



RODGERS INSTRUMENT CORPORATION

ORGAN DESIGN THAT REACHES INTO THE NEXT CENTURY



Tradition demands adherence to classical principles. Following these principles, Rodgers engineering has redefined the quality of presentation with advanced digital technology. Parallel Digital Imaging™ technology creates a stereo perception of audio depth that replicates the sound image of a finely crafted pipe organ.



Rodgers Oxford 945

More than three decades ago, a group of dedicated engineers added form and substance to something that began as a dream. Bonded by a common vision and determined to prove the skeptics wrong, they overcame enormous technological obstacles to make the dream come true. In 1958 they created the world's first solid state transistorized classical organ.



Rodgers international sales and administrative offices and manufacturing facility in Hillsboro, Oregon.

The sound image of Rodgers electronic organs challenged the performance of many pipe organs. In doing so, Rodgers forged a new role for the electronic organ and transformed it into a serious classical instrument.

1967: Rodgers introduced Computer Capture Combination Action, an early digital application to organs.

1972: Rodgers introduced the first successful combination pipe/electronic organ, made possible by advances in "time-sharing" electronics.

1980: Rodgers introduced its patented microprocessor-controlled serial-keyed organs. Continued refinements have kept Rodgers at the leading edge, and Rodgers organs remain the standard of comparison.

Now, in the age of digital audio, Rodgers upholds the tradition with the introduction of a completely new era.

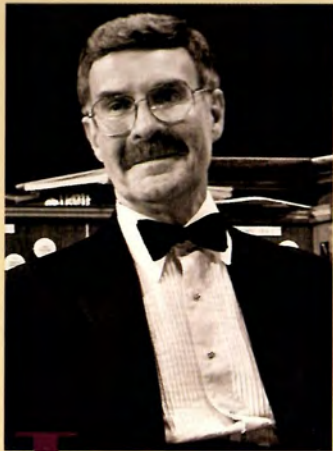
1991: Parallel Digital Imaging™ technology. Tradition demanded that the organ's rich, unique harmonic structures be generated independently with infinitely adjustable sound on site, like the tonal finishing of a fine pipe organ. This allows the instrument to be matched to each unique environment and still deliver rich ensemble sound. Thanks to the high-speed processing of state-of-the-art digital circuitry, technology has now advanced to the point that Rodgers organs will deliver sound without compromise.



Founders Fred Tinker, Rodgers Jenkins and first employee Bill Johnson



Centerpiece of Second Baptist Church in Houston, Texas. The five-manual 194-rank Rodgers pipe organ was dedicated by renowned organist Fred Swann.



I can't tell you what a pleasure it is to be with you this evening for such an exciting occasion. This organ has been a long time in the planning and a great dream of many people. To see it come to fruition so beautifully and to share in the joy with this congregation and the many visitors is a decided personal pleasure for me. The organ is first and foremost the instrument of the church; it has been since the beginning of the 12th century. The organ as we know it today actually had its beginnings about 250 years before the birth of Christ, and it has gradually evolved into a magnificent instrument such as this. This certainly is one of the largest to be built in modern times, and, as far as that's concerned, nothing like this was built in ancient times. This organ has all the latest technology but still adheres to the old principles. Before we



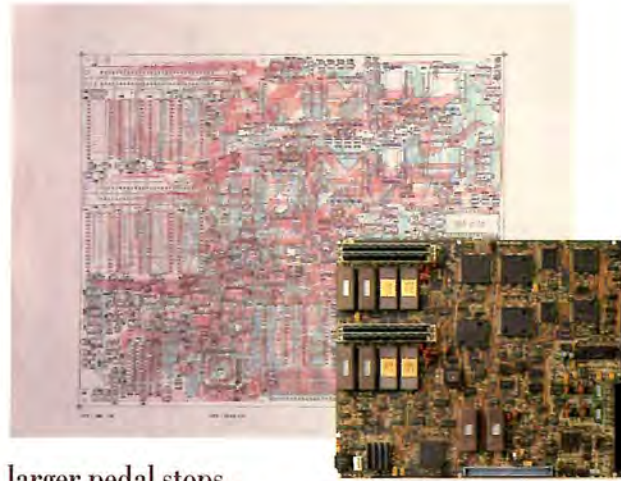
The Rodgers pipe combination organ at the St. Francis Cultural complex in Caceres, Spain, was dedicated by Ted Alan Worth on October 9, 1981.

