

## History and Philosophy

### OUTLINE HISTORY AND PHILOSOPHY – An Introduction To Our Company

Italian individuals and companies have led the world in certain disciplines for centuries. In auto and industrial design, in cuisine and wine, in fashion, in culture, in architecture, in art, in science course in music, 'Italian Passion' continues to inspire the heart and delight the senses.



1966 – Gli Araldi with Guido Noselli (1st on the right)

### Where We Come From

Since 1973 Outline have been applying that Italian passion and design flair to the science of des loudspeaker systems and associated technologies. The roots of our company lie with our founder Noselli, who as a young musician was dissatisfied with the audio quality being delivered audiences. His ambition for sonic improvement coincided with the emergence of the disco scene mid-70s and the subsequent demand for powerful, full-range loudspeaker systems for the Italian clubs' of the day. Outline was born.



*Series of Outline hi-end electronics (1975-1978)*

*Vintage Outline products from the 1970s*

In 1976 Guido recruited a pivotal figure in the development of the company, Giorgio Biffi (now our who joined as International Sales Director. Giorgio's commercial skills and abiding passion for audio, combined with Guido's design and engineering brilliance, enabled our company to flourish at home and overseas.

The 1970s also witnessed the start of the modern professional sound reinforcement business, as music festivals grew in popularity alongside the development of what we now know as the international concert touring circuit. As the need to deliver quality audio to ever-increasing numbers of people Outline refined and developed many of the design concepts from their club-oriented product sophisticated, portable loudspeaker systems capable of delivering the power and audio quality needed for major events.

Along the way, Outline has pioneered a number of products and technologies that enhance our products as well as those of our contemporaries. A good example is the 'ET System', a computer-controlled turntable which greatly simplifies the measurement of the polar dispersion characteristics of loudspeakers. Designed originally for in-house use only, this remarkable device (upgraded to **ET-250-3D** in 2008) has since been purchased by many of the world's best-known loudspeaker manufacturers as well as various universities, institutes and multinational companies working in the field of acoustics.

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*Andrea Bocelli US Tour 2013 – powered by Outline GTO*

Similarly, Outline engineers developed and refined the **Unimetal®** concept for compression diaphragms. This process, unique to Outline, produces diaphragms which are extremely thin and yet retain the necessary structural rigidity by incorporating the voice coil and suspension into a component. They dissipate heat very quickly and are also extraordinarily efficient at converting electrical energy into acoustic output, resulting in a noticeably more natural and dynamic reproduction.

Guido Noselli sadly passed away in 2006. His spirit and his enthusiasm for audio continues the company he founded four decades ago, and is encapsulated in his personal motto:

**'We listen to our customers so that we can create the true audience experience'.**

Outline's dedication to listening, to research, to innovation and to the never-ending quest for perfection in professional audio technology is his legacy.



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*Guido Noselli, OUTLINE founder. 1946 – 2006*

### **Where We Are Now**

Our headquarters in **Brescia**, near Milan in northern Italy, houses all the principal activities of the company. Our manufacturing facility includes a large woodworking shop equipped with the latest machinery, as well as a modern metal fabrication centre and our own anechoic chamber. Our electrical and software development facilities are all in-house, alongside our administration, sales, marketing and support departments.



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*Outline Mini-COM.P.A.S.S. at the  
Brookes-Atkinson Theater  
(Manhattan, New York)*

While many of our contemporaries have moved some or all of their manufacturing offshore, all our products are still 100% manufactured here in Italy by our own staff. The majority of our subcontractors and suppliers are also located within our local region, and this approach gives us total control over the manner in which our designs are converted into physical products. This, combined with the fa

100% of our quality-control and inspection work is done manually, allows us to deliver products with extraordinary consistency and quality.

Our dedicated R&D team includes professors and graduates in both acoustics and physics. Their theoretical expertise is balanced by the Decades of hands-on experience of their colleagues, resulting in designs that combine valid acoustical theory with real-world practicality.



*Take a look at some of the projects, people and places that rely on Outline's Experiential Engineering around the world. [Download Brochure \(pdf 16 MB\)](#)*

The ownership of the company rests wholly with Giorgio Biffi and Guido Noselli's two sons, Michele and Stefano, who are Directors of Communication and Production respectively. Our clients enjoy a high degree of accessibility to the people who have executive responsibility for the company and its direction and this deliberate removal of barriers between our most senior people and our clients is a key factor in our continued success.

Outline products are sold via an international network of over 65 distributors, and our client base numbers many production companies and venues of all kinds all over the world. Our international representatives are fully empowered not only to represent us and our products, but to facilitate critical feedback paths that keep us tightly connected to the changing dynamics of our various markets.

### **Where We Are Going**

As we approach our fortieth birthday, our determination to realise Guido Noselli's dream is stronger than ever. We remain absolutely committed to researching and designing professional tools that enable creative people to deliver their art to audiences of every size in any location.

Our new **GTO** and **GTO C-12** line-source systems (Grand Touring Outline) are a great example of our restless pursuit of perfection – an integrated suite of complementary products and accessories provide a complete audio 'toolbox' to the busy production company. Similarly, our **iMode Control** provides unparalleled real-time access to system control using iOS and Mac OS X devices or a simple and familiar PC web browser – a first in professional audio.

***Outline – designed and manufactured without compromise and created with Italian passion for people who care as much as we do.***

Outline s.r.l. – Via Leonardo da Vinci, 56 – 25020 Flero (Brescia) Italy – Tel.: 0039-030-35.81.34  
C. Sociale Euro 100.000,00 I.V. – C.F. e P.IVA 02902720982 – Reg. imprese Brescia  
Codice meccanografico BS 094018 – n° iscrizione RAEE IT0802000000  
Web Site: [www.outline.it](http://www.outline.it) – E-Mail: [info@outline.it](mailto:info@outline.it)

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