



### McIntosh Heritage

Founded in 1949, McIntosh is known for offering distinguished home audio systems that deliver the ultimate experience in music and film. Offering products for two-channel stereo sound systems and multi-channel home theaters with surround sound, McIntosh continues to define the ultimate home audio entertainment experience for discriminating listeners around the world. Our iconic blue Watt output meter is globally recognized as a symbol of quality home audio. With a McIntosh home stereo system or home theater, listeners have the ability to create their own luxury audio experience – and truly live their music.

McIntosh products are designed and handcrafted at our Binghamton, NY factory by our dedicated employees who share a passion for music and the McIntosh heritage. Since our inception, McIntosh has been powering some of the most important moments in music history and pop culture. From President Lyndon Johnson's inauguration speech to Woodstock to the famous Grateful Dead "Wall of Sound," McIntosh has not only witnessed history, we have shaped it.



## 1900-1940s

McIntosh founders Frank McIntosh (*right*) and Gordon Gow (*left*).

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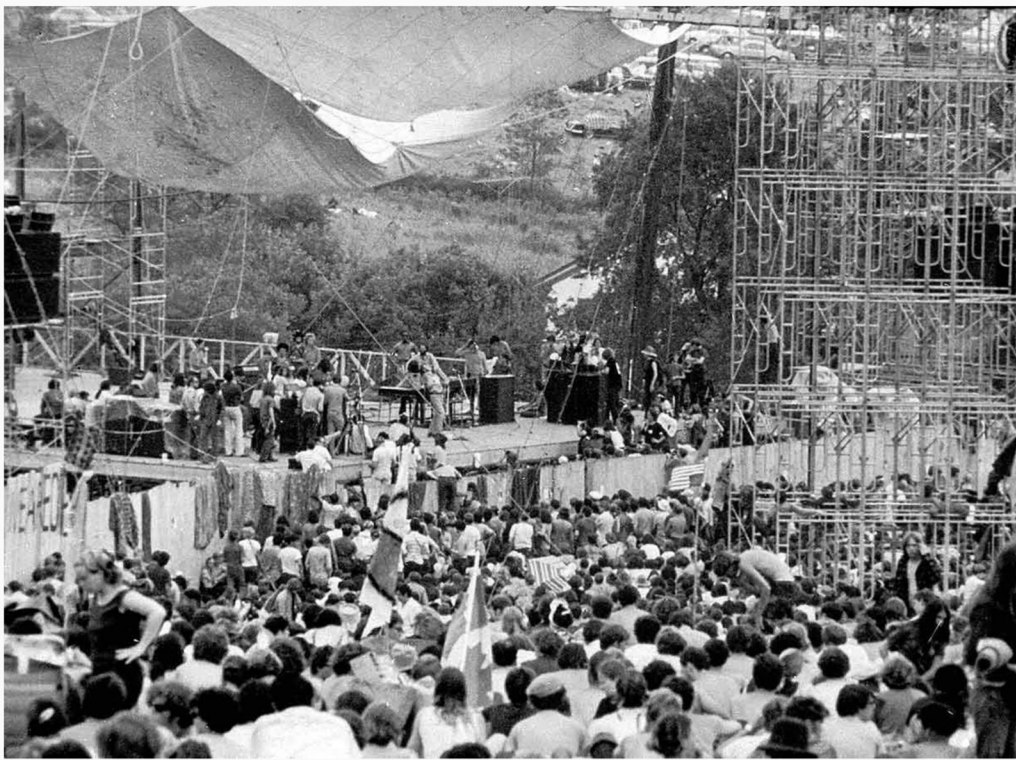
## 1950s

In the post war economy, it was the commercial broadcast industry that allowed McIntosh to get its start. Home audio enthusiasts quickly discovered that high performance McIntosh [amplifiers](#) worked beautifully in their home audio systems. The introduction of the long play high fidelity record stimulated the need for better audio equipment.

