

The Orchestron is the brain child of Dave Van Koevering. Mr. Van Koevering pioneered the development of the market for solo-line synthesizers used in many contemporary groups. As a distributor of synthesizers and later as Vice President of Moog Music Inc. he helped bring synthesizer technology to the performing musician.

Technical Research Institute Inc. is committed to the development of a keyboard musical instrument that produces the sound of all acoustic & electronic musical instruments. It uses **Laser-optic memory** discs, does not have tapes to wear & many heads to adjust. It is not a souped up combo organ with simulated pre-sets, rather it produces its sounds by

Your Instrument of the Future

Modulated Light. It has **Full Polyphonic** capability, every note will play. Laser-optic technology allows the keyboard musician to

produce the actual sounds of human vocals, string sections, horns, pipe organs, synthesizers, or any sound that can be recorded. Every Orchestron is packaged in the worlds most rugged keyboard case by **Viking Keyboard Systems.** You can have your own keyboards custom packaged in a single custom system.

Call now for more information 813-522-2118.

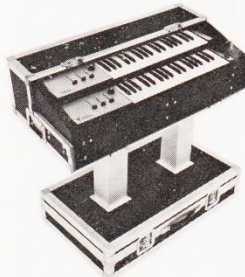
It is our desire to serve you.

From under \$2,500.00.

There's none other like it.



ORCHESTRON MODEL X PHASE FOUR



ORCHESTRON MODEL DOUBLE "D"



ORCHESTRON MODEL "D"

Orchestron

A PRODUCT OF TECHNICAL RESEARCH INSTITUTE INC.

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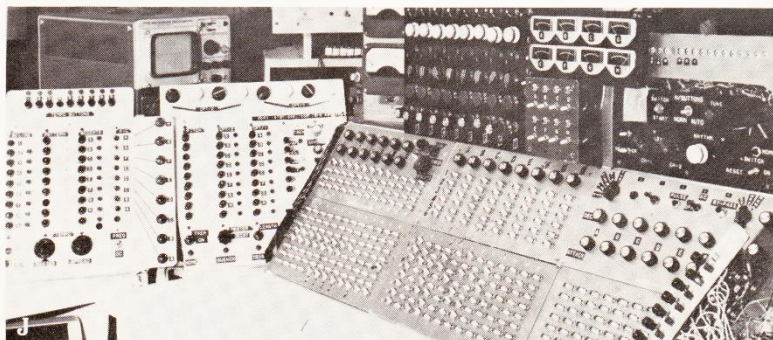
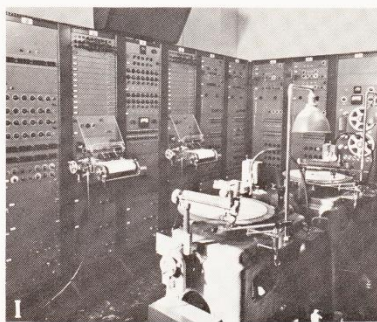
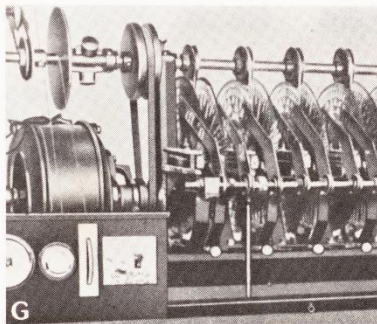
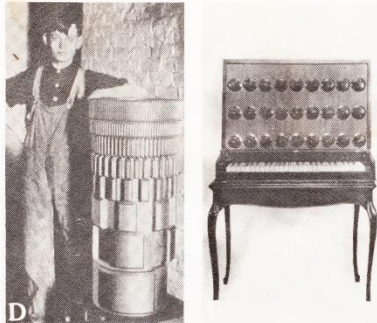
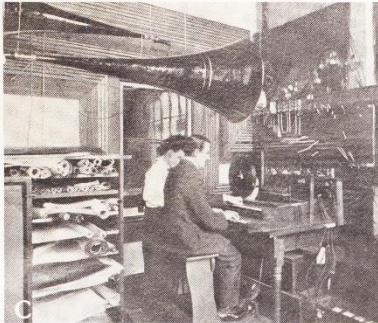
The drama of great new beginnings surrounds the entrance of the laser optical Orchestron into the music world. But, as always in drama, and as always in great new beginnings, the wonder of the event does not originate entirely in the present moment.

The nature of things imposes a special imperative -- the present must be understood in the light of the past. The Orchestron cannot be assessed apart from its heritage and apart from the tradition from which it springs.

