



Soundcraft's founders Phil Dudderidge (left) and Graham Blyth

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H A Harman International Company

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From humble beginnings in 1973 to one of the world's largest & most respected mixing console manufacturers, this is the story of Soundcraft and the music that accompanied its rise to fame.



THE HISTORY

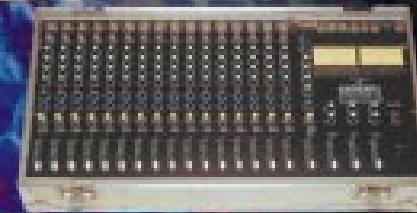
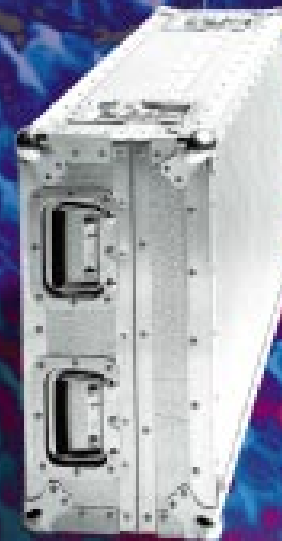


THE HISTORY

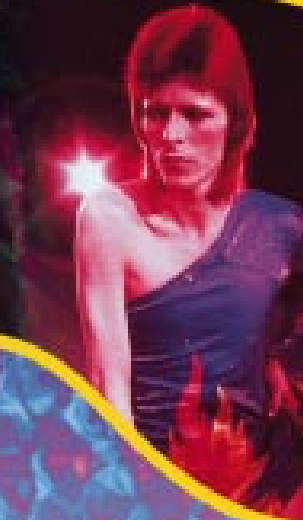
IT ALL STARTED IN

1973

David Bowie



Soundcraft Series 1



Young electronics designer Graham Blyth and sound engineer Phil Dudderidge form Soundcraft and introduce Series 1. Meanwhile, in the rest of the world, Elvis and Priscilla Presley get divorced, David Bowie kills off his alter ego, Ziggy Stardust, and the biggest band in the world is Led Zeppelin.

Soundcraft Series 1 is created, a 16-channel portable mixer built into its own flight case.



Glam rock is in full swing in the UK with N°1 hits for The Sweet, Mud, Suzi Quatro and Alvin Stardust.

Mike Oldfield's *Tubular Bells* is released, the first LP on the new Virgin Label.

1974

Electronic music has its first stars as Kraftwerk's *Autobahn* hits the charts. Bruce Springsteen releases the classic album *Born to Run*.

In New York City, 60,000 tickets for Led Zeppelin's Madison Square Garden gigs sell out in under four hours. Gregg Allman and Cher get married... for four days.

How we got our great reputation without advertising.

Customers are happy that the name is on their own Mixer 2 mixer. It's possible to advertise. People love to advertise. And the only thing they need without paying the price.

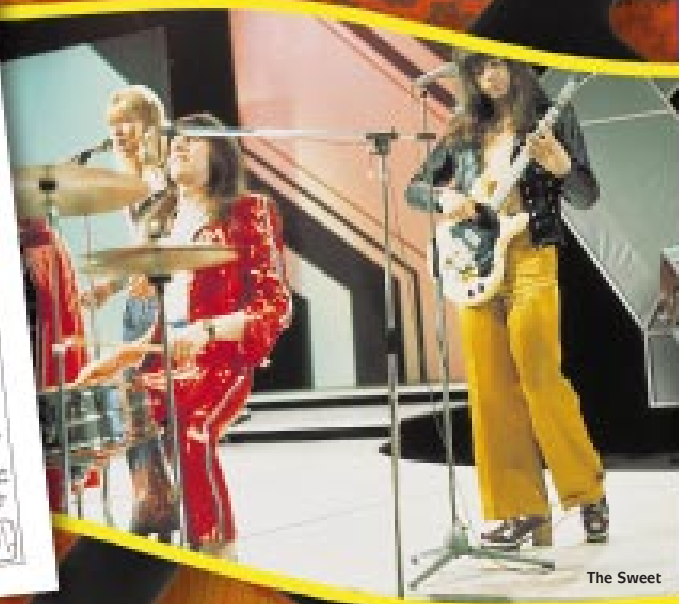
And they're advertising to everybody who's normally interested in buying with the mixer.

Particularly, we've grown a lot recently. We're big enough to sleep around the clock, which means that at any time we can supply you with the equipment you need.

To be successful in the advertising world, you need to be successful in the advertising world. Soundcraft Electronics Ltd, 5-11/13, Sutton Street, London EC1V 9EL England. Tel: 071 251 2421. Telex: Soundcraft (20492)



SOUND-CRAFT
ELECTRONICS LTD



The Sweet



Series 1S

1975

Led Zeppelin's Robert Plant



"1974 didn't happen. 1975 will be better"

Jimmy Page, Led Zeppelin

Series 1's success grows as more and more bands tour with the desk. Soundcraft establishes a manufacturing facility in Great Sutton Street, London.

Soundcraft 12/4 and 16/4 Series 1S models are launched.



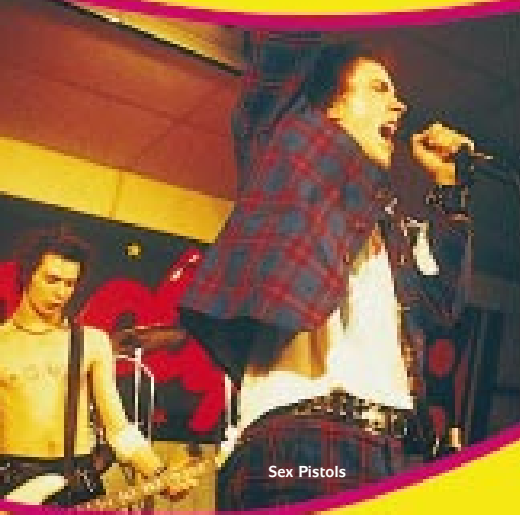
1976

"A lot of kids feel cheated. They feel the music's been taken away from them by that whole over-25 audience"

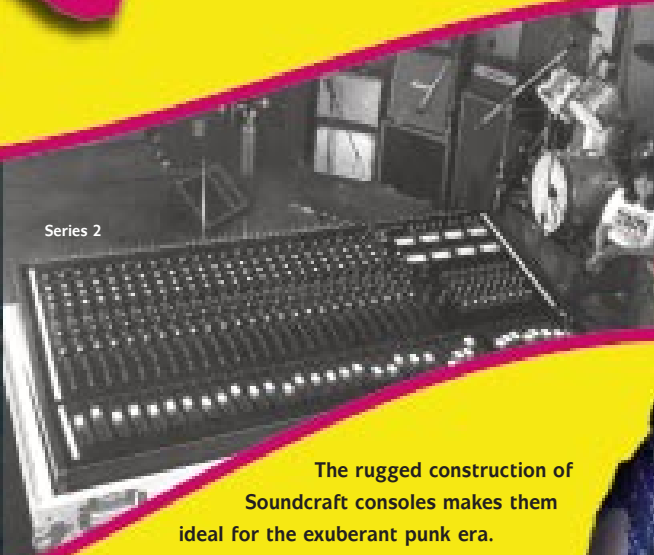
Malcolm McLaren

Fleetwood Mac's *Rumours* tops the US album charts for seven months. Punk sweeps across the UK and The Damned, The Clash and The Sex Pistols all release acclaimed debut albums.

