headphones

Portable digital audio players require a different style of headphones designed for outdoor use. The debut of canal-type in-ear headphones are good examples, as are noise-cancelling headphones. Both require new technology that differs from the previous era. Audio-Technica has established a new genre of high-quality products in these categories by stressing the importance of high-quality sound.

●Launch of the ATH-CK9 canal-type in-ear headphones.

●Launch of the ATH-CM700 in-ear headphones.

●Launch of the ATH-OR7 portable headphones.

●Launch of the ATH-CKM50 in-ear headphones.

●Development of active noise-cancelling headphones.

●Launch of the ATH-ANC7.

●Launch of the ATH-DWL5000, digital wireless headphone system with 2.4GHz wide wireless transmission.

●Limited number sales launch of the ATH-A900Ti titanium housing Art Monitor headphones.

●Audio-Technica microphones are used for all venues of the 2006 Turin Winter Games.

The ARTIST ELITE 5000 series wireless microphones are used for critical close audio pickup at the curling arena for live broadcast.

●Launch of the next generation AT33ANV, MC-type stereo phono cartridge with highly developed magnetic efficiency.

●Launch of the AT33MONO, MC-type monaural phono cartridge.
●Launch of the AT-HS series home security system.
●Launch of the ASM410 commercial-use sushi ball (shari-dama) forming machine, followed by the release of the ASM680, a next generation norimaki sushi-roll maker.
●Launch of the HC-615 Techni Clean series high performance hand cleaner.



●Canal in-ear and noise-cancelling models. Audio-Technica's headphones continue to evolve.



●The long-selling, next-generation AT33 series of the AT33ANV, an MC stereo phono cartridge. As our 45th anniversary model, it was released along with an AT5000T step-up transformer.

2008~2009

Beijing Games. Broadcast in 5.1 surround



●The ARTIST ELITE 5000 series wireless system is used extensively at the Beijing Summer Olympic Games.

Surround sound pickup was partially utilized during the Turin Winter Games. The system is fully adopted for the 2008 Beijing Summer Games

and distributed to international broadcasters, with Audio-Technica providing more than 3,500 microphones.

AT4050 condenser microphones are the microphones most used for surround ambient recording.

The ARTIST ELITE 5000 series wireless system performs at its best and adds a new page to the history of sports field sound acquisition.

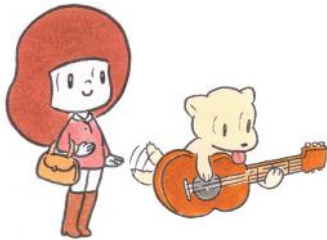
●Launch of the ATH-CK100 premium model in the category of canal-type in-ear headphones.

●Limited number sales launch of the ATH-ESW10JPN, EAR SUIT series portable headphones featuring black cherry wood housings coated with Echizen urushi lacquer.

●Launch of the ATH-A2000X Art Monitor headphones.
●Launch of the ATH-BT02 Bluetooth wireless headset.
●Launch of the ATH-CK500M in-ear headphones with new loop support (pat.)
●Launch of the ATH-W1000X, W series natural wood housing headphones.
●Launch of the ATH-CKS50 and CKS70 SOLID BASS series in-ear models.
●Launch of the AT33EV MC-type stereo phono cartridge (the latest evolution of the AT33 ANV cartridge introduced in 2006.)
●Launch of the AT-OC9/III MC-type stereo phono cartridge. Started posting an animated series work on the company website. Popular Thai manga artist Wisut Ponnimit (a.k.a "Tam"), who is active in the field of manga and art scenes creates works regarding sounds.
●We start posting an animated series on the company website. Popular Thai manga artist Wisut Ponnimit (a.k.a "Tam"), who is active in the field of manga and art scenes, creates stories that relate to sound.



●A distillation of original technologies that include permendur magnetic circuits, OFC-7N voice coils and titanium housings. The ATH-A2000X is the highest-quality model in the Art Monitor series.



©Wisut ponnimit

2010~2011

In search of serenity ~ a future of sound and light

Technica Fukui, originally opened as Audio-Technica Fukui Plant in 1970, marks its 40th anniversary on October 1, 2010 by completing its newest building. This contemporary, museum-like structure houses state-of-the-art research, design and development capabilities, including a large-scale anechoic chamber. With a beautiful garden of light and water as its centerpiece, the entire facility is a laboratory in a pastoral setting that provides a peaceful, serene work environment.

●Audio-Technica provides microphones for all venues at the Vancouver Winter Games.

●Launch of the ATH-DWL5000, 7.1ch corresponding digital wireless headphone systems.

●Launch of the ATH-PRO700MK2 DJ monitor headphones.

●Launch of the ATH-CKM99 titanium & stainless housing in-ear headphones.

●Launch of the ATH-CK400i, in-ear headphones specially designed for iPod/iPhone/iPad.

●Launch of the AT33PTG/II MC-type stereo phono cartridge (an advanced design of the AT33PTG prestige model introduced in 1996).

