

Saidera Paradiso

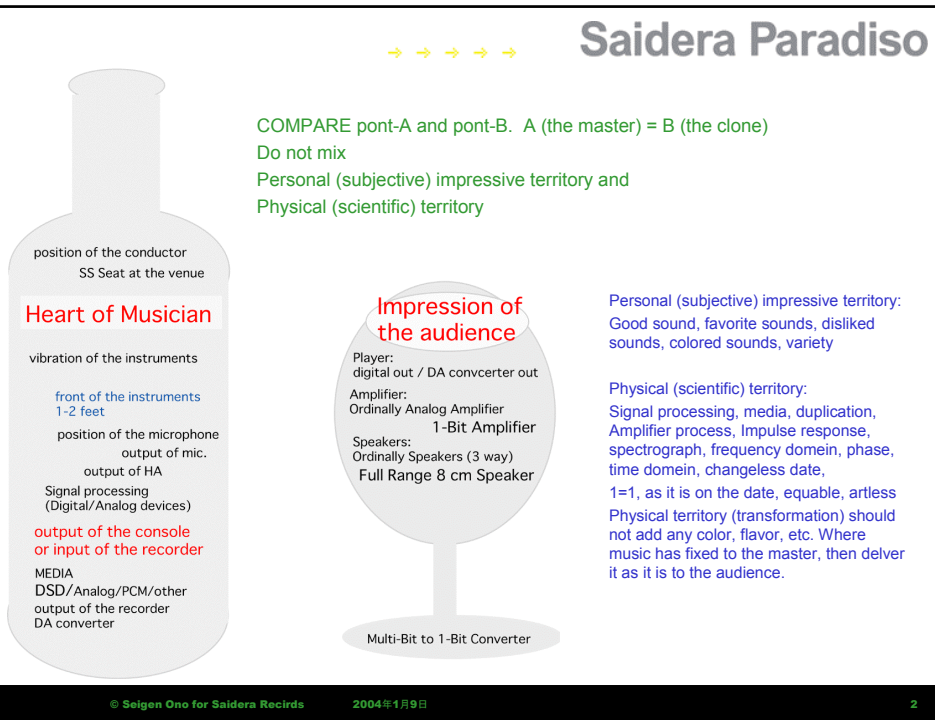


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2004年1月9日

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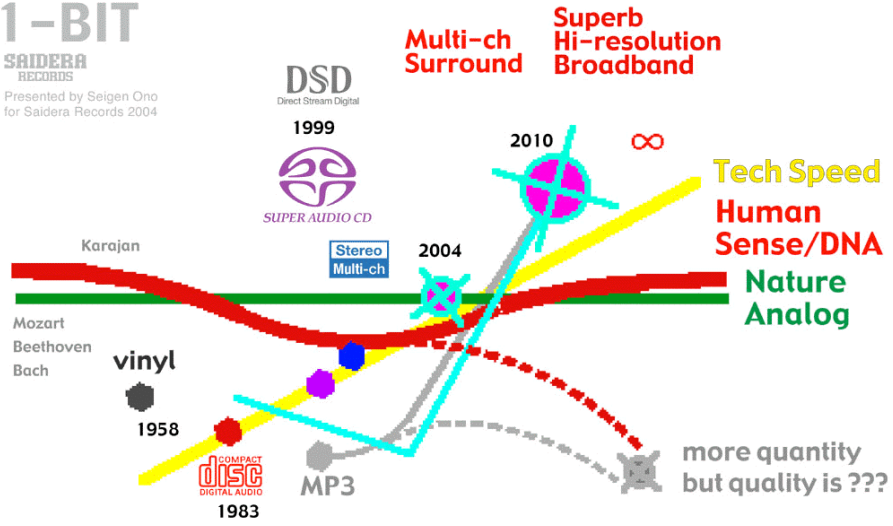
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1-BIT

SAIDERA RECORDS

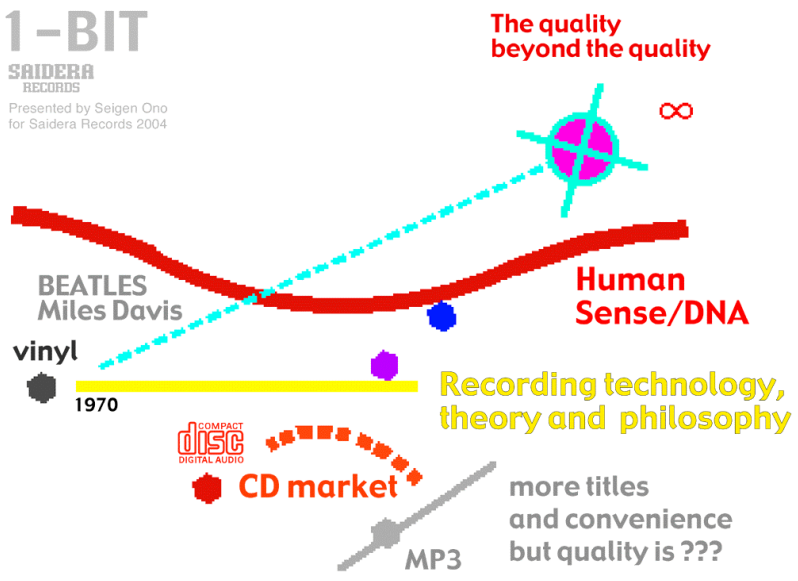
Presented by Seigen Ono for Saidera Records 2004



1-BIT

SAIDERA RECORDS

Presented by Seigen Ono for Saidera Records 2004





Saidera Paradiso

The quality
beyond the quality
Beatles or Miles never thought
how their sounds playback
on CD

They imagine peace and love

Enjoy your favorite wine as much
as you want with your own wine
glass

Would you care more
quantity or quality?