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## 1960s

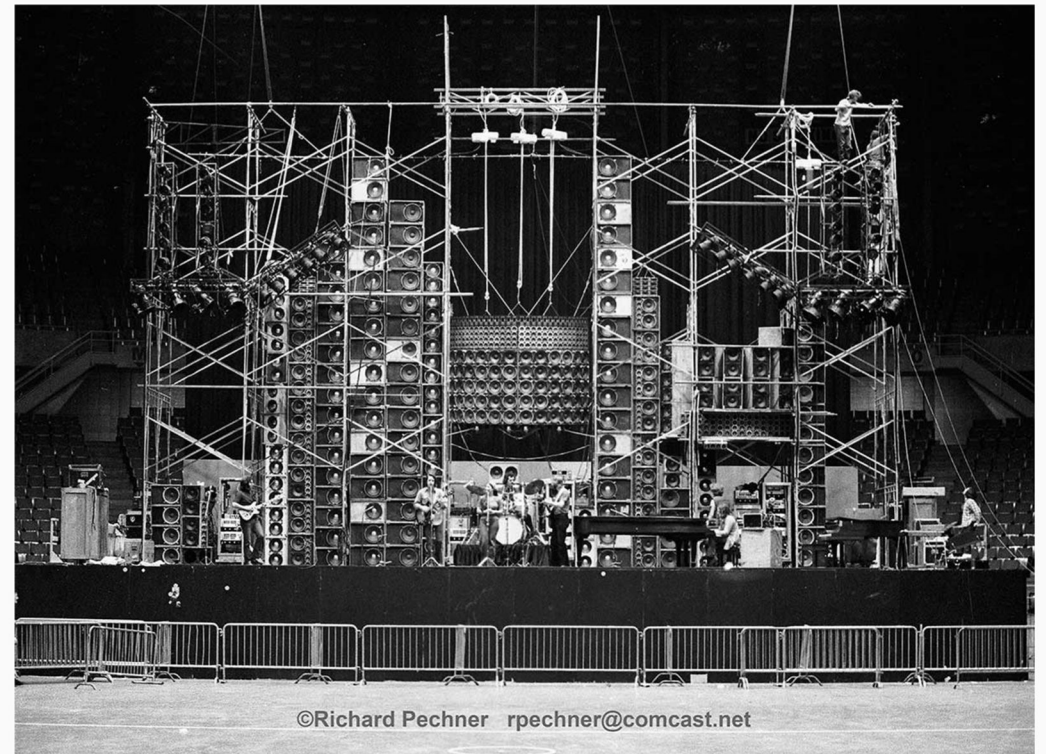
The 1960s were marked by innovation and saw the advent of McIntosh's famous front-panel illumination. The story goes that Gordon Gow suggested the front panel design and after developing our own ink, the McIntosh signature look of gold lettering in a lit room and teal illumination in a dim setting was born. By silk screening from the back side of the glass panel, the lettering would not rub off with use. The decade ended with McIntosh amplifiers being used to power Woodstock.

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## 1970s

In the 1970s, McIntosh grew in both product selection and new product categories. [Loudspeakers](#) were introduced along with a family of matching [amplifiers](#), tuners, and glass faceplates and the signature blue amplifier power meters solidified the trademark McIntosh look. This was a great time for McIntosh and the audio business.

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## 1980s

The 1980s brought both new challenges and opportunities. Increased competition from both domestic and imported products along with a recession stalled sales growth. McIntosh responded with new innovative designs that won over a whole new generation of customers.

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## 1990s

The vision for the company was to expand its presence into the car audio market, and McIntosh introduced an automotive line in 1994. Innovations in the [Loudspeaker](#) division continued throughout the decade. Releases included McIntosh's first in-wall speaker system, the WS200, and the floor standing XR290 loudspeaker.

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## 2000s

Automotive audio OEM business turned out to be an exercise that would see McIntosh custom solutions developed for Harley Davidson, Ford Motor Company and Subaru. Advanced home audio systems are developed as interest in stereo rebounds as new product types and ways to experience McIntosh grow.

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## 2010s

McIntosh's 7th decade of delivering high performance, luxury audio systems started off with a combination of nostalgia and forward thinking. We paid homage to our roots by sponsoring a Grateful Dead exhibit at the Rock and Roll Hall of Fame while at the same time embracing digital and wireless music advances.

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