



# Revolution in Digital Music production First in history



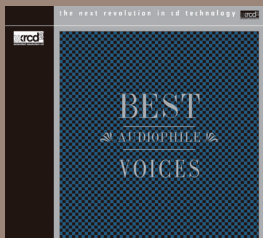
480-674-1  
Mozart, Violin Concertos  
Anne-Sophie Mutter



XRCD24-NT011  
Best Collection  
Jheena Lodwick



XRCD24-NT013  
SO NICE DUKE  
Duke Jordan Trio



XRCDPR27901  
Best Audiophile Voices Vol.1  
Collection of famous artists



HIQXRCD35  
Mahler, Symphony No.1  
CSO by Carlo Maria Giulini

## XRCD is revolutionary!

In challenging to untapped potential of conventional CD soft, a few engineers at JVC have painstakingly gone through every step of the mastering and manufacturing process with the goal of retaining the highest sonic purity of the original music source. This was accomplished not only by just measuring the results, but also by extensive listening tests to cable connections, AC power regulation, word clock distribution, mastering format, delivery system and compact disc materials, all being optimized to high extent levels..

The final result is a revolution in digital music production stored on XRCD. An extended resolution compact disc that offers eye-popping clarity, definition, more accurate imaging, and exquisite and by far better sound quality than all current available digital formats.

XRCD, this glorious achievement, has astonished experts throughout the world and was declared as a revolution in digital music production.

Regrettably, although XRCD was first introduced in 1996, it has not gained the recognition it deserves.

## How was XRCD achieved?

The XRCD process starts at the mastering level. The analog signal is taken directly from the mastering console (Console exclusively designed for XRCD mastering) and digitized using 20Bit or 24Bit K2 super coding. The K2 is a 20Bit, 128 times oversampling providing a dynamic range of 108dB, -96bB THD, flat frequency response in the pass-band to within  $\pm 0.05\text{dB}$ , and the K2 24Bit, 128 time oversampling providing 1270dB, 108dB THD, flat frequency in the pass-band to within  $\pm 0.02\text{dB}$  substantial reduction of harmonic distortion for low level signals. The K2 super coding also provides a Bit down mode to convert 20Bit or 24Bit to 16Bit, and interface signal reshaping to eliminate time base jitter in the digital data stream. In general, the components used for the mastering provides lots of features for the convenience. However, components used for XRCD mastering were tested and removed unnecessary features and customized components to produce the highest sound quality possible to include to selection of purity wire, size of length and correction of wire direction. A variety of CD soft materials, including 24K gold-plated and pure copper discs were tested, and ultimately aluminum was selected upon after extensive listening tests.

The final result of this ceaseless testing effort contributed significantly in the creation of superior sound CD quality. That's XRCD!

## Ceaseless effort and extensive skill

Many audio connoisseurs around the world often say that the sound quality of the analog records made in the 1960's and 70's are exceptionally good. Why so?

The secret is that engineers involved in mastering and cutting in those days did not depend solely on the equipment alone. Instead, those engineers dedicated themselves in their crafts, making an unimaginable amount of effort in sharpening their skills, music aesthetic senses and gaining rich experiences themselves. They tirelessly brushed their skills in the severe competitions among engineers as well. All those immeasurable effort culminated in the creation of unparalleled music software with exceptional high sound quality.

## Differing approaches to mastering

In recent years, as advancement of IT progresses the method of mastering is greatly changing. Now it is possible for engineers to create music soft through the use of commercially available software without making much effort. Then, the trend of the quality criteria for music source is opt to number of bits alone, higher bit is better sound to be judged, contrary to the fact. The XRCD mastering team at Master Music includes Tohru Kotetsu who as cutting engineer created huge number of classic LP's and is now mastering engineer at JVC, Shizuo Nomiya of N.T. Sound Works who was a master of Analog records cutting in 1970s, and he was a chief of mastering center of JVC and he is one of the creators of XRCD, Kazuo Kiuchi is a designer of Harmonix Resonance control devices and tuning master. The expertise and rich experience of these three specialists are applying to create XRCD in unparallel sound quality.