Imagine the power of up to 25 computers creating the most inspiring electronic organ sound ever achieved.

PARALLEL DIGITAL IMAGING™ TECHNOLOGY

Rodgers introduces a breakthrough in advanced digital waveform processing: Parallel Digital Imaging™ technology. PDI technology combines the equivalent computing power of up to 25 IBM AT™ category computers in a parallel-processor network at 16MHz system clock speeds and uses a multi-tasking operating system to generate the most convincing organ sound ever achieved. At the heart of Rodgers PDI technology is the integration of powerful hardware that includes 4-Mbit waveform memory chips, 1-Mbit RAM for operations software, and very-large-scale-integrated (VLSI) digital signal processing (DSP) circuitry. These state-of-the-art chip sets create a powerful 21-bit resolution sound generator system.

This is a real-time, multi-tasking, object-oriented generating system that drives 16-bit DACs with 5 extra bits to linearize the output. This system produces effective 21-bit performance and virtually eliminates harmonic distortion to provide crystal-clear tone. This performance is particularly important when correctly reproducing the natural decay of percussion sounds and



larger pedal stops.

The Rodgers' digital sample library contains the essence of fine pipe organ sound, and combines a huge selection of carefully sampled sounds with our extensive sound editing laboratory. PDI technology goes beyond digital sampling to create even warmer and more realistic pipe organ sound *for each rank*. PDI technology provides effective digital control of Attack, Sustain, Ambience, Loudness and Brightness for each note, up and down the scale of the pipe rank being recreated.

PDI technology insures that each Rodgers Classic Organ is correctly in tune the day it is delivered — and that it will remain so for the life of the instrument. When special architectural conditions or tone preferences dictate different voicing and finishing, a unique digital interface connected to a portable graphic controller allows a Rodgers technician to effectively accomplish this note-by-note, on-site. This is similar to the

approach used in voicing a fine pipe organ. Rodgers' open-system design philosophy allows greater control over the color and character of organ voices than ever before. What this means is flexibility to your performances. In addition, each voice can be *individually tuned* using a Rodgers graphics controller to change tuning schemes to suit the performance.

Every Rodgers Classic Organ can be upgraded to include pipes, and all are MIDI-ready, with Rodgers Digital Sequencers and Sound Modules as options. Rodgers is a corporate affiliate in the Roland family of companies, and Roland is a market leader in MIDI technology. Because of this affiliation you can be sure that Rodgers MIDI equipped organs will remain state-of-the-art.

Rodgers Technology — the sound choice for advanced digital-based electronic and pipe organs.



continue with tonight's performance, I want to talk to you about this wonderful instrument and explain a little bit about the organ in general.