●Launch of the AT-DL3i, iPod sound digital transporter for car audio.

●The AT4081 phantom-powered bidirectional ribbon microphone and the AT4050ST stereo microphone make their debut at the 52nd Grammy Awards.

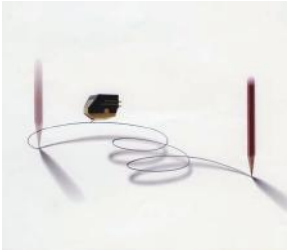
●Prior to our 50th anniversary, a commemorative reception is held in October 2011 to be a premier event.

We have announced various anniversary models that

fully reflect a half century of accumulated technology.

A total of 20 products, including headphones, phono cartridges, microphones,

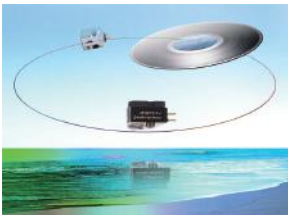
audio cables and sushi makers.
●In addition to the commemorative models, 35 other products have been launched.



●The AT-OC9/III MC stereo phono cartridge derives different sound quality from its reference model the AT33 series.



●The ATH-DWL5500 digital wireless headphones feature 2.4GHz bandwidth and 53mm diameter drives. Compatible with maximum 7.1ch surround.



●Ever-evolving analog. The latest standard model of the MC phono cartridge is the AT33PTG/II.



●The 50th anniversary limited-edition models. ATH-W3000ANV dynamic headphones that incorporate Echizen urushi lacquered wood housings, and the AT-HA5000ANV stereo headphone amplifier.

2012

50th anniversary

Audio-Technica celebrates its 50th anniversary on April 17.

●A 50 year anniversary live party is held.

●50 year anniversary book "Sound, sound, sound." is published.

●Microphones supplied to all venues for the London Olympic Games.

●Launch of open air dynamic headphones AD Series, ATH-AD2000X, ATH-AD1000X, ATH-AD900X, ATH-AD700X, ATH-AD500X.

●Launch of AT5040 studio vocal microphone with Four-part rectangular element.

●Launch of AT-ART7 Moving Coil Cartridge.



2013

●Our side address microphone AT5040 receives the 14th Musikmesse Press Award (MIPA) as the best innovative product in the Studio Microphone section at Musikmesse 2013, the largest music fair in Europe.

●Launch of the strategic global "SonicFuel" series of models.

●Launch of the exclusive ATH-A900XLTD series of models.

●Launch of the IM series of inner ear monitor headphones.



2014

●Audio-Technica supplies microphones to all venues at the Sochi Winter Olympic Games.

●Launch of Stompbox ATW-1501 guitar wireless system.

●Launch of the ATH-CKR10 in-ear-headphones, the first in the world to be equipped with a dual phase push-pull driver system.

●Audio-Technica Taiwan Co. Ltd. opens a showroom/sales office in Taichung.

●Launch of the ATH-MSR7, a strategic global model developed by building on our technical prowess and the expertise we have accumulated over the past 40 years.

●Launch of the ATND971, the world's first Dante™ network audio microphone.

●Corporate name changed to Audio-Technica Inc.



●The ATH-MSR7, high-resolution headphones delivering quality sound, combining the "True Motion" high-resolution audio driver with other cutting-edge technologies we have developed.



●The ATND971, the world's first Dante network audio boundary microphone. High-grade sound and control data are simultaneously transmitted and received via the Internet.

2015

- Launch of the ATH-M70x, flagship model of the M Series professional monitor headphones.
- Launch of the ATH-R70x, the first professional open-type reference model.
- Launch of the SYSTEM10 series, which can simultaneously accommodate a maximum of 10 channels.
- The ATH-A2000Z art monitor is awarded the VGP2016 Headset Grand Prize by Ongen Publishing Co., Ltd.
- Wireless system's new 6000 Series flagship model is launched.



●The newly developed open-back reference headset ATH-R70x with the high-impedance specifications for professional use. The bayonet locking input wire can be connected to L or R.



●Wireless 6000 Series
The Wireless 6000 series, featuring original patented technology. Up to 31 channels available for simultaneous use, with top quality sound and limited impact from compression. The product brings UHF wireless systems to an entirely new level.

2016

- With the completion of a new office building on the property of the headquarters, Audio-Technica introduces a new landmark signifying its ever-accelerating global business development.
- The long-awaited in-ear monitor headphones for professional use, ATH-E70/ATH-E50/ATH-E40, are released.
- Aiming for the pinnacle of analog audio, the highest quality MC-type cartridge using a direct-power system, AT-ART1000, is released.
- Launch of the Karaoke wireless microphone CLM9000 Series, capable of using up to 8 microphones simultaneously.
- Provided microphones to all venues of the 2016 Rio de Janeiro Olympic and Paralympic Games.
- Launch of the AT-LP5 direct-drive turntable, capable of USB output.
- Won the What Hi-Fi Best USB Turntable Award.
- Brand guidelines created for the global business development of all Audio-Technica group companies.



