

R evolutionizing Sound for the 21st Century

A Calgary, Alberta, based company, Archer Communications Inc., has developed a revolutionary new process that is expected to change the way people listen to everything from records to television to radio broadcasts. Called QSOUND, it is a promising new sound-enhancement and sound-placement audio system that reproduces three-dimensional sound through any existing two-channel stereo system. Some say the new technology will revolutionize the multibillion-dollar international broadcast and recording industries.

QSOUND's inventors are audio-engineer Danny Lowe and electro-technologist John Lees, both of Calgary. In 1986, they took their idea to Lawrence Ryckman, a former documentary film producer, for financial backing, and together the three Calgary natives formed QSOUND Ltd. The company was then merged with a publicly traded shell company, Archer International Developments Ltd., and shares were offered on the Vancouver Stock Exchange. Realizing the need to introduce their product to the entertainment and financial interests of Los Angeles, they met with George Folsey Jr. — a well-respected and successful motion picture producer (*Trading Places*, *Coming to America*, and Michael Jackson's video *Thriller*). Folsey liked what he heard and became Chairman and a director of Archer. He was also instrumental in introducing the product to the "user community" of film producers, recording companies and artists.



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QSOUND is produced by a portable hardware/software package called the QSYSTEM. The system allows the creators of television, records, movies, toys and commercial productions to have access to each audio event and place it in a three-dimensional space. This is truly a new form of sound experience where sound elements seem to be suspended in mid-air, unreferenced to the speakers used for playback. The effect is similar to sitting in the middle of an orchestra while it is playing "live."

There are, however, other systems available or in development that claim to produce three-dimensional sound. Some, in fact, have been around for more than 10 years. They range from multi-speaker set-ups to post-production processing equipment. But Archer claims that none of the existing technologies utilize the same proprietary methods for the creation of three-dimensional audio imaging nor do they achieve the same results

as the QSOUND system. QSOUND, in Archer's estimation, has more flexibility and fewer restrictions in terms of listener and speaker positioning than other systems, and its sonic qualities and sound imaging are clearly superior.

Indeed, there is growing confidence in the QSOUND technology. And recently, the company has received the kind of endorsements that dreams are made of.

Last December, Archer signed a \$3.4-million/six-year licensing agreement with Nintendo, the video game giant, to improve the sound on its best-selling games. And Coca-Cola has also enlisted the QSYSTEM to enhance the sound on its commercials for its summer 1990 advertising campaign.

With these kinds of endorsements, QSOUND has captured the attention of many new investors. In fact, Archer stock has soared from 50¢ per share since its debut in 1986 to \$27 in January 1990.

Lawrence Ryckman
in the Archer
laboratory:
revolutionizing the
way the world
listens to sound.

In only four short years, the company has grown from three men to a specially selected, highly skilled technical and development team of 25, made up of computer scientists, engineers and physicists. Recently, the company relocated to its newly built laboratory, sound studio and control facility located in downtown Calgary. Archer has also opened corporate offices in Vancouver, British Columbia, and Los Angeles, U.S.A.

Many consider QSOUND to be the logical extension of Thomas Edison's dream to reproduce sound as close to the original as possible. Some have even called it one of the greatest milestones in the history of audio technology. But for Archer, QSOUND is about to send the sound industry reeling and take the way we listen to music right into the twenty-first century. 