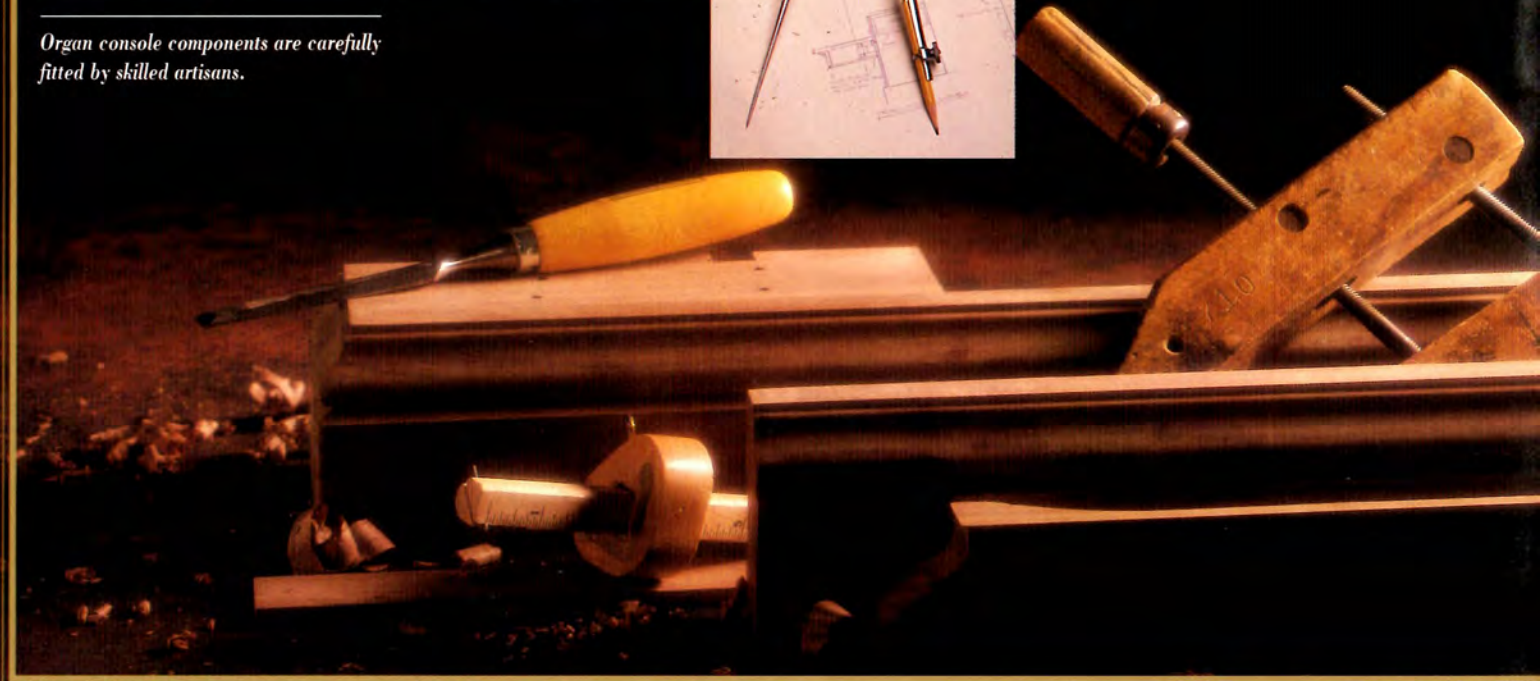
When a church sets out to buy a new organ, an organ committee is usually formed and either nobody knows anything about organs or everybody's an expert. Committee members very quickly understand converting the kitchen or evangelizing the roof, but they don't understand what is required in a new organ. Usually the committee calls in somebody else — an expert, who is anybody from out of town — and he says, "You need one of these and two of those and five of the others. And, if you have an extra 25 cents, we'll have three thingamajigs." You might be surprised to find some of these effects in a church organ. They go back to very ancient times, to the monastery organs and the early church organs when the



Organ console components are carefully fitted by skilled artisans.



Rodgers Classic Keyboards production line.





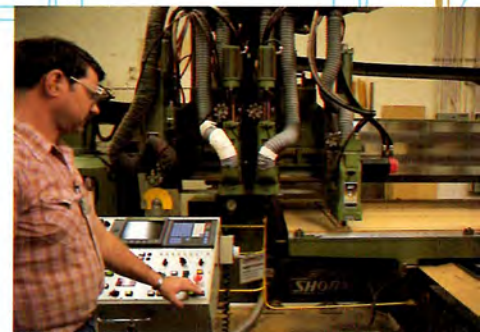
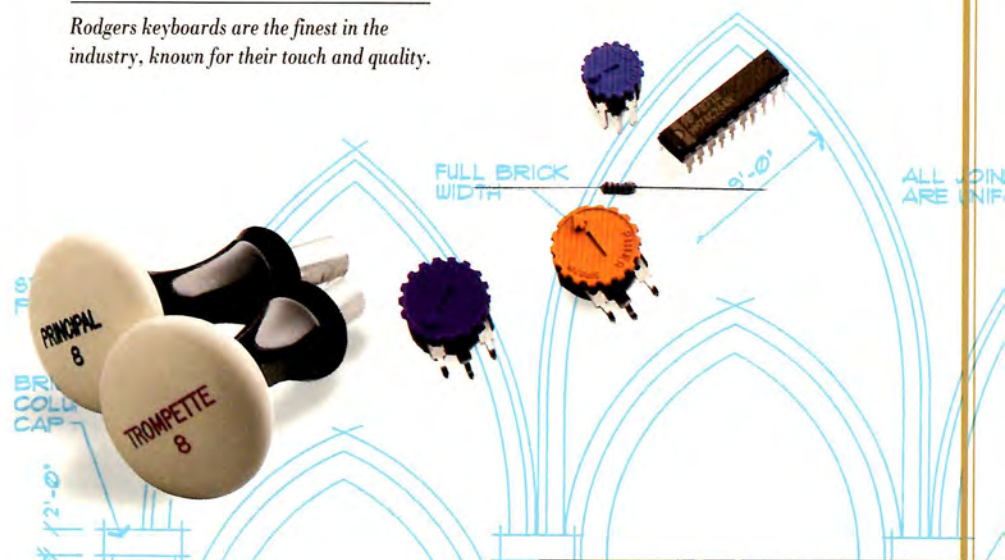
We require the same high performance standards from our speakers as our pipes. Here speakers undergo extensive testing to ensure our high standards are met.