Which is to say, the Orchestron is the product of Technical Research Institute, an organization led by a unique musicologist and Marketing Master Dave Van Koevering.

Even as world famous Musicians admire and absorb the advanced Laser features creating the rich full sounds of real acoustical musical instruments played from the Orchestron Keyboard their expectations will continue the natural pairing of instruments and people. This is the Orchestron by Van Koevering. Dave Van Koevering led the performance world of Musicians into the Synthesizer world of Moog as Distributor and Vice President of Marketing for Moog Synthesizers. He was one of the Founders of the Electronic Arts Foundation. A non-profit organization dedicated to preserving and collecting the prototype and artifacts of the development of Electronic Keyboard Musical Instruments and electricity as applied to the arts.

Orchestron Researchers inspired and directed by Van Koevering have studied and



A HELLERTION 1928 B OSCAR SALA AND MIXTURTRAUTONIUM 1932 C KEYBOARD CONSOLE TELHARMONIUM 1906
D TELHARMONIUM RNEOTOME CYLINDER C 1930 E EMERICK SPIELMAN AND SUPERPIANO 1934
G SUPERPIANO SHOWING DISKS H HAMMOND NOVACHORD 1940 I RCA SYNTHESIZER J RAMOND SCOTT'S ELECTRONIUM 1970

Photos courtesy of and solely for purpose to promote the Electronic Arts Foundation, a non profit corporation. No product endorsement implied.

Search for keyboard excellence...

documented musical needs of Musicians throughout the world. Keyboard Instruments from the pages of history have been restored and carefully analyzed.

Musicians now come to Orchestron prepared to attach to this instrument all they have desired and everything they have felt had been left wanted by the past.

Orchestron has given to some Musicians special

custom built Keyboard instruments that give these artists not only special deep and abiding appreciation of excellence, but rich Orchestral sound and tasteful organization of controls that express by oral modulation and touch sensitive Keyboards, music never before possible before Orchestron.

The actual sound of human vocals, Pipe Organs, Strings and brass allow keyboard artists to Orchestrate, synthesize and compose from a single keyboard with emotional and artistic impact. Opinion Research clearly

identified a powerful under current of feeling among Keyboard Musicians that a Manufacturer could and should reply to the longstanding challenge that Keyboard presets be exact sounding to actual acoustical instruments and that Synthesizers need be Polyphonic. The temper of the time said the challenge should be met. True Orchestral sound was not only to be desired but realized, live, polyphonic, without tapes and

simple to operate.

Dave Van Koevering has always had a special respect and affection for the musical creations of inventors' hands. His personal collection of over 200 Musical Instruments dating from Musical Stones to Proto-Type Synthesizers is but an example. Pioneers of Keyboard Instruments have often stood and faced the challenge of the unknown, its an American phenomenon. He reached deep into this tradition of musical heritage, and deep into the resources of engineering proficiency. Much

would be expected of this new instrument

and concept. But nobody understands better than the leader all that is implied in the phrase "grace under pressure."

Many obstacles would have to be overcome. Defining the functions of the instrument, developing the

Laser-Optic technology, raising the funds, over \$600,000.00 was invested. Finding the Engineers, organizing the factory, training the people, solving the problems, purchasing, quality control, marketing, patents, legal work, last but not least being ever responsive to the Musicians' needs. This new instrument would be nothing less than one of the finest production keyboard instruments ever built. And so the Orchestron by Technical Research Institute



Custom Built Orchestron with remote disc readers

Inc. impressive in sound, timeless in musical application, advanced in technology. A frank bold answer to the open challenge of long standing need. Any sound

that can be recorded, now possible from a polyphonic keyboard, including human vocals.

The vision of what this instrument must be placed heavy demands on the maker's skill, but the craft of the maker met all demands and questions soberly and brought the dream to reality. Musicians marvel in delighted discovery of expectations fulfilled. Several hundred Orchestrons are in the hands of artists throughout the world. A network of dealers and service centers provide back-up to this carefully organized project.

The technology of the Orchestron is beautifully simple. Actual instruments, Violins, Cellos, Pipe Organs, are recorded in a studio. A memory disc is placed in the Orchestron, a light shines through the disc. The light is read electronically by a Laser made detector head. Notes are heard by pressing keys on the keyboard. The sound is produced by modulated light.

The precision of this system is truly amazing, simple yet exact. All parts are modular and constructed of the most rugged material available. Every series "D" Orchestron is built into a Viking Case providing the most rugged protection possible. The split second precision of the Orchestron system befits the overall finely engineered keyboard product that is truly your instrument of the future...