In an eventful year for some of music's biggest stars, Bob Marley has one of his toes removed after a football injury, Ozzy Osbourne leaves Black Sabbath, and Elvis Presley leaves the building for the last time.



Sex Pistols

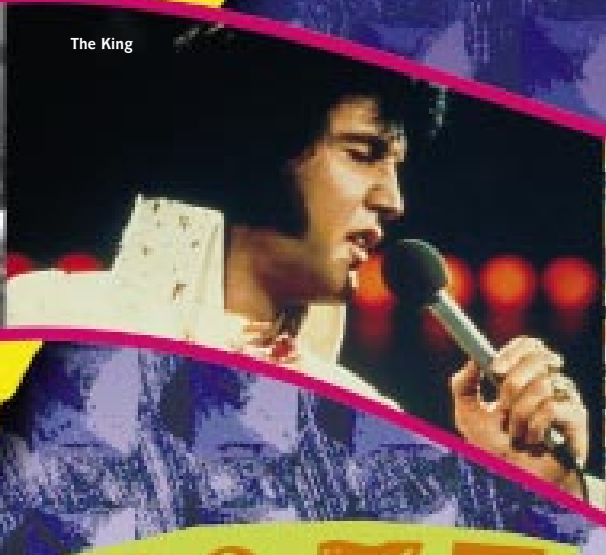


Series 2

The rugged construction of Soundcraft consoles makes them ideal for the exuberant punk era.

The Ramones release their debut album and the Sex Pistols release their first single, *Anarchy in the UK*.

As if punk never happened, Peter Frampton releases the biggest selling live album of all time, *Frampton Comes Alive*.



The King

1977



Series 3

Soundcraft Series 3, Soundcraft's first dedicated recording console, makes its debut.



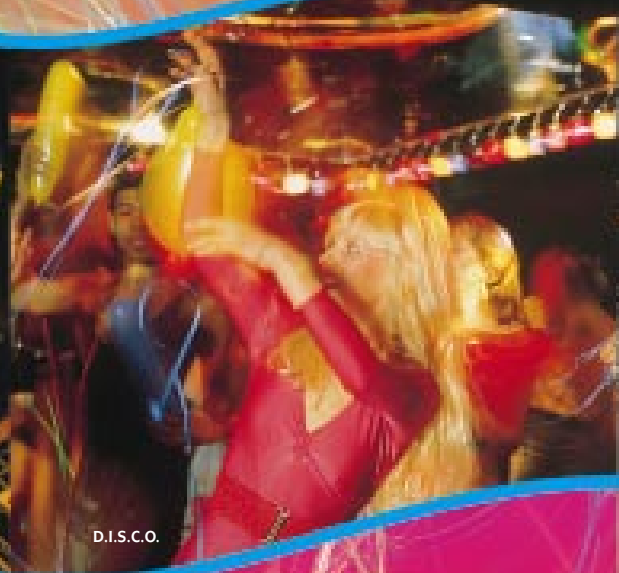
Soundcraft Series 2, a multipurpose live/recording console, is launched to great acclaim.

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8

Disco mania hits as the *Saturday Night Fever* Soundtrack is a global smash. Prince enters the US charts for the first time.

The Grateful Dead play three nights in Cairo in front of the Great Pyramids.

Series 3B



D.I.S.C.O.

In New York, DJs Kool Herc and Grandmaster Flash create a stir, making music with two record decks and a mixer.



Soundcraft Series 3B, an enhanced Series 3, 24 track console, is launched.

1979

In the music world, digital recording becomes a reality and disco spawns many N°1 hits.

Classic disco singles released this year include *YMCA*, *Heart of Glass*, *Ring My Bell* and *Good Times*.

The Sugarhill Gang's *Rappers' Delight* introduces rap music to the world at large.

1624 Console



Debbie Harry of Blondie

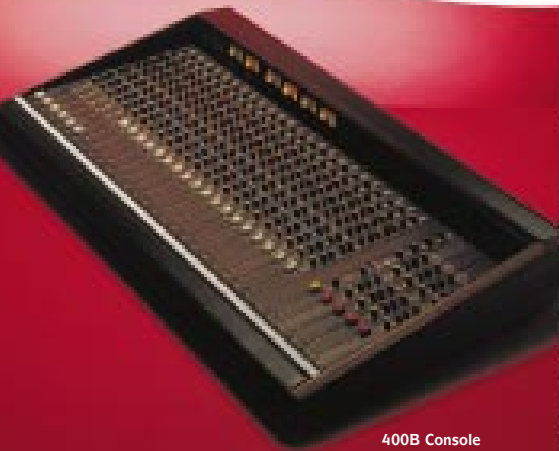


"We're not going to vanish just because we're over 23"
Sting, The Police

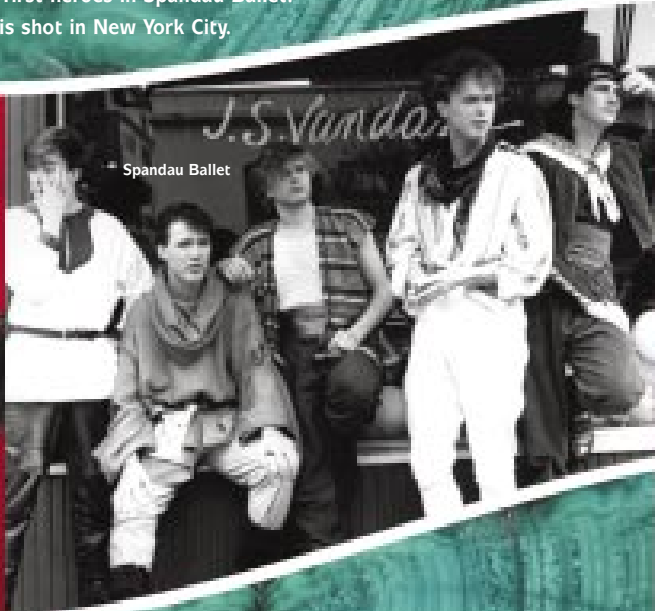
Soundcraft launches the 1624, a 16-bus recording console, and Series 400, a live 4-bus console.

1980

The birth of 'Britfunk', U2 play their first London gigs and the New Romantic Movement finds its first heroes in Spandau Ballet.
John Lennon is shot in New York City.



