



1968, a record year

Bob Beamon flies, Gianni Toschi takes off.

At the Olympic Games in Mexico City Robert "Bob" Beamon won yesterday the gold medal in the long-jump with an astonishing leap of 8,90 metres. The US athlete not only broke, but literally shattered the standing long-jump record: in fact the bounce by which Beamon defeated his adversaries had surpassed the previous upper limit by a good 55 cm. After the contest,



the out-going champion, the English athlete Lynn Davies, addressed Beamon, "You have destroyed this speciality". No one had expected it, no one had ever thought any man capable of achieving so much.



In these very days Gianni Toschi - second from left in the picture above - is a young guitarist with a passion for sound reinforcement systems who has founded Sound Corporation, making his own leap into the world of professional audio.

"From the making of guitar amplifiers, built with kits that I had sent from London, I've passed to a craftsmanship production - first in the garage of my house and now in a real laboratory with 3 employees in Emilia, the cradle of pop music in Italy.



Sound Corporation is beginning to make a name for itself in the audio field, acquiring, as first clients, those engaged in the building of enormous venues, large enough to house hundreds of people. They are paving the way to a new mass phenomenon: night-time entertainment. An enormous financial investment is at stake and they don't want to run the risk of having poor quality music reproduction. They entrusted me with the technical issues: we must be sure to have a loud, well-defined and uniform sound delivery right to the centre of the dance-floor" announces Gianni Toschi.

In Italy, the arrival of economical prosperity in recent years lead to the creation of meeting and entertainment places - the discos - offering a new music style: "the dance music".

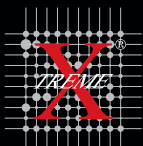


It will be the years to follow that will show whether this new social phenomenon will become part of the daily life of the people or only be a passing trend.

2008, the flight goes on...

At the threshold of the Peking Games, the **Sound Corporation** group today is an established reality having three corporate operative buildings with a total of more than 50 employees and an annual turnover of more than €11m.

As the Games slogan states - "One world, one dream" - anyone can likewise say that Gianni Toschi's dream has now become a reality.



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