Rodgers musical instruments introduced the first technology that allowed digital instruments to be fully voiced note-by-note, on-site. This was a crucial development, because no two churches are alike acoustically nor is the musical tone preference of congregations constant around the world. On-site voicing gives all our products control over the warmth and depth of sound that cannot be achieved with early digital technology. To create quality digital sound requires a massive amount of computing power. Without this computer power, digital sound tends to be shallow, thin, and artificial, not unlike an inexpensive transistor radio. Thanks to higher chip densities and higher speeds, today's technology has advanced to the point that a powerful digital solution to sound generation such as Rodgers PDI technology can be cost-effective and yet still meet the critical tonal standards of our clients.

*When You're Buying
an Electronic or
Pipe Organ, Make
Sure You Know
What's Built In and
What's Left Out.*



Rodgers keyboards are the finest in the industry, known for their touch and quality.



Computerized routers ensure exacting tolerances are met on all wood parts.



Christians believed that not only the sound of an organ and the sound of the human voice should praise God, but all of nature should praise God.

There are four basic kinds of organ sounds, all of which are represented in this organ in many different varieties.

The Principal sound is what makes an organ sound like an organ. The Principals (another name is Diapasons) don't imitate anything. Like people, they come in all sizes and shapes. Some of them make polite sounds. Some make sweet sounds. And some make other kinds of sounds, but it's necessary to put them all together. That's how we get wonderful congregations, and that's how we get wonderful sounds from an organ.

The big loud pipes up there in the case are called Geigen Principals. They are 32 feet long and make a not particularly musical sound, but they are the

TEN BENEFITS OF CHOOSING A RODGERS ORGAN

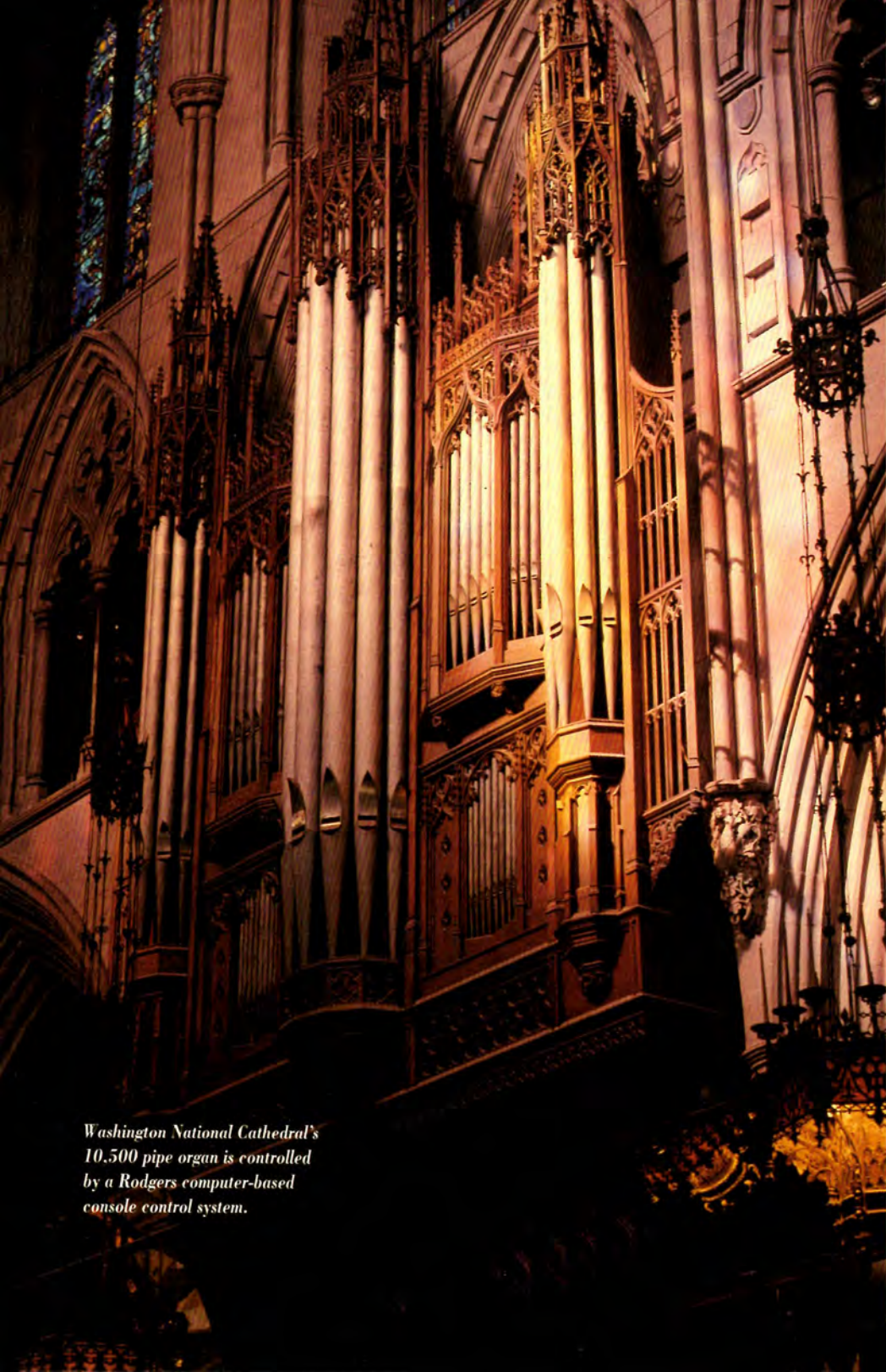
BUILT BY THE LEADER.
Rodgers Instrument Corporation is one of the world's leading organ builders. As the only builder of both types of organs—pipe and electronic—we've mastered the craft of building organs of the highest quality. Since our beginning in 1958, the company has led the field in creative organ design. Now with the introduction of Parallel Digital Imaging technology, Rodgers has created a new level of power in digital-based electronic organs. To accommodate Rodgers' dynamic growth over the years, we've continually expanded our research and manufacturing facilities. Our 1987 plant expansion increased our pipe organ manufacturing capacity by 10,000 square feet and in 1989 we added 45,000 square feet for offices, research facilities, and additional production space. Our facility now totals more than 120,000 square feet.

