

Michael Jackson and Electrocompaniet.

How is it possible for some guys from a small Norwegian HiFi manufacturer to get their names on one of the best selling albums of all times?

Because it is a fact that Electrocompaniet AS gets a Special Thanks for their technical support on the album HIStory by Michael Jackson.

The background for this is Michael Jackson's long co-operation with the legendary composer and producer Quincy Jones and the recording engineer Bruce Swedien.

This co-operation goes all the way back to 1978 when Michael did his first film "The Wiz" with Diana Ross. Quincy Jones was arranging the film's musical score and Bruce Swedien was the recording engineer. This was the first project they did together and the next one was the album "Off the Wall" that really started Michael's solo career. After this Michael and Bruce Swedien worked together on albums like: Thriller, Bad, Dangerous, HIStory and Invincible.

Electrocompaniet was established in 1973 and in 1976 the company got an international breakthrough when the Audio Critic named The Two-Channel Audio Power Amplifier "the world best sounding amplifier". After this Electrocompaniet won lots of awards and amplifiers from a small company in Norway was sent to all corners of the world.

There were scarce resources to spend on advertising and marketing and many amplifiers were sold on recommendations from customers and by "Word of Mouth Marketing". It was important to get a good relationship with the professional music community and one way of getting this was to lend out amplifiers to musicians, producers and recording engineers. This way amplifiers from Electrocompaniet ended up with members of ABBA and a-ha.

Much by coincidence and personal relationships Bruce Swedien agreed to test some amplifiers from Electrocompaniet. And an a pair of amplifiers where brought by plane (overweight) to his Larrabee Studio on Lakershim Boulevard in Studio City in Los Angeles

Bruce Swedien got immediately captures by these amplifiers that he thought was the best this side of tube-amplifiers - in his own words "this amplifier changed my life" – After this he has insisted on using Electrocompaniet amplifications on all his recordings.

This was in 1991 and Bruce had then just finalized the production of Dangerous – which gave him a Grammy for ”Best Engineered Album”. On the next recording with Michael Jackson which was HIStory amplification from Electrocompaniet was used all the way through the production. This was a dramatic recording that started in Los Angeles, but after the earthquake in 1994 the recording was moved to HitFactory in New York City.

When making the cover for HIStory Bruce Swedien wanted to send a thanks to his Norwegian Friends – the big chiefs in the recording company was not in favour of this. By chance Michael was in the studio this day and he decided this by saying “it’s got to be that way”.

And this way Electrocompaniet AS, Per Abrahamsen, Nils B. Kvam and Trond Braaten got their names on one of the best selling albums in the world.

Tau July 8th 2009

For more information – please contact

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More on Electrocompaniet and Bruce Swedien on our website
http://www.electrocompaniet.no/products_cat_Prof.html

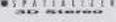
Additional Synthesizer Programming and Sound Design by Michael Boddicker, Chuck Wild, Scott Pittinsky, Bobby Brooks, Roberta Swedien and Darryl Ross.

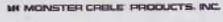
Special Thanks For Technical Support to:
TC Electronic of Denmark and Ed Simeone of Virtual Designs, Ltd.

Electrocompaniet AS : Per Abrahamsen, Trond Braaten and Nils B. Kvam.
Bruel and Kjaer Microphones.

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ASC (Acoustic Sciences Corporation), Arthur Noxon and Chris Klein.

Bruce Jackson and Apogee Electronics.

Spatializer. 

Recorded, Mixed and Mastered with Monster Cable. 



Bruce and Electrocompaniet

Early one morning, my good friend Trond Braaten called me from Fredrikstad, Norway and said that in a week he would be coming to the USA and he was going to hand carry on the plane, a very heavy Norwegian made power amplifier that was going to change my life! I thought to myself, “Yeah, sure.” Up to that point in time, all I knew about Norway could be summed up in four words! “Beautiful Boats, and SALMON!”

I learned something. Don’t ever underestimate the Norwegians!

That heavy box contained a power amplifier that did change my life! I stared at the lettering on the box, and thought. “Electrocompaniet, Holy Cow! What a name! Almost impossible to pronounce.”

We hooked up the amplifier to my speakers. Great sound! Trond was right, my studio life has not been the same since! Wonderfully musical sounding amplifiers! Those amplifiers go with me to every recording project.

Bruce Swedien