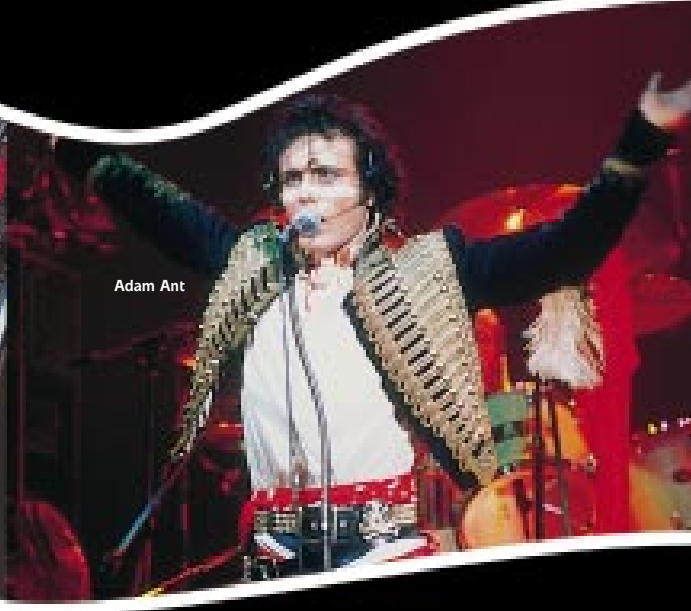
400B Console



Spandau Ballet



Series 2400



Adam Ant

1991

In the UK the New Wave of British Heavy Metal sees the first releases for bands including Saxon, Def Leppard and Iron Maiden.

Kraftwerk release *Computer World*.

Adam Ant is the biggest pop star in Britain.

In the US, Albert Goldman's damning biography of Elvis Presley prompts widespread criticism.

Compact discs are first demonstrated in the US.

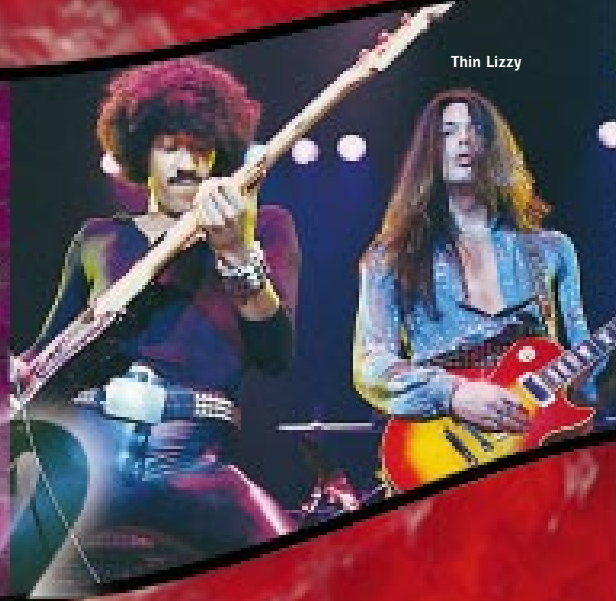


Soundcraft launches the Series 800 8-bus console in both live and recording versions. 400B and 400B Monitor are launched with built-in meterbridges.

Series 2400 launched to replace the 1624. With 24 track routing it soon becomes the standard in 24-track recording consoles.

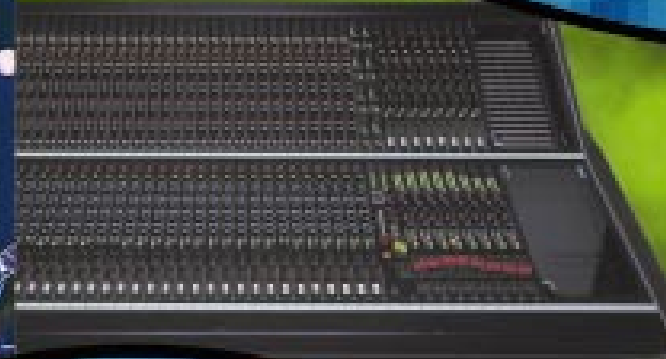
Eurythmics use a Soundcraft Series 2 for the first time. In the UK album charts the soundtrack to the film *Fame* is followed to the top by the TV series album, *Kids from Fame*. In Dublin, a Series 3B is used at Phil Lynott's last concert with Thin Lizzy.

Series 800B

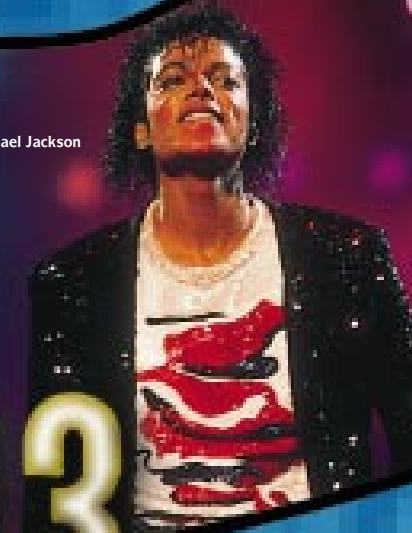


Thin Lizzy

Series 4



Michael Jackson



1983

Michael Jackson releases *Thriller*, which does nothing in the charts for a year before becoming the biggest selling album of all time. REM release their first album, *Murmur*.

Series 4, one of Soundcraft's most respected desks, is launched as is 200 Series, a 4-bus live sound console.

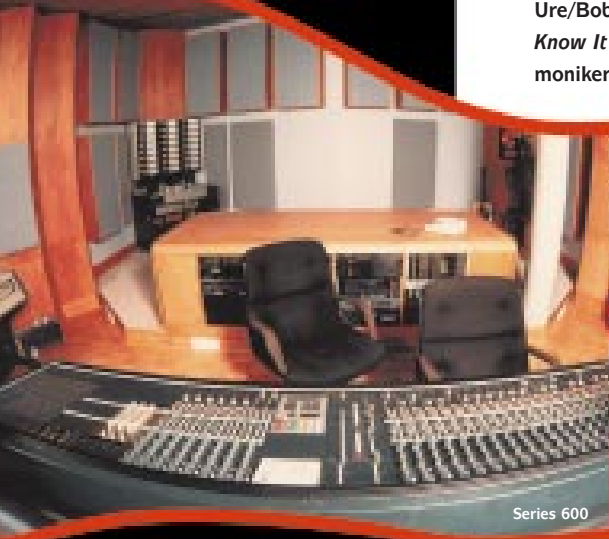
Soundcraft becomes established as the market leader in serious PA hire and theatre sound with the launch of the Series 800B. Electrotec commission Soundcraft to produce a special desk in blue with aluminum end cheeks for their hire stock. The 1600, an 8 bus 16/24 recording console with optional patchbay, is also introduced.



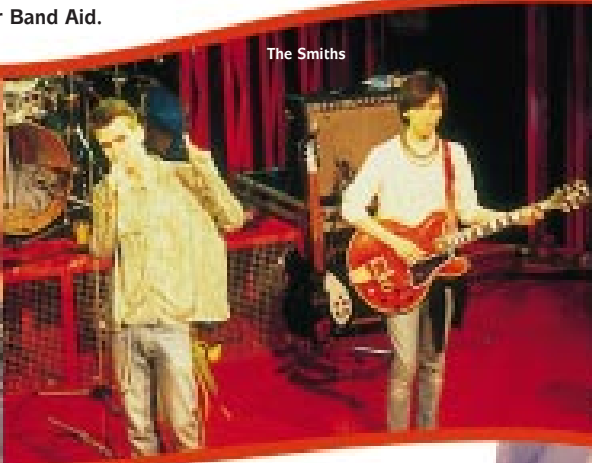
1984

Giorgio Moroder buys two of Soundcraft's new TS24 in-line recording consoles for his Oasis Recording Studio in North Hollywood. The Smiths are voted Britain's best new band by *NME* readers. In response to the famine in Africa, British stars record the Midge Ure/Bob Geldof-penned *Do They Know It's Christmas?* under the moniker Band Aid.

