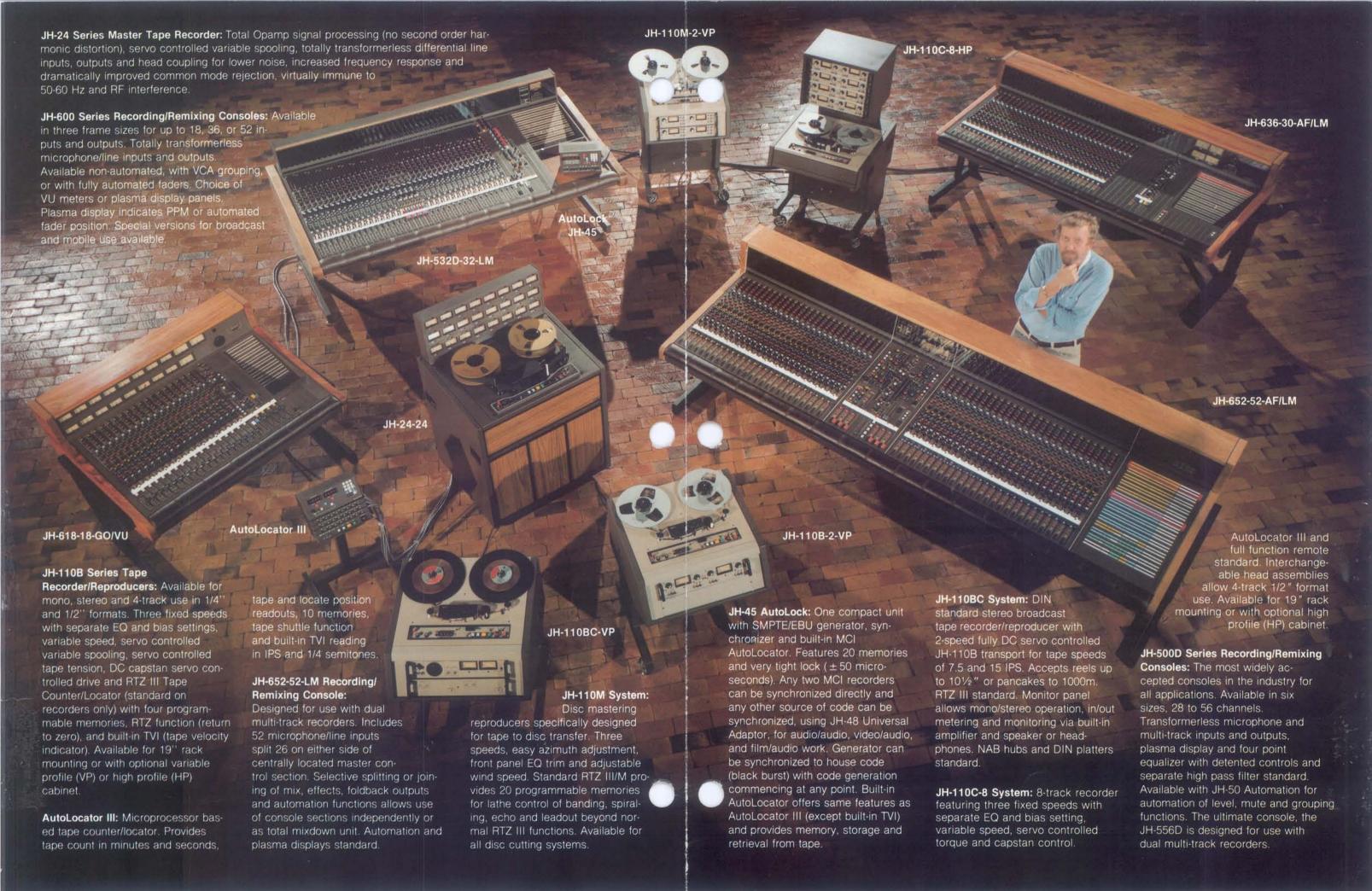
If you can find professional recording equipment that does more for less, buy it.

We want you to compare MCI against any other line of professional recording equipment on the market. Look at performance capabilities. Investigate overall quality, reliability and serviceability. Match them feature by feature, specification by specification, and you'll only find one major difference between MCI and the most expensive equipment you can buy. Price.

our share of major innovations within the industry. Along the way, it has also spurred us to develop the manufacturing expertise we need to give you the best possible products at the most competitive prices available.

For the past 25 years, we have applied one basic Very few manufacturers will ever principle to designing and building our entire line of invite you to compare both craftsprofessional recording equipment--there's always a manship and cost before you buy. better way to do it than the way it's been done At MCI, we urge you to do so. before. This philosophy has resulted in more than G. C. Harned, President



There's always a better way to do it than the way it's been done before.

Keeping up with the State of the Art is one thing. For more than 25 years, MCI has advanced it. Constant research, experimentation and communication with end users have helped MCI lead the way in development of single unit electronics for eight channel recording systems, tape transports with completely fail safe command entry, an automatic tape positioning and timing device (AutoLocator) with servo controlled approach, consoles with in-line monitoring, plasma display metering for multi-channel consoles, universally accepted automation of consoles, space age use of ceramic capstan motor shafts and a multitude of other ideas. At MCI, status quo just isn't good enough.





Before MCI President Jeep Harned began designing recording equipment, he spent some difficult years repairing machines already in existence. That's when he decided that sophisticated equipment should have built in "fixability". All MCI equipment is designed to provide easy access for alignment, maintenance and repair.



When MCI engineers realized it was impossible to find consistent quality in capstan motors, the company decided to build their own. They did it because MCI's strict quality standards can only be maintained when production is carefully controlled--and that includes in-house manufacturing of all major parts and components ranging from motors to cabinets to electronics. Self sufficiency. Because when MCI makes it, it's right.

MCI has carefully employed modern manufacturing techniques in areas where the term "handcrafted" can mean inefficiency, higher costs and greater possibility of human error. The result is even higher quality products at a lower cost to you.



Occasionally the interface between a console and recorder from different manufacturers can cause system problems. MCI's solution to this and similar problems is to build both. MCI is dedicated to serving this industry as a total systems manufacturer. From your vantage point that means professional mixing consoles, tape recorders/reproducers and accessory equipment with built-in compatibility and single source responsibility.



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