Rodgers R&D engineering staff develops the advanced computer programs that are the heart and soul of every Rodgers organ. This in-house talent combined with Roland's leadership in MIDI development ensures that the latest state-of-the-art designs and expansions are available to Rodgers' customers.

When you buy a Rodgers, you buy from the leader.



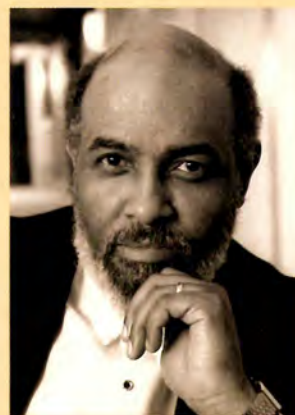
A Rodgers electronic organ enhances worship services at the Cathedral of the Holy Cross in Boston, Massachusetts.



Washington National Cathedral's 10,500 pipe organ is controlled by a Rodgers computer-based console control system.



Robert Hebble, organist, composer, and Virgil Fox collaborator, at home with his Rodgers organ. Hebble is director of music and organist at the First Congregational Church of Lake Worth and artist-in-residence and instructor at Palm Beach Atlantic College.



Maestro James DePriest, Music Director and Conductor of the Oregon Symphony used Rodgers advanced MIDI capability to help him arrange the theme music for NBC Television's "Bill Cosby Show".

2 **IMPECCABLE SOUND.**
The most important consideration when selecting an organ is the sound. No matter how clever the technology of an organ may be, it is the organ ensemble sound that counts. It's the sound that will accompany your congregation in worship and music programs for decades to come.

Rodgers' sound is simply the best. Parallel Digital Imaging technology extends the clear pitch lines and warm, thrilling sounds that will actually improve your congregational singing. The reason our organs sound so good is that we also design and construct fine pipe organs. We know which pipes to use as sound patterns for our electronic organs, and we apply our knowledge of pipe organs to every organ we make. Many of the pipe samples used in our electronic organs come from fine Rodgers pipe organs.

Many organs produce exciting individual sound but lack the capability to create enough sound at one time for rich, believable ensemble sound. Organ ensemble sound is created when all the basic foundation voices at various pitch levels play together. In a Rodgers PDI technology organ, each individual note with its inherent harmonic structure is generated independently. Richness of sound, not volume alone, increases as the stops are drawn, thanks to the 21-bit resolution of the Digital Voice Modules that create the notes as they are played.