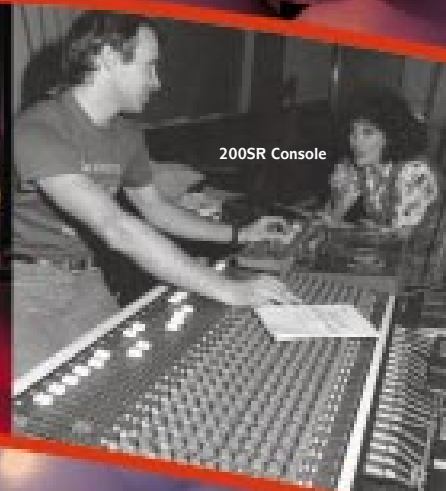
Live Aid transforms London's Wembley and Philadelphia's JFK Stadiums into a global jukebox. Meanwhile, Pink Floyd's *Dark Side of the Moon* celebrates its 600th week in the US album charts. USA for Africa releases *We Are The World*. Wham! becomes the first western pop group to play gigs and have a record released in China.



Series 600



The Smiths



200SR Console



Live Aid USA

"I'll never do a video like that again"
Michael Jackson (on 'Thriller')

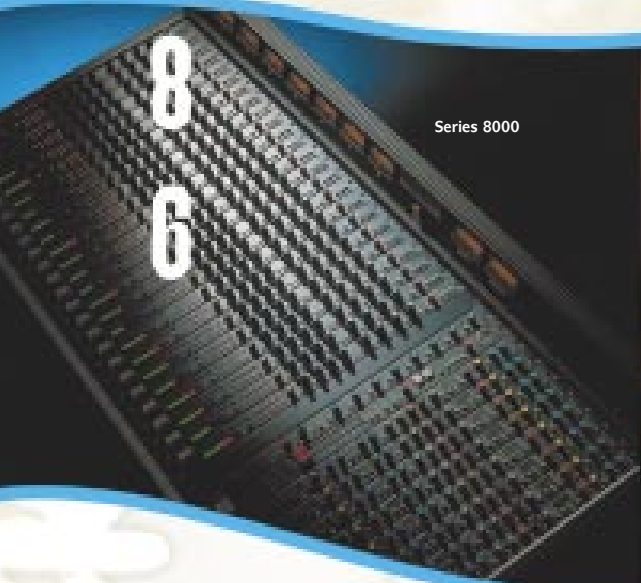


Soundcraft Series 500, a live 8-bus, and the Series 600, an 8-bus recording desk, make their debuts.

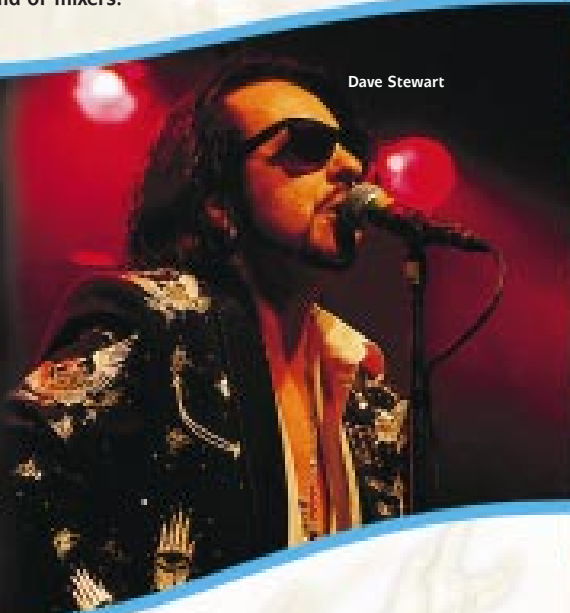
Soundcraft 200B, TV24 and 200SR are launched. They are, respectively, a 4/8 track monitoring console, a broadcast version of the TS24, and a dedicated 4-bus PA console.

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The Church, the studio owned by Eurythmics' Dave Stewart, replaces its old Soundcraft console with a Soundcraft TS24 56-channel and a TS24 48-channel in-line console. Bob Dylan is so impressed he purchases a Soundcraft Series 2400 for his home studio. The year before, he had bought a Soundcraft 760 tape machine along with Tom Petty. Harman International Industries Inc. buy Bandivie, who had previously created the Seck brand of mixers.



Series 8000



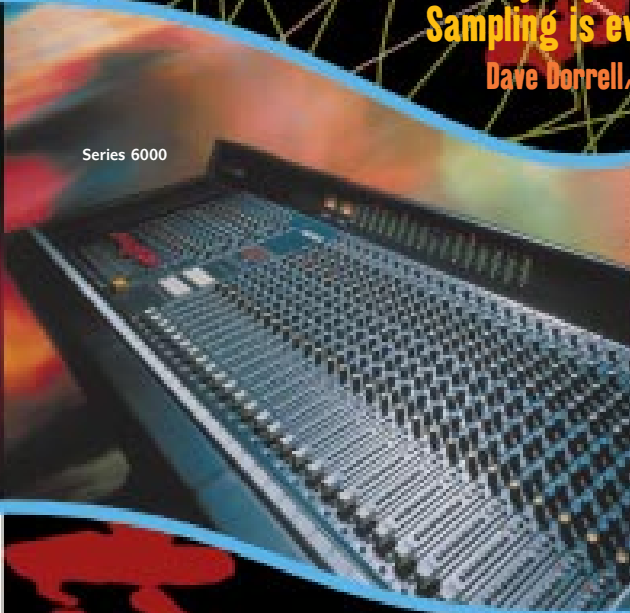
Dave Stewart

NASA purchase a 200B console for use in their artificial intelligence lab and later buy a 3200 split recording console for mixing media feeds from the space shuttle launches.

Soundcraft users The Beastie Boys become the first rap act to top the US album charts. *Pump Up the Volume* by M/A/R/R/S becomes house music's first number one single in Britain.

1987

**"Everybody does it man!
Sampling is everywhere"**
Dave Donnell, M/A/R/R/S



Series 6000



The Beastie Boys



TS12, a 12-bus in-line recording console, the classic 8 bus PA console Series 8000, 200 BVE an audio-for-video console and SAC2000, the first radio on-air desk, are introduced.

Series 500 monitor console and Series 6000 launched. The 6000, a 16 and 24-bus recording console, incorporates patented innovations such as a new high-performance mic amp and an active pan pot.

