

## History

The modern day JVC was founded in **1927** as a manufacturer of records and phonographs and was originally called **The Victor Talking Machine Company of Japan** before eventually becoming **Victor Company of Japan Limited**, known as JVC. The company has been a long-time leader in hardware and software development within the audio-visual sector.

Throughout its history, JVC's technology has been instrumental in shaping the way society gathers and views information. Breakthroughs such as **45/45 stereo record systems, 4-channel stereo systems, 2-head VTRs** and, probably the most famous of all, the invention of the **VHS** (Video Home System) video format in 1976, have all radically impacted the world's communications and entertainment standards and have spawned new industries around the world.

JVC's commitment to "standard unification" of the **VHS format** allowed JVC to deliver customer-oriented products and ensured that JVC's VHS video equipment gained a strong reputation for reliability and durability. Most recently, JVC pioneered in the domain of high definition video the progressive **HDV format of 720p**, pointing to the world's target **HD format, the progressive 1080p**.

JVC's corporate nucleus is consumer electronics. However, the company also manufactures professional audio & video systems, key component devices and general software. Leadership in these categories is made possible by many years of engineering collaboration and marketing know-how. JVC's corporate growth is supported by the company's technology-oriented philosophy. In Europe JVC's professional products business which embraces security (CCTV & networks) and video programme content creation (Camcorders, video and data recorders, and displays) are managed by JVC Professional Europe Limited.

JVC is also renowned for its corporate commitment to cultural projects. **JVC's hallmark** sponsors a wide variety of events that have helped raise the visibility of the company and globally strengthen the JVC brand.

JVC takes pride in its history of innovation and in the resultant technologies which have contributed to the wide world of communications.