Audio-Technica AT-ONE Radio



Audio-Technica, a producer of innovative audio experiences for more than 60 years, announces the launch of AT-ONE Radio, an original podcast series for and about creators. Featuring interviews recorded at the AT-ONE Studio, located inside TECHNICA HOUSE – New York in SoHo, along with spots captured at happenings throughout New York City, AT-ONE Radio seeks to bring the energy of NYC musicians, DJs, visual artists, and other creators to a worldwide audience.

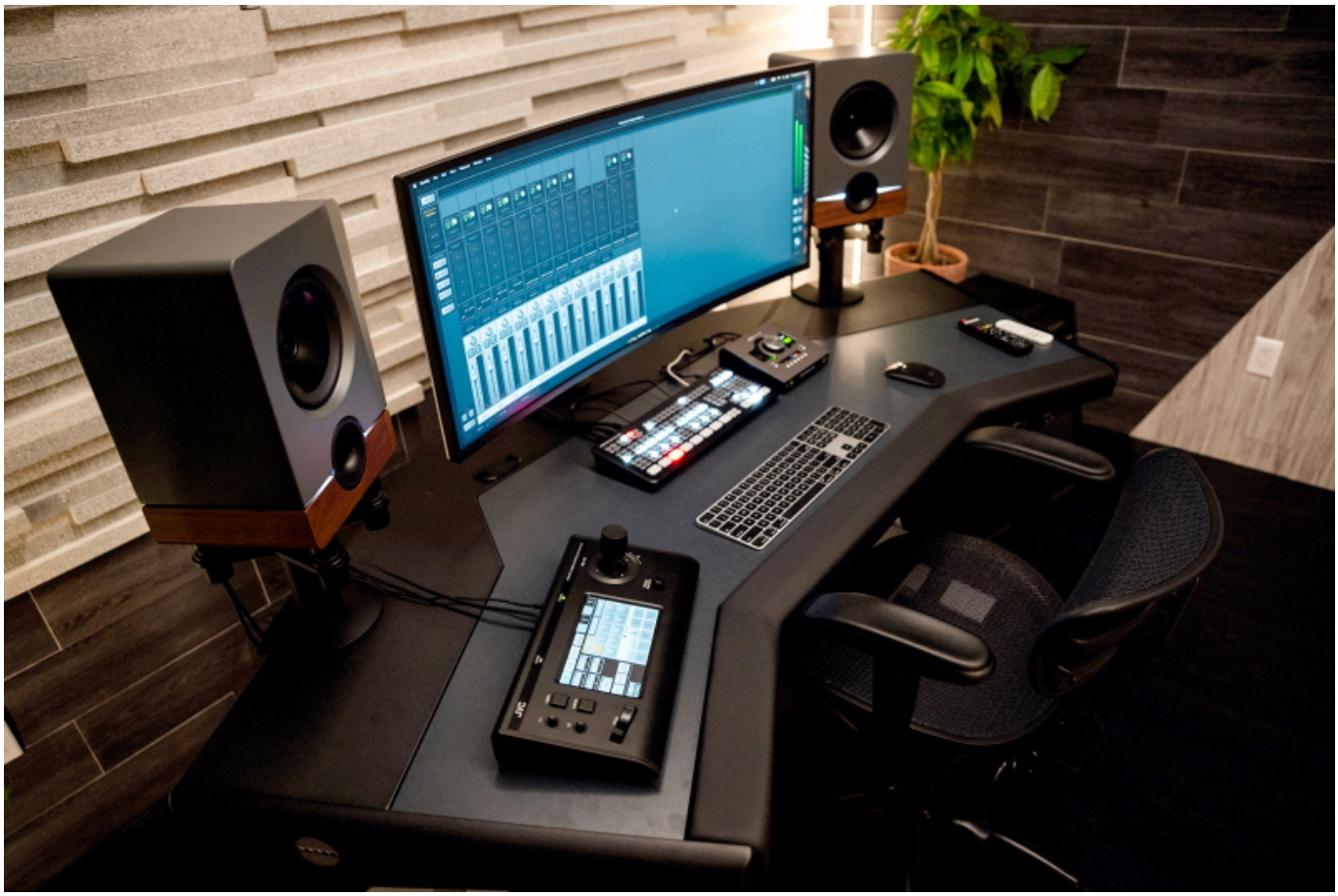
The podcast series, like its home studio, takes its name from Audio-Technica’s original product, the AT-1 phono cartridge, which revolutionized the music industry in 1962 by making high-fidelity audio affordable and accessible to everyone. In a similar manner, the AT-ONE Radio podcast aims to open the entertainment world to young creators, offering inspiring stories and helpful tips to encourage their artistic pursuits.

“AT some time, somewhere” is the series’ theme. It nods to the meteoric rise of podcasts in recent years, while also highlighting the show’s nose-to-the-ground immediacy and gaze toward the future. Each 30-minute episode will introduce listeners to a new creator currently lighting up the scene, who will talk about their work and the story behind their success. AT-ONE Radio will release over 60 episodes

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over the next year and will be available on all major podcast platforms.

“We can’t wait to launch AT-ONE Radio,” says Manabu Aoki, President and CEO of Audio-Technica U.S. “This new venture is a unity project for us. We hope to bring young creators together to celebrate creative culture and learn from and inspire each other. Audio-Technica products have long played a part in the creative process, and this new podcast series will allow us to become involved on a more human level – face to face, voice to voice, heart to heart.”



The recently inaugurated TECHNICA HOUSE was designed to both celebrate the Japanese aesthetic and share Audio-Technica’s passion for analog audio. Much like New York itself, this marketing salon and collaboration space – currently open to invited guests only – packs a lot of energy into a small footprint. Aside from the podcast studio, TECHNICA HOUSE includes a listening lounge that features a variety of Audio-Technica headphones, turntables, and even the company’s high-end NARUKAMI headphone amplifier. Guests are welcome to spin records from a large vinyl library and listen through room speakers or any of the Audio-Technica headphones.

The AT-ONE Studio emphasizes the core of the company’s “Always Analog” philosophy: authentic human connections. Equipped with Audio-Technica’s BP40 broadcast microphones and critically acclaimed ATH-M50x professional monitor

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headphones, and isolated from the bustling SoHo neighborhood with a wall-to-wall and ceiling-to-floor sound treatment, the studio provides an ideal recording environment for podcasts.

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