1988

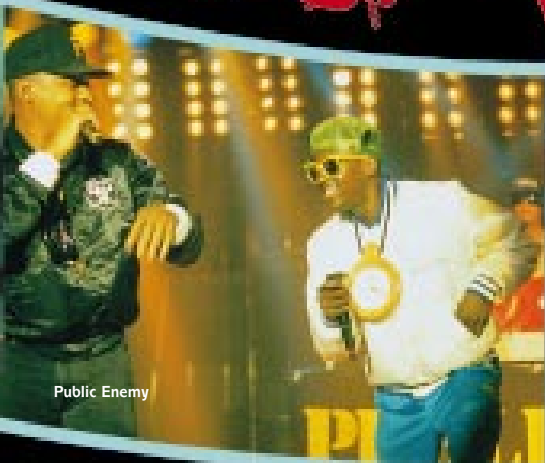
Michael Jackson plays seven nights at Wembley Stadium to over 500,000 people, Public Enemy release their classic album, *It Takes a Nation of Millions to Hold us Back* and a 200B is installed in Sydney Opera House.

Meanwhile, Acid House is packing out British clubs despite media fury. Harman buys Soundcraft.

"Drug-crazed fans of the drug-linked Acid House craze"

The Sun

Sydney Opera House
- home to a 200B Console



Public Enemy

The Who employ a Series 200SR on their 25th Anniversary tour. After seeing the console in action Pete Townshend purchases two 200 Deltas for his Eel Pie Studio. Ex-Smiths guitarist Johnny Marr buys a TS12 for use in his home studio and starts recording with Bernard Sumner as Electronic.

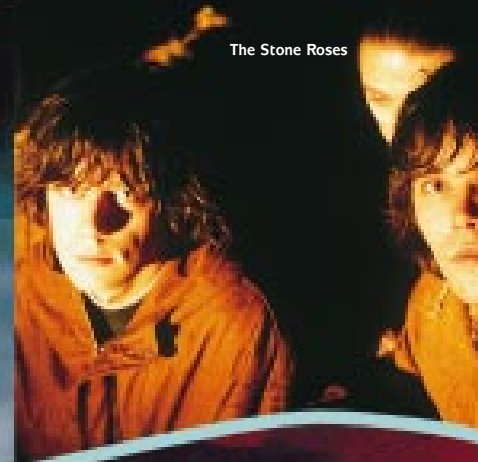
1989

This year's acclaimed album releases include *The Stone Roses*, De La Soul's *Three Feet High and Rising* and Lou Reed's *New York*.

200 Delta



The Stone Roses



"We haven't even begun to show our potential yet"

Ian Brown, The Stone Roses



SAC 200, a new radio on-air console, is launched. It sets new standards in crosstalk performance and meeting the demanding requirements of international broadcasters. 'Digitor', a RAM-based digital editor, is launched.

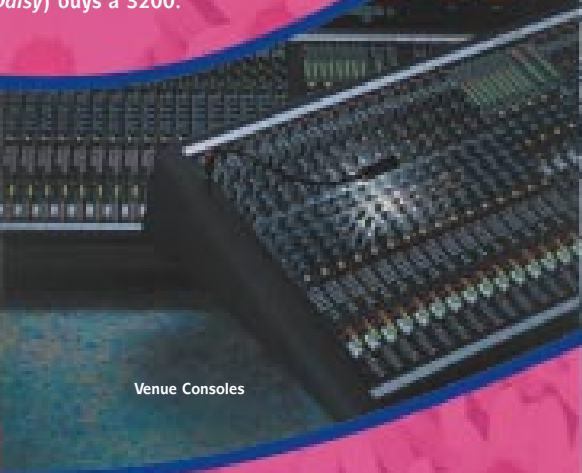
Soundcraft launch the 200 Delta (a new version of the 200B) to great acclaim, while the 3200, a stunning 32-bus 68 line input console, is shown for the first time at the Hamburg AES exhibition.

Jazz FM and Kiss FM start broadcasting across London; the former employing two SAC 2000 consoles and the latter, three SAC 200s. Chris Rea's *Road To Hell* becomes the first major touring event for the 200 Delta.

Milli Vanilli are named 'Best Newcomers' at the 32nd Grammy Awards. They return the award when it's revealed they neither played nor sang on any of their records. Hans Zimmer (Oscar winner for films including *The Rock*, *The Lion King*, *Days of Thunder* and *Driving Miss Daisy*) buys a 3200.



Chris Rea with his Delta



Venue Consoles

Spirit by Soundcraft is launched as Soundcraft Spirit. Its products developed the design concept of Seck mixers, combining unique styling, plenty of features in a compact format.



SPIRIT

By Soundcraft

1994



Nirvana



Sapphyre Console



The Spirit range. Audio quality has never been so available.

Spirit's first advert

Nirvana release their second album, *Nevermind*. Garth Brooks starts his decade of dominance by winning an unprecedented six Academy of Country Music Awards.

The Spirit Studio, Live and Monitor consoles are launched. Also launched are Sapphyre, a recording console, and Europa, a front-of-house desk, both of which are 8-bus consoles with noise gates, a feature which many other manufacturers have since incorporated in their designs.



In a busy year for Soundcraft, Delta 8, an 8-bus recording desk, Delta Monitor, Delta AVE, for audio follow video applications, and Venue, an 8-bus live desk, are all launched.

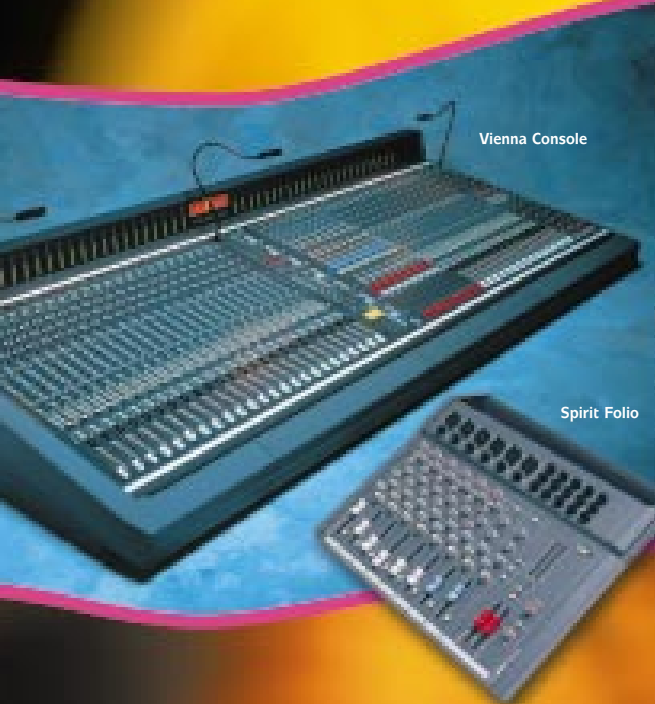
1992

Soundcraft moves to Potters Bar, Hertfordshire.

Canadian rocker Bryan Adams takes the Europa on his world tour. The sound for the Barcelona Olympic games is exclusively mixed on Soundcraft and Spirit consoles.