●The new office building at the Machida headquarters. This new office building was built by removing all the old buildings which had been added to or refurbished as the company developed since its relocation from Shinjuku Ward, Tokyo, in 1965. It is a unique corporate building, which features the ONLY ONE corporate policy of paving the way to the future. It is a hub for the company's headquarters functions and research and development facilities.



●ATH-E70, ATH-E50, and ATH-E40
The ATH-E70, ATH-E50 and ATH-E40 in-ear monitors are precisely suited to a variety of environments, from live stage performances to mixing studios. The high-reliability and high-quality headset meets the demanding needs of professional sound creators.



●AT-ART1000
The AT-ART1000 flagship model air core MC-type stereo cartridge. The direct power method with the magneto coil located directly above the stylus tip minimizes music signal transmission loss. Combined with a strong magnetic circuit, this product was developed by pursuing unprecedented high-fidelity playback. Won the Stereo Sound Grand Prix 2016.

2017

- The ATH-DSR9BT wireless headphone won the CES Innovation Award and the Review.com Editor's Choice Award.



●Launch of the AT-LP3 fully automatic turntable and the AT-PL300BT Bluetooth-compatible wireless turntable. The AT-LP3 won the What Hi-Fi? 5-star Award.

- The ATH-ADX5000, the top-end Air Dynamic headphone, is released.
- The AT-RX5500A in the Rexat series, the premium car audio line cable that uses 7N-Class D.U.C.C. as its signal conductor, is released.



●ATH-ADX5000
The driver unit was newly developed in pursuit of the best sound quality and comfortable fit. This global model was created with Japanese craftsmanship and the world's top-class constituent materials. It receives many awards including the Stereo Sound Grand Prix 2017 and the CES 2018 Innovation Award.

2018

- The AT5047 professional condenser microphone wins the Technical Excellence and Creativity (TEC) Award at the NAMM Show in the US.
- Provision of microphone systems to all venues of the PyeongChang Winter Olympic and Paralympic Games.
- Became an official sponsor for the international music project Playing For Change.
- The ATH-CKR7TW and ATH-SPORT7TW were awarded the Best of IFA at IFA 2018.



- Launch of the AT-SUT1000 MC step-up transformer and the AT-TC1000DR, AT-TC1000DX, AT-TC1000RR, and AT-TC1000RX tonearm cables, in order to allow our customers to get even more enjoyment out of the AT-ART1000.
- Marking the 30th anniversary of the establishment of a local corporate entity in Taiwan, the Audio-Technica Taiwan Zhongli Factory is constructed.
- Launch of the ATH-L5000, with sycamore wood housing and the traditional aniline leather of Connolly (UK).



●AT-SUT1000
We have completely reexamined our MC step-up transformer from top to bottom, aiming for the best listening environment that can be reached now. This product incorporates technology and know-how without any hassle, adopting a large core and a delicate and precise hand-wound coil, something that can only be done by skilled craftsmen.



●ATH-L5000
For the housing, we used high-quality and smooth-to-the-touch leather from Connolly (UK). A limited quantity model that combines the sycamore wood housing used for stringed instruments with a special aniline finish leather to achieve an unprecedented natural sound.

2019

- Provided support for the Exhibitionism—The Rolling Stones exhibition, and put up a booth at the exhibition.
- Launch of the AT-OC9X series, which would become the new standard in MC-type cartridges.
- Always Listening, owned media to convey various information meant to facilitate the further enjoyment of sound, is established.
- Selected as the microphone service solutions provider for MotoGP™.
- Launch of the ATH-IEX1 in-ear-headphones, the first in the world to use a hybrid-type driver structure.
- Launch of the ATH-AWKT and ATH-AWAS wood-model dynamic headphones using ebony (striped ebony) and Asada cherry wood.



●AT-OC9X series
All five models of the OC9, aiming to be the global standard of MC cartridges, have been reborn in a new series. We strove for high separation and wide response by incorporating advanced technologies such as PCOCC power generation coils and neodymium magnetic circuits into an elaborate aluminum body that can be mounted from the top of the arm head with only screws.

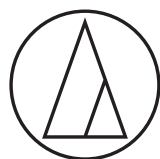


●ATH-AWKT, ATH-AWAS
Over the course of more than 20 years, we have searched for various types of wood suitable for headphones; this time, we used ebony and Asada cherry wood, the best wood models. The beautiful wood grain and the acoustic characteristics of the wood itself provide a warm tone while reproducing a clear sound field.

2020

October 1 saw the 50th anniversary of the establishment of Audio-Technica Fukui.

- The best-selling headphones and earphones (wired) in Japan for 11 consecutive years (according to BCN rankings).
- Launch of the AT-IC1000R and AT-IC1000X interconnect cables, using the world's highest-level 7N-class high-purity copper, as the Audio-Technica Excellence series.
- Launch of the ATH-ANC300TW, the first noise-cancelling fully wireless headphones.
- Launch of the AT-ART9XA and AT-ART9XI dual moving coil stereo cartridges.



audio-technica