

Alesis

Compiled by Robert Willey

Company's Website

<http://www.alesis.com/>

Location

Alesis's headquarters are in Cumberland, Rhode Island. They develop products in the United States and manufacture in China.

History

Alesis Studio Electronics was founded in 1984 by Keith Barr, who used his ability to design custom integrated circuits to introduce products with features that had previously been extremely expensive, such as the MIDI Verb, the first 16-bit effects processor costing less than \$1,000, and drum machines. [1] After teaming up with Marcus Ryle (who later founded Line 6), Alesis introduced the very successful HR-16 drum machine. [2]



MIDI Verb

The ADAT (1992) is one of 25 products cited in Sound on Sound magazine as having changed recording. It was one of the first affordable digital recorders for home studios. It allowed users to record 8 channel of CD-quality digital recording on inexpensive SVHS tapes. Multiple machines could be locked up to provide up to 128 tracks. Before ADAT a studio would have to invest \$50,000 for a multi-track digital recorder. An ADAT system costing around \$4,000 was something that home and project studios could afford. [3] It was updated to work with off the shelf computer hard drives.



ADAT

Alesis introduced 14 new products at the Winter NAMM show in 2001. Unfortunately an economic slowdown combined with the development costs associated with the products forced Alesis filed for bankruptcy and was acquired by Jack O'Donnell, the owner of Numark, and is one part of his inMusic brands. [4]

Today, Alesis is the fastest-growing brand in drums, and it continues expansion into new product categories in mobile music-making, recording, video, and live sound. [5]

Market

The combination of low cost and good quality makes Alesis products attractive to performers and owners of home and project studios looking for the most bang for the buck.

Alesis was the first to make studio-quality digital effects and recording affordable to the masses. Today, Alesis is the fastest growing electronic drum company in the world and continues to make tools and instruments that empower everyday musicians. [6]

Unique Products

In 2011 Alesis launched the iO Dock, the first pro audio/MIDI/video dock for iPad. [5]



iO Dock

The Alesis Vortex wireless keyboard controller (2013) follows in the strap-on tradition of Korg's Keytar, with an accelerometer that sends out MIDI controller data when the neck is tipped up. [7]



Vortex

Job Listings

Some examples of interesting job listings from the <http://www.alesis.com/careers> and <http://www.inmusicbrands.com/careers> websites, accessed on May, 2015:

Technical Support and Returns Authorization Specialist

Answer customer inquiries through a variety of channels including phone email and web. Ensure an excellent customer experience to end-users and dealers, with an emphasis on building, restoring, and maintaining customer satisfaction. Resolve setup and technical difficulties. In cases where a product requires service, issue Return Authorizations in accordance with policies and procedures.

International Sales Support (UK)

Due to continued expansion we are looking to fill a newly created position of International Sales Support, dealing solely with the M-Audio and AKAI Brands. The successful candidate will join our highly motivated Sales team, within the UK headquarters for inMusic Europe.

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Export Sales Manager (UK)

Each brand is treated on its own merits as a separate business and in many cases you will be dealing with multiple distribution channels in each country. If you enjoy juggling numerous projects across a wide customer base with six different brands then this is for you. You will be a driven individual, making things happen, adapting to ensure targets are met and creatively generating sales opportunities both for the brands and for our appointed distributors. You will be responsible for sales of the Akai Professional, Alesis, Alto Professional, Denon DJ, M-Audio and Numark brands in nominated territories.

Electrical Engineer

Engineers at InMusic get the rare opportunity to do new product design daily. With short design cycles and a constant stream of new products, we spend all day doing what we love to do best - designing electronics. We do the hands-on development some engineers never get to do in their entire career.

Endnotes

[1] https://en.wikipedia.org/wiki/Alesis#cite_note-1

[2] George Petersen, "In Memoriam: Keith Barr 1949–2010", Mix Magazine Online, Aug 2010

[3] <http://www.soundonsound.com/sos/nov10/articles/25-milestone-products.htm>

[4] <http://www.pro-music-news.com/html/01/e10824a1.htm>

[5] <http://www.alesis.com/company>

[6] <http://www.inmusicbrands.com/about>

[7] <http://www.keyboardmag.com/midi-controller/1195/alesis-vortex-wireless-keytar-controller-reviewed/48984>