"Nevermind is a very safe record...it's pop, it's just that the guitars are heavy"

Krist Novoselic, Nirvana



Vienna Console

Spirit Folio



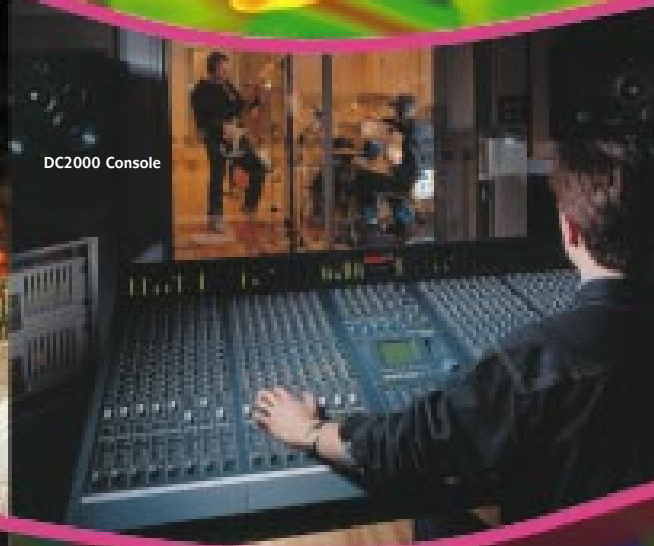
The Orb

A Spirit Studio is installed in New Parliament House, Canberra, Australia. The Orb uses a Spirit Studio to record and mix their top ten album, 'U.F.Orb'.

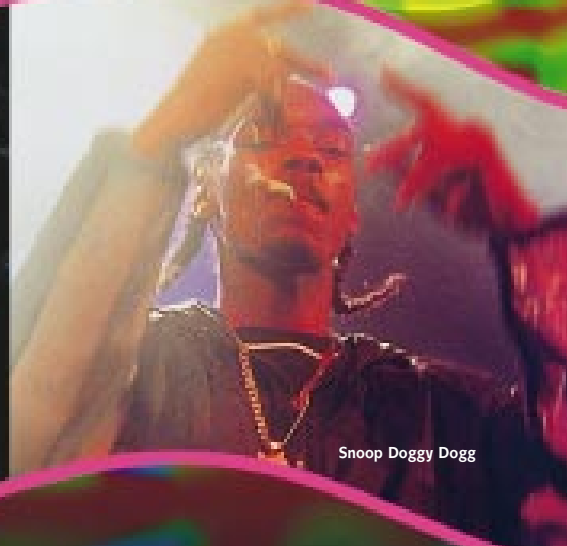
1993

A Spirit Live console becomes the sixth Soundcraft console installed at London's Barbican Centre. *The Wrong Trousers*, the Oscar-winning British animated film, is recorded, dubbed, and mixed on a DC2000 console at Interact Studios in London. Several Vienna consoles are used at the Adelaide Festival.

In the US, 'Gangsta' rappers Snoop Doggy Dogg and Dr. Dre cause a storm of controversy with their graphic lyrics.



DC2000 Console



Snoop Doggy Dogg



Soundcraft launch a plethora of new products including Vienna, Venue II, Delta SR, Delta DLX and Series 10 (a radio on-air and production console). Spirit Auto, Live 4 and the groundbreaking Spirit Folio are also launched this year.

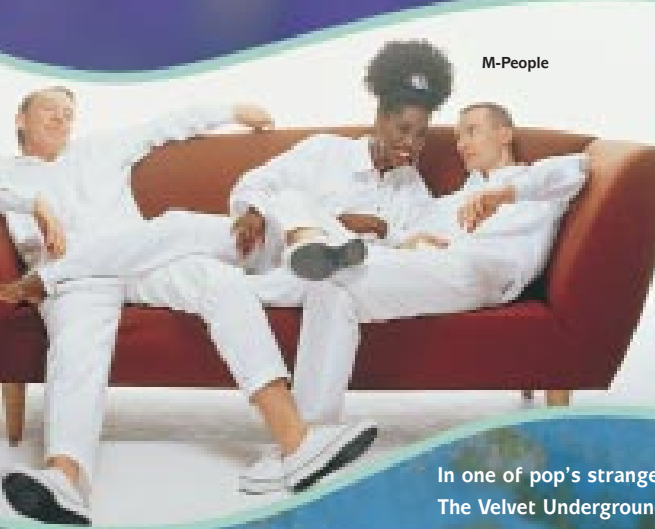
New Spirit consoles include the all-purpose Folio Si, Folio RacPac, Folio 4 and Studio LC. Also launched are the DC2000, a digitally controlled recording desk; Sapphyre LC, an automated version of Sapphyre; SM16, a stage monitor console and the LM1/GP1 location recording and mixing consoles.

1994

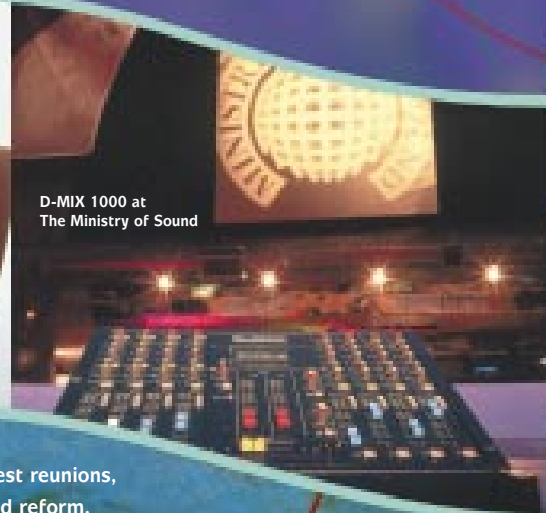
"Mad for it" Liam Gallagher, Oasis

M-People win the Mercury Music Prize for *Elegant Slumming*, partially recorded on a Spirit Studio. Jean-Michel Jarré uses Spirit Folios for on-stage mixing on his world tour. Greek star Vangelis becomes the 200th owner of a DC2000 digitally controlled console.

The G7 Summit at Naples sees 15 GP1 on-air mixers used by Italian broadcasting network RAI. The Universal Theme Park in Spain installs an array of Soundcraft desks.



M-People



D-MIX 1000 at
The Ministry of Sound

In one of pop's strangest reunions, The Velvet Underground reform, play some gigs, and break up again.

Spirit Folio Lite, Powerstation powered mixers and Absolute 2 studio monitors are launched. The SM stage monitor console range is extended with the SM12 and SM24. RM100, a compact modular mixer for radio in the US, k1 a 4 bus PA console and Soundcraft's first disco/club mixer, the D-MIX1000, are also launched.



Oasis, Paul Weller, Abbey Road, The Strongroom, The Manor, Master Rock and Olympic Studios all use Spirit Absolute 2 monitors. Pulp tour with the Spirit Folio RacPac and GM01 wireless system. Customised Venue II consoles are installed by broadcasters ABC in Australia, NBC in the US and RAI in Italy. In the UK Blur and Oasis lock horns in the decade's greatest battle of the bands. As the world is hooked, a Folio is used for broadcasting the in-court proceedings for the OJ Simpson trial.

