The term 'High Fidelity' came into general use in 1936, the year that **Quad** was founded. This was a happy coincidence, for since then **Quad** has produced a steady succession of products which have effectively set the standards of fidelity for the industry and it would be impossible to write an accurate history of High Fidelity without mentioning **Quad** in every chapter.

From the beginning **Quad** has had a clear concept of the meaning of 'High Fidelity', neatly summed up by the slogan 'for the closest approach to the original sound'. **Quad** products recreate the sound of the broadcast or recording with no audible contribution or character of their own. They are totally transparent, providing the listener with a window on to the concert hall or studio.

Part of the secret of **Quad**'s success is that we have always looked for original and better ways of solving the problems of music reproduction rather than adopt commonplace solutions. **Quad** has always championed an objective and scientific approach to product design ignoring the chimeras of hi-fi fashion conjured up by the necromancers and alchemists of the industry. But there is more to successful design than Ohms law and lashings of common sense. Equipment designed to last forty years has to look and feel right and **Quad** has won as many prizes for design as for technical excellence. **Quad** products are designed to be as small as possible, simple and straightforward to operate because it is hard to maintain the illusion of being at a concert if you are faced with a stack of equipment lit up like an oil refinery.
Our customers are the best endorsement for Quad. You will find Quad amplifiers and loudspeakers in radio and television and recording studio's throughout Europe. You can hear Quad customers on the stage and in the pit in concert halls and opera houses and in clubs and bars and cellars around the world every night of the week. Musicians who own Quad play everything from synthesizer to sitar. Many are famous, many are not, yet. Not all Quad customers earn their living as performers or engineers and you do not have to be a Solti, a Marriner, or a Haitink, to own Quad. You just need to share their passion for music.

But it is not only performance which makes them buy Quad. It might not seem to make good commercial sense to encourage customers to hang on to equipment made forty years ago, but we take pride in being able to service Quad no matter when it was manufactured. The excellence of Quad design and manufacture means that Quad equipment made in the fifties still easily out-performs the majority of equipment on sale today, so that Quad products never die, they just get passed on from generation to generation. Since our standards of design and manufacture are now more exacting than they were then, it is reasonable to expect Quad equipment made today to be functioning satisfactorily in 2033.

Quad may not be your first music system, but it could well be your last.

---

Most people believe that hi-fi is manufactured exclusively in the Far East and are happily surprised to learn that Quad is more widely sold in Akihabara, the hi-fi Mecca of Tokyo, than in the Tottenham Court Road.

On reflection it is not surprising that Quad performance, design and reliability should be recognised in every country where music matters.
Since the introduction of the world's first full range electrostatic loud-speaker, "Walker's little wonder", in 1957 Quad has been the world leader in electrostatic loud-speaker technology. The Quad ESL-63 uses a virtually massless membrane, one-tenth the thickness of a human hair, to produce sound. With no cones and no box it is totally free from the distortions and colourations of conventional box loudspeakers.

A loudspeaker which does not sound like a loudspeaker comes as a revelation on first hearing, but once you have become accustomed to them, nothing else will ever do. The Quad ESL-63 is the reference against which all other loudspeakers are judged.

Full technical details of the range of Quad products are given in the Quad facts and figures brochure.