

Panasonic to relaunch Technics brand

Panasonic Corporation announced that it will launch a range of audio products under the Technics brand name again, reviving its brand long synonymous with high-quality hi-fi sound to deliver rich, engaging sound.



Technics, renowned for its high-quality sound systems is reviving the brand but it's not yet clear what products they are likely to release for music in a digital age. Image: [Audioscope](#)

New Technics-branded hi-fi audio systems will be released first in the European market in December and later in other parts of the world.

The Technics brand was used for Panasonic's hi-fi audio systems that were marketed around the world from 1965 to 2010. The brand name was coined from the word "technology" that faithfully reproduces original sounds, and symbolised Panasonic's commitment to the creation of high-quality audio.

The Technics brand debuted in 1965 with the launch of the Technics 1, a closed-type two-way two-unit speaker system. In 1970, Panasonic, then known as Matsushita Electric Industrial, released the Technics SP-10, the world's first direct-drive(DD) turntable, and followed that with a wide array of high-quality audio products, including control amplifiers, power amplifiers and CD players, which enjoyed strong support among audio aficionados around the globe.

As the company was renamed Panasonic in 2008, audio products were united under the Panasonic brand. The Quartz Synthesizer DD PlayerSL-1200MK6, released in 2008, was the last audio product under the Technics brand and its production ceased in 2010.

Meanwhile, Panasonic's sound technicians continued their pursuit of the ultimate sound reproduction with passion and commitment, developing new technologies along the way.

In particular, Panasonic focused on the research and development of new digital audio technology, using highly-advanced, cutting-edge digital signal processing technology.

Nowadays, audio fans are demanding equipment that delivers more realistic, high-quality sound, as music has become part of their lifestyles, with the way they enjoy music becoming more diversified while still demanding high-resolution audio quality that surpasses that of a CD.

Source: AFP via I-Net Bridge

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