1995



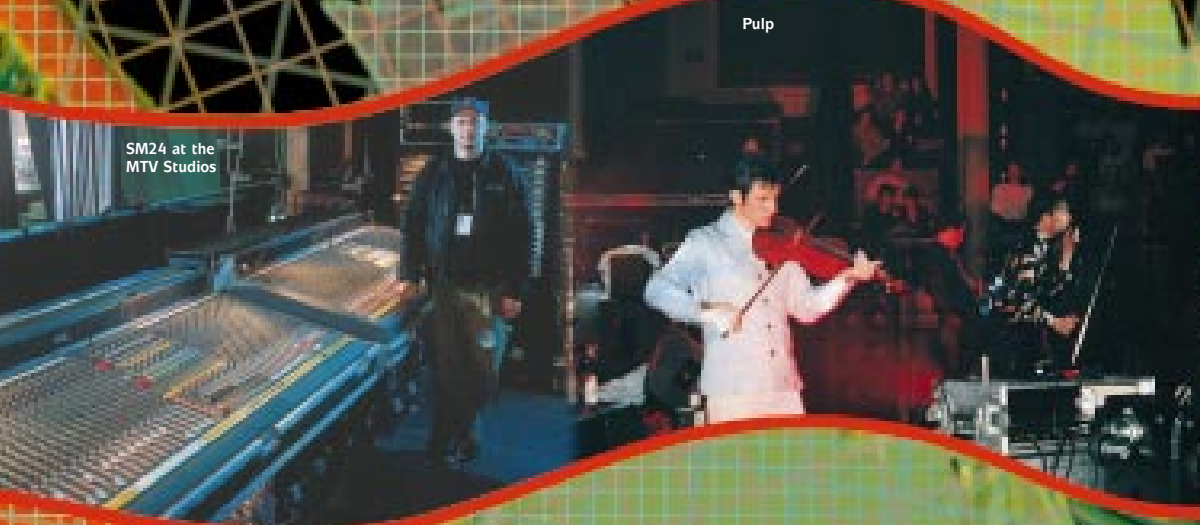
Noel Gallagher
of Oasis

Spirit ProTracker rack-mounted all-purpose console is launched along with the Live 4² desk and a range of dynamic microphones. Other major new products are Broadway, a 120-channel Sound Reinforcement console; k3, the first live console from Soundcraft to incorporate MIDI; RM105, a radio on-air desk for European use; DC2020 with surround for post-production applications; and D-MIX500 for the club market.

1996

The first two pairs of Absolute 4Ps are ordered by M-People's Paul Heard and Underworld's Rick Smith. An SM24 is used on the George Michael MTV Live 'Unplugged' performance. The Beatles 'Anthology' CDs, featuring demos and unfinished tracks, are released to mixed reviews. Jarvis Cocker of Pulp leaps on stage at the Brit Awards during Michael Jackson's performance and is later arrested. The Stone Roses break up after an embarrassing performance at the Reading Festival.

SM24 at the MTV Studios



Pulp



Spirit 8 FOH, Folio Notepad, Folio SX, and Absolute Zero and Absolute 4P studio monitors are launched along with the award-winning Ghost, an 8-bus in-line recording desk with mute automation; k2, an 8 bus PA console and B800, a TV/radio production console.

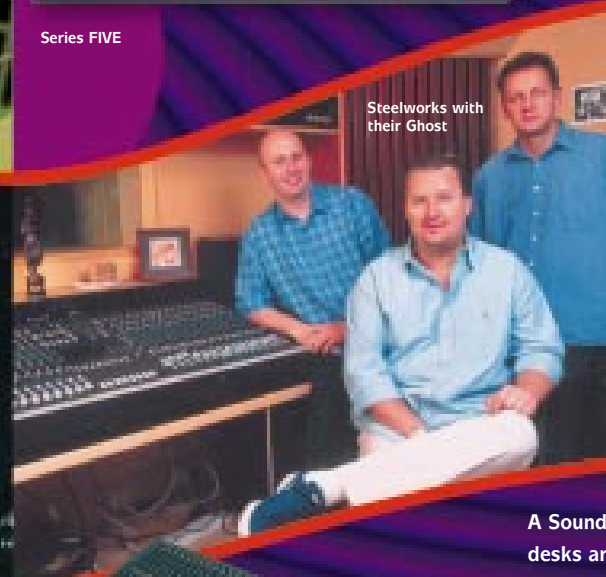
1997

Long-time Soundcraft users Texas take the first Series FIVE on their UK tour, install a Powerstation in their rehearsal studio and employ a Ghost for recording. Top British pop producers Steelworks (Spice Girls, Boyzone) install a Ghost in their studio. Ghost wins a TEC Award for 'small format console technology'.



Series FIVE

Steelworks with their Ghost



Sharleen from Texas with her Powerstation

A Soundcraft k2, SM12 and several Spirit desks are used at the British colonial handover ceremony in Hong Kong.

The Spirit range increases with the introduction of the LX7 and Monitor 2 live consoles plus the all-purpose Folio F1, Folio Powerpad and updated Powerstation powered mixers. Series FIVE front-of-house console also launched to great acclaim.



Spirit LX7

1998

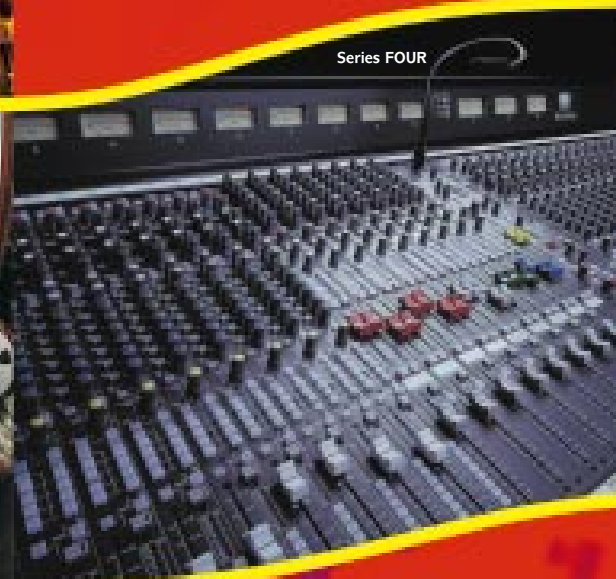
The Manic Street Preachers use a Digital 328 as their effects mixer on tour and the BBC uses one in the control room on the George Michael interview with Michael Parkinson. Celine Dion's three-year world tour kicks off in Boston with an assignable Broadway and a Series FIVE Monitor. Series FIVE wins a TEC Award for 'sound reinforcement console technology'. Gomez win the Mercury Music Prize for their debut album, *Bring It On*.



