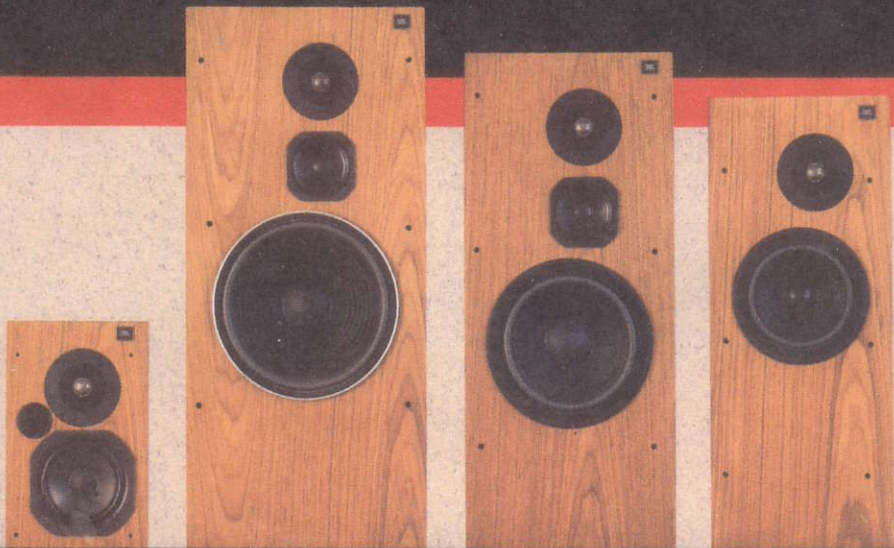


L • SERIES





More than 2,400 individual loudspeaker components made up the 400,000 Watt JBL sound system built to power the three-day "US Festival" in Southern California.

JBL...The Professional's Choice

JBL's technical expertise and sonic accuracy makes JBL loudspeakers the choice of audio professionals around the world.

Recording engineers depend on their studio monitor loudspeakers for accurate sound reproduction. Motion picture sound advancements require even more rugged, wide range theater speakers. Concert halls need superior sound reinforcement systems for proper amplification. Rock concerts must have sound systems that can maintain fidelity at enormous volume levels for hours on end.

In all of these applications, JBL loudspeaker systems are the choice of the professionals. They're the choice of major recording companies including Warner Brothers, Capitol and EMI in addition to nearly seventy percent of the recording studios worldwide. They're the choice of renowned concert halls such as Lincoln Center's Avery Fisher Hall in New York; The Kennedy Center in Washington, D.C.; and the Mormon Tabernacle, Salt Lake City. They're the choice of state-of-the-art motion picture theaters throughout the country. They're the choice of superstar rock artists while touring. And they're the choice of such major rock events as Cal Jam II, where JBL loudspeakers



JBL loudspeaker systems are featured in over 70% of the recording studios worldwide, and relied on for sonic accuracy.

supplied the sound for over 300,000 listeners, and Live Aid in America, which gathered the largest rock audience in history.

Every speaker in the "L" series—L100T, L80T, L60T and L20T—has a direct twin in the JBL studio monitor line. For the first time the intended original dynamic range, extended frequency response and recreation of the full sound stage is available for home use. For the first time ever, the same speakers that producers and engineers use to mix their recordings sets the stage in the home environment. JBL...Bringing professional sound all the way home.



JBL studio monitors are the speakers that most producers and engineers depend upon to mix their recordings.

General History... JBL, The Company

The JBL philosophy goes back to 1929, when James B. Lansing began building small loudspeakers for radios and phonographs. A new challenge soon interested him: Loudspeakers for movie theaters. "Talkies" had come of age and there was a need for loudspeakers that could fill the large movie houses with high quality sound. Lansing perfected techniques for milling flat wire and winding it on edge for superior voice coils. He also made vital contributions to compression driver technology, and many of his designs were forerunners of today's production models.

But even more important than any single advancement in technology, James B. Lansing established an approach that