


## The 10,000-yen tape recorder which greatly expanded the tape recorder market

Registration No.	Number 00245		
Registration Date	August 28, 2018	Registration Category	Category 1
Name (Model, etc.)	Portable Audio Tape Recorder "Mysonic"		
Location	Kadoma-shi, Osaka		
	Panasonic Museum		
Owner (Custodian)	Panasonic Corporation		
Manufacturer (Company)	Matsushita Electric Industrial Co., Ltd. (now Panasonic Corporation)		
Year Manufactured	1963		
Year first appeared	1963		
Reason For Selection	<p>This model was introduced into the tape recorder market at a list price of 10,000 yen when the widely adopted equipment for household use had been around 20,000 yen. It captured a large share and enlarged the market. Its features were reduced, with only one speed of 4.75 centimeters per second and only one reel size of 3.5 inches, while no compromises were made as to its performance, employing the same methods as higher-class models, such as constant-speed drive using a capstan. It is vital as a model which became a guide for developing later AV equipment with its pursuit of efficient design, such as developing a three-in-one head encasing the record/replay head and the erase head into one.</p>		
Registration Standard	2-A (Played a notable role in improving people's way of life and creating new ways of living. )		
Open/Closed to Public	Open to Public		
Photo			
Other useful information			