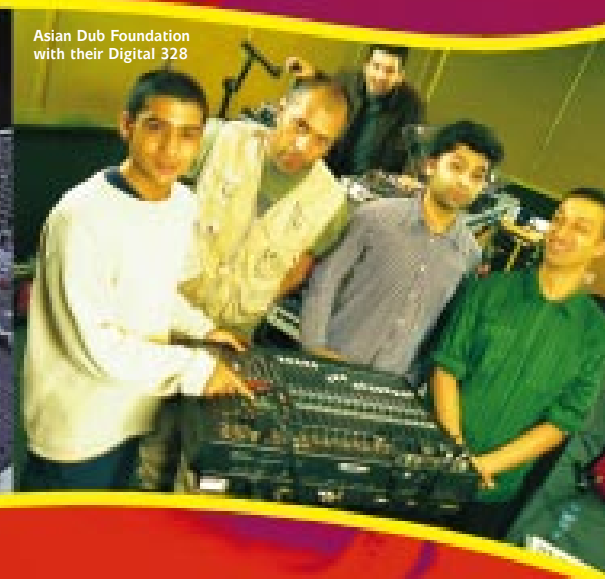
Digital 328



Gomez with their Folio EX16



Series FOUR



Asian Dub Foundation with their Digital 328

1999

'The Boss', Bruce Springsteen, takes a Series FIVE Monitor on tour, hired from PA company Audio Analysts. He likes it so much he asks for another one. Steelworks install two Digital 328s. Composer / DJ / Producer Sasha has two 328s installed in his Henley studio.

Digital 328 is warmly embraced by the Chemical Brothers in their writing studio and by Asian Dub Foundation as their live, on-stage mixer.



Soundcraft launches its first digital console, the Digital 328. SM20 and Series FIVE Monitor, a 24 or 32-bus console designed to cope with the increasing demand for in-ear stereo mixes, are launched. A new radio on-air/production broadcast console, the Series 15, is launched at the IBC exhibition.

Series FOUR and RM1d, a digital radio on-air console, are launched.

2000

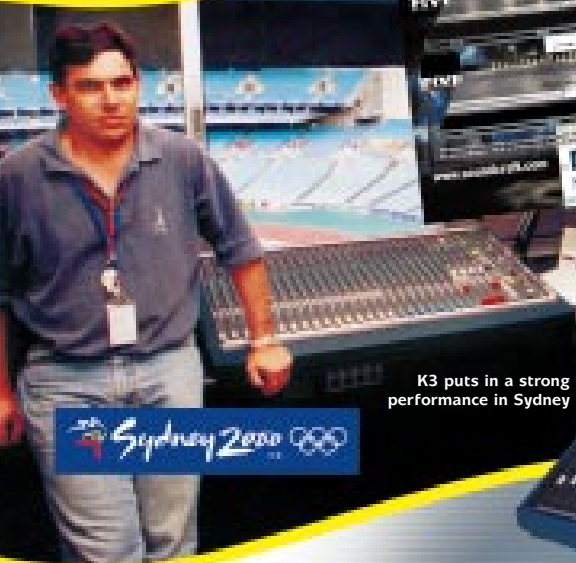
London's Millennium Dome celebrates the arrival of a new millennium with Series FIVE and FIVE Monitor consoles installed, along with a K3, six K1s, a Digital 328, a Series 15 and other Spirit products.

And in the summer, the Sydney Olympics are universally hailed as the best ever.

Britain's Millennium Dome uses Series FIVE and FIVE Monitor among a whole range of Soundcraft consoles.



Radiohead tour their experimental 'Kid A' album using 324 Live and Series FIVE



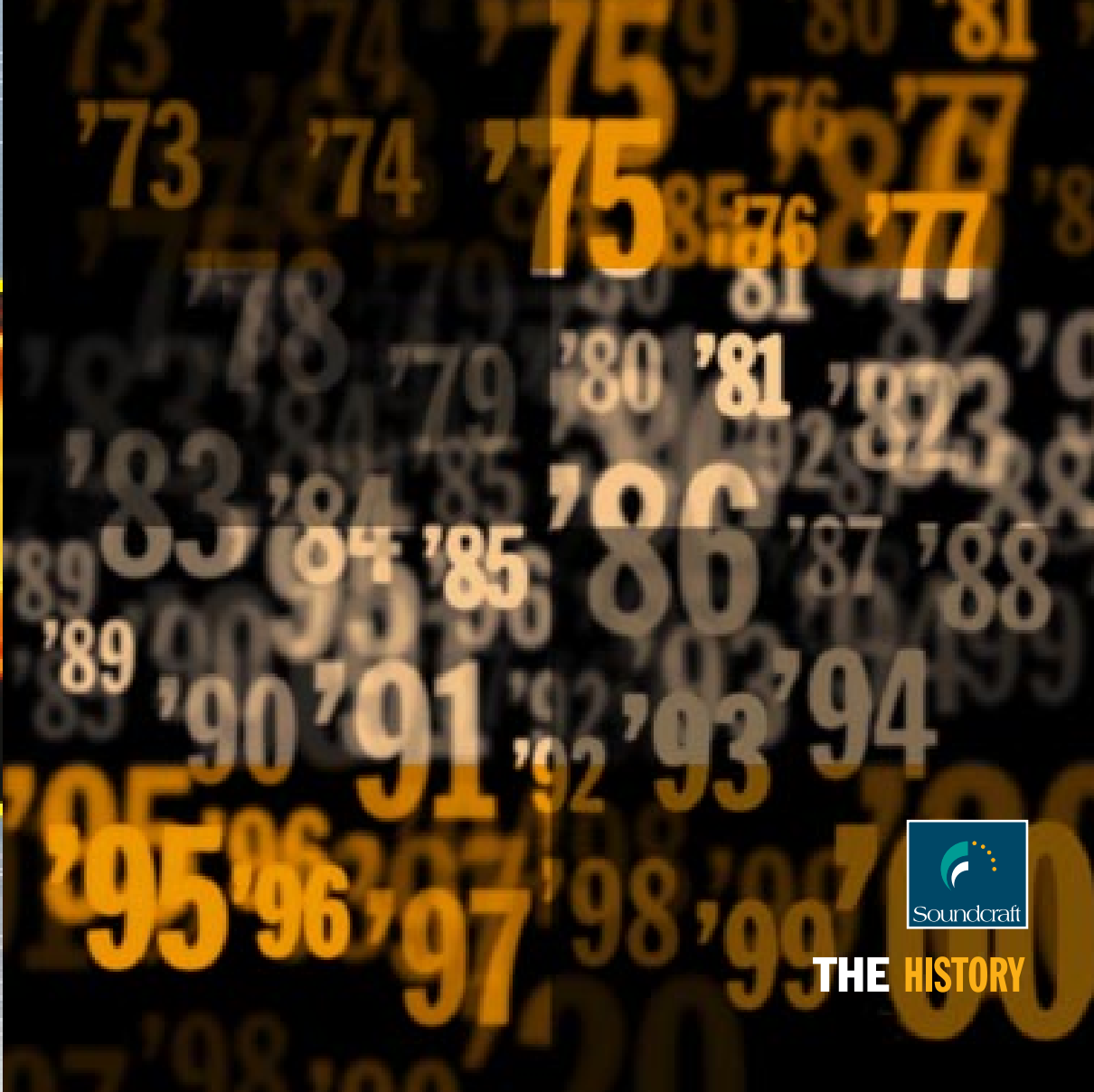
K3 puts in a strong performance in Sydney



324 Live



Series TWO and 324 LIVE, a compact digital live sound mixer, are launched.



THE HISTORY