

The Tandberg Story

*V*ebjorn Tandberg founded Tandbergs Radiotabrikk in 1933, determined to satisfy peoples demand for better radio reception. Quite a challenge, as Norway's high mountains and deep fjords place extreme demands on the equipment's reception capabilities.

He was born in a small fishing village in northern Norway in 1904. After successfully confusing the Norwegian Coast Guard with the Morse transmitter he designed at the age of 13, Vebjorn Tandberg developed a great passion for radios, and decided to become an engineer.

His first product was a portable radio with an extraordinary sound quality. Sonic qualities were already then, and still are, of the utmost importance to the company. Vebjorn Tandbergs' designs were often highly unconventional, but proved to be superior. Instead of protecting his inventions by patents, he strongly believed there always was room for further improvements. Vebjorn Tandberg set his mind on continual new development.

*T*he first "Huldra" radio was launched in 1934. This legendary radio was continually improved until the late 1970's. The name comes from Norwegian folklore. The Huldra is said to be an irresistible woman, living inside the mountains. She would appear before lonely hikers; singing, dancing and dazzling men with her beauty. If they did not

cover their ears and close their eyes in time, they would be spellbound by her and trapped in the mountains forever. The Huldra reflects human striving for perfection and reaching for the unattainable.

After the Second World War, the "Huldra" and the equally successful "Solvsuper", were to be found in a substantial number of Scandinavian households - many of them are still in daily use.

The first model reel-to-reel tape recorder was completed already in 1952 and exports started the year after. The high standard of the products formed the basis for exports. In the late 1950's, Tandberg became recognized world-wide for their reel-to-reel tape recorders and radio receivers, later also for their cassette decks and the high-end 3000 Series.

The production of the 3000 Series started in the late 1970's. A number of the products have achieved legendary status. The products in the line have, of course, been upgraded over the years, but they have maintained their market position. The 3001 FM tuner was first launched in 1979 and is today regarded as one of the best tuners ever. Having been on the market a full 15 years, the 3000 Series has the longest life span of any product range in the business. A 3000 product in 1994 blends in perfectly with a product from 1979.

Most manufacturers tend to change their designs quite frequently. Usually this is perceived as a market necessity in order to generate new interest, rather than a genuine desire to provide a better product. The Tandberg tradition is engineering products for the future, but leaving the possibility to incorporate changes and upgrades without altering the design. The customer then has the advantage of being able to complete and upgrade the system over time, enhancing the joy of owning the system.

The 4000 Series is designed to incorporate possible future improvements, such as interactive remote control and optical communication between the units. And, the Troll integrated amplifier sets the standard for size and performance functionality.