

- 1895 The 12-inch record is introduced
- 1900 First UK pressing plant opens
- 1902 First recording of a complete opera: Verdi's *Ermani* on 40 single-sided 10-inch discs
- 1904 First performance of Puccini's *Madame Butterfly*
- 1905 Puccini and Massenet sue Pathe Freres for recording royalties—and lose
- 1906 Edison launches 'Grand Opera' cylinders with two minutes playing-time—a failure
- 1907 Sound-on-film machine patented by Eugene Lauste
- 1908 In Russia Boris Rosing experiments with cathode ray tubes to produce first crude TV pictures
- 1909 Edison closes his European cylinder operation
- 1910 A gramophone and records go with Captain Scott on his Antarctic expedition
- 1911 Col. Tom Parker is born
- 1912 Introduction of double-sided records
- 1912 Sinking of *Titanic*
- 1913 First known recording of 'It's A Long Way To Tipperary'
- 1913 Decca introduces portable gramophone in UK
- 1914 ASCAP formed in US to collect performing royalties for artists
- 1915 Frank Sinatra born
- 1915 Einstein's general
- 26 December 1999

- < 5 Neil Armstrong's 'One small step for man...'
- 6 *The Jazz Singer*—the first talkie was also a musical. Given that the visual aspect of movies appeared in the 19th Century, adding sound would seem to be the most significant step since.
- 8 The chimes at midnight, 31st December 2000. (By definition, the defining audio moment of the 20th Century.)
- 9 The dog (Nipper) in the HMV logo. Or maybe the Dolby Double-D.



**Steve Turley, Harrison GLW**

- 1 Sir George Martin. He shaped a generation of recordings.
- 2 Les Paul—a significant artist and a recording industry pioneer.
- 3 The multitrack tape recorder. It re-defined the way the recording industry works, bringing more precision to the process, and spawning a whole industry of supporting products. The multitrack tape recorder injected technology into the musical process, not just the recording process.
- 4 The first 'talkie', *The Jazz Singer*. It was the first step in proving the value of audio in the entertainment.
- 5 Without a doubt, the first moon landing in July, 1969. That point in time divided modern history from the age of industry into the age of technology.
- 6 *Star Wars*. The first big commercial success in which sound became as much an element as the picture.
- 7 Apple Computer's 1984. The small screen began to compete in earnest with the big screen. It also marked the real first step in today's Super Bowl commercial phenomenon.
- 8 The Grand Ol' Opry went on the air in 1925, and is still aired to this day. It represented the first tie between music and radio that has never been broken. Radio has done as much to spread interest in recorded music as any other technology.
- 9 This was a hard one, but I think I have it. The Shure 55 microphone. The 55 alone on a stand says more about the state of the 20th Century audio industry than any other single icon.



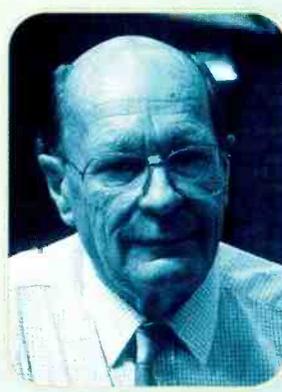
**Ken DeLoria, Apogee Sound**

- 1 Tony Meola, sound designer of *The Lion King* (among many other international successes). Tony is not only a brilliant designer, but is also a warm, sensitive and interesting human being active in beneficial causes, inside and outside of the audio industry.
- 2 'Thorny' (Alexander Youill-Thornton). Thorny is Luciano Pavoratti's sound designer and a consummate professional skilled in the field of sound system tuning. He played a key role in the development of Meyer Sound Labs, the development of SMAART, and has helped Apogee

- Sound with many projects. In my opinion, he is the best and brightest live-sound engineer alive today.
- 4 *Close To the Edge*, by Yes. The first time a rock group achieved the tonal complexity of a symphony orchestra.
- 5 'One small step for man, one large step for mankind'. The first broadcast from the moon.
- 6 *Goldfinger* (James Bond). This movie spawned an entire genre of action-hero films using special effects. Such films still dominate the market 35 years later.
- 8 Overall, the release of the compact disk. This set in motion an irrevocable paradigm shift to digital audio.

- mix up musical genres, the last 35 years would have been a desolate period in pop music which for the majority of people defines their audio experience.
- 3 The tape recorder. The ability to record audio onto an editable media has revolutionised the way that audio can be delivered to a mass audience. It has had implications across all the industry and changed the world.
- 4 Winston Churchill's 'We will fight them on the beaches...' speech, or Neil Armstrong's first steps on the moon for my money. Both of these recordings are known by virtually every human being who has access to some form of reproduction technology and have survived for decades.
- 5 Probably the first Live Aid concert. Bringing together so many broadcasters and creating a spectacle for

## The Audio Century



**Rupert Neve**  
Champion of Audio Quality

**THE SON of missionaries working in Argentina, he first became involved with electronics at the age of 12. He went on to be regarded as the father of the mixing console with his ideas and first**

**interpretations of user requirements seen in all consoles today. A champion of audio quality, his work has remained a bastion of analogue excellence in the face of increasing digitisation. One of the few individuals who imparts instant integrity with the inclusion of his input into a project. His designs and circuitry have been seen at Neve, Focusrite, Amek and Summit Audio.**

was utterly useless for large-scale shows and started on serious research to create effective loud-speaker systems.

**Joe Bull, Studio Audio & Video**

- 1 Blumlein or Michael Gerzon have probably contributed more to the audio world than any others in the last century. Michael was certainly a personality by anyone's standards.
- 2 Sir George Martin. He contributed so much to the musical revolution in the sixties (though serendipity played a great part in GM being at the right place with the right people at the right time). I fear that without his ability to

so many millions of viewers and listeners must stand as a peak in the last century's achievements.

- 6 Difficult one. In the last 30 years I would probably cite *Star Wars* as heralding a new genre of film—cramped with special effects in both visual and audio domain.
- 7 Contradiction in terms, surely. For me personally, the commercial that has stuck with me for longest is probably the sixties 'FOOL cleans a big, big carpet for less than half-a-crown!'. But I'd hardly say it was significant—just memorable. I remember being very impressed by the Benson & Hedges cinema ads during the late seventies (crocodiles in swimming pools) >

The 100th Anniversary Questions: **The most significant... 1 Audio Personality. 2 Audio Practitioner. 3 Pro-audio Product. 4 Recording. 5 Broadcast. 6 Film. 7 Commercial. 8 Defining Moment of the 20th Century. 9 Audio Icon of the 20th Century.**