

OUR HISTORY

SINCE 1927.

1927 / MOTION PICTURE SOUND IS INTRODUCED WITH THE RELEASE OF THE FIRST “TALKIE,” THE JAZZ SINGER. ENGINEERS AT WESTERN ELECTRIC, WHO WOULD LATER GO ON TO FORM ALTEC

LANSING, DEVELOPED THE TECHNOLOGY

1936 / A GROUP OF WESTERN ELECTRIC SOUND ENGINEERS START THE “ALL TECHNICAL PRODUCTS COMPANY.” THE NAME IS LATER CHANGED TO ALTEC SERVICE CORPORATION IN DECEMBER 1937.

1941 / ALTEC SERVICE CORPORATION BUYS LANSING MANUFACTURING COMPANY, HEADED BY JAMES B. LANSING, AND FORMS THE ALTEC LANSING CORPORATION ON MAY 1, 1941.

1943 / ALTEC LANSING DEVELOPS AND PRODUCES THE FIRST DUPLEX SPEAKERPHONE, A VERSION IS STILL THE WORLD STANDARD COAXIAL SPEAKERS.

1945 / ALTEC LANSING INTRODUCES PROFESSIONAL SPEAKERS THAT MAKE A MAJOR CONTRIBUTION TO THE QUALITY AND FIDELITY OF AUDIO AND BECOME THE “VOICE OF THE THEATRE”.

1948 / ALTEC LANSING DEVELOPS THE FIRST HIGH-FIDELITY AUDIO SYSTEM FOR THE GENERAL PUBLIC.

1949 / ALTEC LANSING LAUNCHES ITS FIRST MICROPHONES THE LEGENDARY 639: THE “BIRD CAGE”.

1952 / ALTEC LANSING LAUNCHES ITS FIRST CONSOLE “BROADCAST” (MODEL 250) TO BECOME A

GLOBAL STANDARD AND IS USED IN MOST FAMOUS U.S. RADIO STATIONS.

1958 / ALTEC LANSING CONTINUES TO EXPAND AND MOVES TO ANAHEIM, CALIFORNIA.

1963 / ALTEC LANSING ACQUIRES A SPECIALISED RADIO TRANSMITTERS COMPANY AND CONTINUES TO EXPAND WITH A NUMBER OF ITS ACQUISITIONS INCLUDING UNIVERSITY SOUND, PEERLESS ELECTRICAL, STANDARD AND CINEMA SYSTEMS ENGINEERING.

1968 / ALTEC LANSING LAUNCHES A LINE OF AUDIO PRODUCTS DEDICATED TO PROFESSIONAL MUSICIANS.

1973 / ALTEC LANSING OPENS ITS FIRST BRANCH IN EUROPE (ENGLAND) AND BILLBOARD MAGAZINE ANNOUNCED THAT THERE ARE MORE ALTEC LANSING PRODUCT IN STUDIOS ALL OVER THE WORLD THAN ALL OTHER BRANDS COMBINED.

1984 / ALTEC LANSING IS THE OFFICIAL SPEAKER SYSTEM PROVIDE FOR THE 1984 WINTER OLYMPICS IN SARAJEVO.



1990 / ALTEC LANSING CREATES THE COMPUTER SPEAKER MARKET.

1992 / ALTEC LANSING WORKS WITH IBM TO DESIGN AND MANUFACTURE SPEAKERS FOR THEIR COMPUTERS. MANY MAJOR PC MANUFACTURERS FOLLOW SUIT LATER: DELL, HEWLETT-PACKARD, ASUS, & MORE.

1995 / LAUNCHES THE FIRST SURROUND SYSTEM FOR COMPUTER (ACS 500) INCORPORATING THE DOLBY PRO LOGIC TECHNOLOGY FOLLOWED BY THE FIRST THX CERTIFIED SYSTEM. (ADA 890)

2003 / ALTEC LANSING WORKS CLOSELY WITH APPLE TO CREATE THE FIRST DOCKING AUDIO SPEAKER FOR IPOD WITH THE LAUNCH OF THE IM1.

2004 / ALTEC LANSING LAUNCHES FIRST SURROUND SYSTEM WITHOUT REAR SPEAKERS WITH THE GT5051.

2005 / LAUNCHES THE FIRST SPEAKERS USING FULL USB TECHNOLOGY:XT1.

2008 / ALTEC LANSING WORKS CLOSELY WITH APPLE TO LAUNCH THE WORLD'S FIRST IPHONE DOCKING SPEAKER, THE T612.

2013 / ALTEC LANSING LAUNCHES ITS FIRST PORTABLE WIRELESS BLUETOOTH SPEAKER, "THE JACKET" EXCLUSIVELY WITH VERIZON STORES NATIONWIDE JUST IN TIME FOR FATHERS DAY.

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