Saidera Paradiso

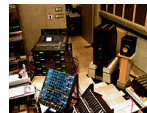
About Saidera Paradiso.

Saidera Paradiso (www.saidera.co.jp) is founded and managed by Seigen Ono and is divided in 3 divisions;

1/Saidera Records,
2/Saidera Mastering and
3/Saidera Music Supervision.

Saidera Paradiso is a pioneer and one of the world's leading specialists in multi-channel 5.1 surround sound SACD (<http://www.superaudio-cd.com>) formats and is consulting major audio manufacturers and musicians in this field.

Seigen Ono is a renowned composer, music producer and recording/mastering engineer.





About Seigen Ono

Composer, music producer, recording engineer. Born, 1958 and one of the pioneers and leading specialists in High resolution multi-channel surround Audio SACD-format.

He says, "Primarily, when people want to listen to music, the best choice is to listen to it in live performance. If they can't hear it live, they are compelled to listen to recorded music. It is a pity that many listeners have listened to music only in CD format the last twenty years. Saidera Records produces Super Audio CD (SACD) instead of delivering live performances to you."
He is always painstakingly careful to reproduce the original sound and tone of instruments on CD. He also insists on expressing the heart of music in his CD works. His latest work is "Live 2003" in Tokyo's Blue Note (SACD multi-channel formatted).

Based in Tokyo, he's been collaborating with various musicians from New York to Brazil and performed at the Montreux Jazz-Festival twice.

As a recording engineer, he's worked for many artists, including King Crimson, Miles Davis, David Sylvian, John Zorn, Keith Jarrett, Herbie Hancock, Joe Jackson, Sadao Watanabe, Yasuaki Shimizu, Kazumi Watanabe, The Folk Crusaders, Puffy and Glay (for mastering). Established Saidera Mastering Company in Aoyama, Nov. 1995.

In Nov. 2000, Saidera Mastering Company constructed their own building at Jingumae, Shibuya and changed the company name to Saidera Paradiso Co., Ltd. Its new studio (4.5 metre ceiling height) is getting much attention for being an open-minded and unique studio with the latest equipment, specialized in DSD SACD and/or surround-sound).



Problem with current systems; WAF!

What is this?
I don't want to live in a showroom!
What are all those wires doing here?
The speakers are big and ugly!
The colors don't match!

We have convenient and beautiful piece of equipment that will fit in any home. WAF! (Wife Acceptance Factor)

October 16th 2003, yes we make it
Tim Burgess, Marc Newson, Marc Wesseling, Nick Wood and Seigen Ono



SYN-entertainment and Saidera Paradiso Ltd. will bundle our knowledge, networks and experience to develop a groundbreaking new line of state-of-the-art high resolution audio-visual equipment for the consumer market.

To Be Continue

wife acceptance factor

In an object, especially an electronic device, that normally appeals only to men, the qualities or features added to or modified in the object to make it acceptable to women. Also: **WAF**.

Example Citation: I started in home automation back in 1992 when we were building a home in Atlanta. The system that I use, HomeSeer, has a software module that allows me to hook up the phones so that I can pick up any phone, hit "pound" and it will get on the line and say "Yes, sire." And then I can say something like "Turn on the master bedroom lights." ... My wife, she's always had sort of a tentative take on the home automation. In Atlanta, things never quite worked right or I was always experimenting. But now she's grown to depend upon it. In the home automation community, which is mostly males, there's a coined acronym: **W.A.F.**, the **Wife Acceptance Factor**. People are always trying to find automation routines that have a high **W.A.F.** —Richard Tinker, "Smart Houses," *The New York Times*, February 21, 2003

Background: In these sensitive times, gender generalizing is a hazardous game that's usually played only by fools and rabble-rousers. I hesitate to speculate which of these groups the coiner of **wife acceptance factor** is a member of, but it's clear the point is that men are generally more interested in high-end electronic gadgetry than women. Further, this obsession with fancy digital doodads works well as long as a man remains single. But once he's married or otherwise sharing living quarters with a significant female other, electronic emblems of singlehood such as refrigerator-sized speakers and wall-covering home theater systems are doomed. Why? Because (so the theory goes) most women don't want to live in a home dominated by over-the-top electronica. Their preferences run more towards things that are attractive, understated, and easy-to-use, and it's these characteristics that give devices a high score on the WAF scale.

Earliest Citation: The concept of stereo as a rack full of mix 'n' match components stretched well into the '70s and '80s, and is still very much with us. But as many of us grew older, into the happy, mostly masculine domain of hi-fi, a significant new element entered the picture: **WAF**, or **Wife Acceptance Factor**. And with it came a new rebellion against the domination of living-room space by that rack of industrial-design hardware and oversized loudspeakers. This new rebellion brings with it a concept of hideaway stereo that is heard but not seen, that blends invisibly and discreetly into a room's decor. ... The reality is that most traditional hi-fi equipment has been designed to appeal to male tastes, and consequently, more typically resembles scientific tools and industrial test equipment than your average home furniture. But, it seems, the growing pressures of the **Wife Acceptance Factor** is pushing stereo design in a new direction, and creating a new market in the process, one that seems to be marrying hi-fi performance with interior decorating. —Gerald Levitch, "Heard but not seen," *The Toronto Star*, September 3, 1989

<http://www.wordspy.com/words/wifeacceptancefactor.asp>