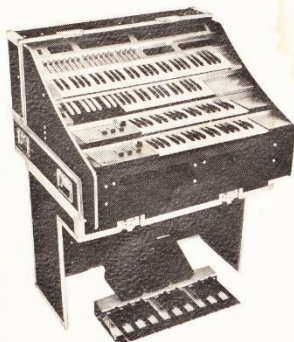


Custom Built Oral Modulated Orchestron

...Orchestron.

DEMONSTRATION CASSETTE TAPE . . . A 20 minute explanation and demonstration using the works of super stars and other musicians places the musical application of the Laser Optical Orchestron in perspective. This tape allows evaluation of both live performance and studio multi-tracking uses of Orchestral and Human Vocal Sound played from a Polyphonic Keyboard.

Retail Price \$5.00



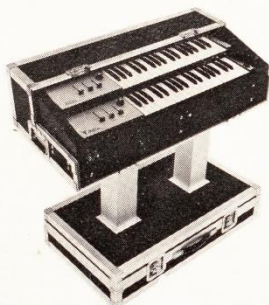
ORCHESTRON MODEL X PHASE FOUR . . .

Synthesized Piano, Clavichord, Hammond sounds with Drawbars, preset tabs, Synthesized Solo Voices, Variable Percussion Contour mixing features and Keybass along with Laser Optical Memory Discs, for Violins, Cellos, Brass, Pipe Organ, even human vocals are fundamental to today's keyboard artist. These vital basics are now in one compact unit. The 61 note upper Keyboard can be Piano or Organ or both with 78 controls of which 23 are drawbars or Sliders, the Artist has control of Polyphonic Sounds never before possible. Stereo output allow, Piano from speaker and Organ from another from the same note. The lower two Manuals are a Model Double "D" Orchestron.

Width 39" Height 21" Depth 35" Weight 225 lbs.

The Keyboard cover doubles as a Floorstand.

Retail Price \$6,200.00



ORCHESTRON MODEL DOUBLE "D" . . .

This Model has double the features of the Model "D". It allows the Artist to Orchestrate any four Memory Discs at one time. The double Manual Keyboard with Stereo balanced line out-put provides for the first time effects and control of acoustical sounds only possible with this unique Laser-Optic technology. Includes 2 Expression Pedals, 2 Violin, 2 Cellos, 2 Pipe Organs, 2 Flutes, Memory Discs.

Width 33" Height 7" Depth 27" Weight 115 lbs.

Retail Price \$4,495.00



ORCHESTRON MODEL "D" . . .

The Orchestron operates on the principle of modulated light. A variable area sound track is cut by Laser on a thin film Disc.

As the Disc rotates, light is modulated by the Laser cut sound track. This modulated light is converted to varying electrical impulses by a detector head containing photo cells. Unlike the Mellotron, the sound can be sustained as long as desired, and there is no wear to the sound track. The entire Keyboard is Polyphonic, includes one Expression Pedal, One Violin, One Cello, One Pipe Organ, One Flute, Memory Disc.

Width 33" Height 7" Depth 27" Weight 100 lbs.

Retail Price \$2,495.00



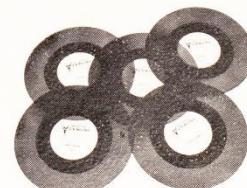
VIKING FLOOR STAND AND ACCESSORY CASE . . . A rugged stand for use with Orchestrans, Synthesizers, Electronic Pianos, sound Mixers, Lighting Controllers, Tape Recorders or any portable instrument that needs a floor stand. The stand doubles as a case for cords, pedals or accessory equipment.

Retail Price \$295.00



VIKING CASE . . . Considered the most rugged case in the world by traveling performers. This case is foam lined, uses extra rugged recessed locks and handles, has double edged aluminum extruded corners. Is available for any Keyboard product. Case for Model "D" or "Double D".

Retail Price \$250.00



OPTIONAL MEMORY DISCS

. . . Human Vocal Choir - male voices on lower notes, female voices on higher, Hammond B-3, Saxophone are available upon request. All Memory Discs have a five year replacement warranty for \$10.00 exchange. New Memory Discs of Brass, Piano, Guitar, and other sounds will soon be available, one new Disc each month.

Retail Price \$110.00

For more information contact **ORCHESTRON** sales, 3092 47th Ave. North, St. Petersburg, Fla. 33733

Phone 813-522-2118 Telex TWX 813 863 0378 (HESECO)

Prices subject to change without notice