

Bose Corporation

ElectroForce Systems Group

Setting a New Standard of Performance in Testing

The ElectroForce Systems Group of Bose Corporation provides materials testing and durability simulation instruments to research institutions, universities, medical device companies and engineering companies worldwide. It is also a new venture for Bose that builds upon and transcends its forty year history of audio innovation.

The History

Well before this venture, Bose engineers had developed a proprietary linear motor for an experimental loudspeaker, recognizing its potential in non-audio settings.

In 1999, Bose began supplying the linear motor and related components to EnduraTEC Systems Corporation, who saw how this technology could enhance their materials testing business. Five years later, Bose acquired company assets related to the development, manufacture and sales of materials testing equipment, and EnduraTEC became the ElectroForce Systems Group.

The Technology

The ElectroForce Systems Group is making its mark in test instruments, and the Bose linear motor is helping them take their business to an entirely new level. By incorporating proprietary Bose technology, the ElectroForce® linear motor provides exceptional fidelity and precision for a variety of testing applications. As a result, ElectroForce test instruments set a new standard for performance, simplicity and elegance in a single test system.

Beyond Audio – The ElectroForce Systems Group

Bose built its reputation creating high performing audio products. Now, we are growing our business beyond these boundaries, leveraging our intellectual assets in much broader ways. The ElectroForce Systems Group is a new Bose business providing advanced test instruments to research and product development organizations worldwide.



The Bose® Commitment to Customer Satisfaction

At Bose, an overriding goal is to create value for our customers by offering products and services that meet their needs. Our experienced sales and applications specialists strive to understand your specific testing needs, and then provide a solution for you. We put customers at the center of a dedicated focus on quality and service, and we measure success by the satisfaction of our customers. We are dedicated to bringing you products of superior quality and performance, and exceptional service so you can achieve your goals.

The Future

Biomedical and engineering companies are growing rapidly, with increasingly demanding requirements. The Bose ElectroForce Systems Group is poised to be a key player in this important community—a logical extension of the enduring Bose commitment to research and innovation. We invite you to explore our growing suite of products and share in this exciting new direction for Bose.

A History of Bose



In 1964, Dr. Amar G. Bose set out to deliver better sound through research

Bose Corporation was founded in 1964 by Dr. Amar Bose, then professor of electrical engineering at the Massachusetts Institute of Technology. While doing graduate work at MIT in the 1950s, Dr. Bose decided to purchase a high fidelity speaker system. He was disappointed to find that speakers with impressive technical specifications failed to reproduce the realism of a live performance. This led to extensive research in the fields of speaker design and psychoacoustics—the human perception of sound. Dr. Bose's findings resulted in significantly new design concepts that help deliver the emotional impact of live music.

Bose Corporation established itself by introducing the 901® Direct/Reflecting® speaker system in 1968. With this introduction, Bose achieved international acclaim by setting a new standard for lifelike sound reproduction. The list of major technologies emerging from Bose continues to grow.

Fourteen years of research led to the development of acoustic waveguide speaker technology, found in our award-winning Wave® radio, Wave® music system and Acoustic Wave® systems.

The introduction of Acoustimass® speakers reshaped conventional thinking about the relationship between speaker size and sound. Speakers small enough to fit in the palm of your hand produce exceptional sound quality with an Acoustimass enclosure.

The proprietary integrated system design found in Bose Lifestyle® systems has set new standards for home theater systems.

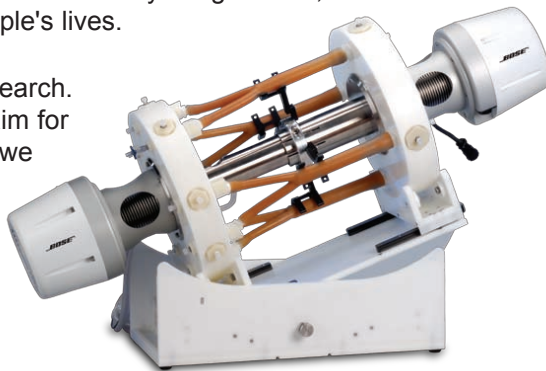


We've taken our commitment and our passion for innovation and applied them to developing unique sound solutions to meet virtually any audio challenge in any application, even the space program. While many of our products are designed for entertainment and home audio solutions, you'll find Bose sound is prevalent in both the aviation and automotive industries, too. We've also designed professional sound systems for many applications, including stadiums and auditoriums, houses of worship, retail businesses, department stores and restaurants. In the home and on the road, you can hear the realism of the most respected name in sound—Bose.

Our Philosophy

Since Bose Corporation was founded in 1964, the original philosophies and founding principles have not changed. Bose maintains an exceptionally strong commitment to research, for it is within the discipline of research that yesterday's fiction becomes tomorrow's reality. We strive to identify things which, when made better, improve people's lives.

But it's more than just research. In everything we do, we aim for excellence, from the way we run our business to our customer service.



Better Products Through Research® Systems

Research fuels technology, and superior technology leads to superior performance. At Bose, we support our research by reinvesting 100% of our profits back into the company. Our commitment to innovation has served us well. Today, Bose has over 9,000 employees, and operations in the United States, Europe, Canada, Mexico, Australia, Asia and South America.