It's the authentic Rodgers sound that sets our organs apart from all other pipeless organs.



firm foundation, the solid rock that the organ is built on.

After the Principal sounds, we have the Flutes. Many of them imitate orchestral Flutes. We have some fat members of the board and some very pretty higher ones. They all have a number — 16, or 8, or 4, or 2. That means the longest pipe is 16 feet long or 8 feet, or whatever. The larger the number, the deeper the sound of the pipe. The 32-foot is one of the lowest sounds on the organ. One of the highest ones is about the size of your little finger or less, up there in church mouse territory. In between, there is a marvelous range of color from various Flutes. Flute pipes are made of metal or of wood.

Next are the Strings. These imitate the Strings of the orchestra. The fourth family of organ sound is called Reeds. There are two kinds of Reeds. Ones which imitate instruments



This Rodgers pipe combination organ with 4 ranks of pipes is installed in the Church of Our Lady of the Sacred Heart in the town of Sanmichele di Bari, District of Puglia, Italy.

3 STATE-OF-THE-ART TECHNOLOGY. Now that we've made it clear our first priority is sound – as is yours – we can tell you about the remarkable advanced technology we build into our organs. Every Rodgers Classic Organ is equipped with a master computer that controls the organ's sound sources, whether those sources are pipes, Digital Voice Modules or a combination of pipes and Digital Voice Modules. Our organs' multi-tasking parallel computing system supports complete self-diagnostic test functions, note-by-note, on-site voicing, individual stop leveling if desired, and tuning and pipe speech articulation programs.

Thanks to Rodgers' advanced systems design, your organ's sound sources can be expanded or upgraded at any time. In addition, all Rodgers Classic Organs are programmed to accept pipes. With our PDI technology consoles and Rodgers MIDI sound modules, you are assured your organ won't become outdated if future generations' musical tastes change. With a Rodgers organ, your congregation will stay in tune with the times for years and years to come.

4 AUTHENTIC, RESPONSIVE TUNING. In organs, like fine pianos, it's essential to tune in fourths and fifths to achieve sound. That's why we reject the compromise of locked-in tuning that cannot be changed. With our organs, each voice can be individually tuned, or the entire instrument can be tuned using the Rodgers graphics controller to change tuning schemes to suit the performance or the requirements of the congregation or owner.

PDI technology insures that each Rodgers Classic Organ is correctly in tune the day it is delivered – and that it will remain so for the life of the instrument. Unlike less sophisticated systems, our tuning won't change unless you ask your technician to adjust it. A portable graphic controller connected to a special digital interface allows a Rodgers technician to effectively accomplish this note-by-note, stop-by-stop, on-site – just like voicing a fine pipe organ.

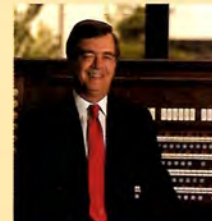
5 THE TIMELESS OPTION OF PIPES. Whatever size Rodgers Classic Organ you select, your congregation will have the option of pipes. Pipes are the standard to which all electronic organs aspire. Nothing compares in terms of richness and purity of sound, and it's what all electronic organs try to duplicate. That's why we design and make pipe organs. Rodgers is one of the world's foremost builders of pipe organs.

It's not uncommon, however, that many congregations choose, to start with, an electronic, or pipeless, organ for financial reasons. But, like musical tastes, congregations grow and evolve. As funds become available, future generations at the church will be able to upgrade to pipes, and they will thank you for giving them the option.

Whether you add pipes during installation or years later, your musical options are always open with a Rodgers organ.



Rodgers' "White Beauty" touring organ appeared with Pope John Paul II at Dodger Stadium during his 1987 visit. Frank Brownstead (pictured) directed the Papal Choir at Dodger Stadium.



Tom Hazleton, internationally known organist and church musician, joined Rodgers as tonal director in 1988. Tom is pictured at a Rodgers Oxford 945 (a specification he developed) in Rodgers factory showroom.



Virgil Fox at Carnegie Hall, October 1, 1974, dedicating the Rodgers organ he designed for Carnegie. This was the world's first five-manual electronic organ, and was favorably reviewed by Time Magazine, The New York Times, New York Post, New York Daily News, United Press International and others.



Keith Chapman, organist for the Wanamaker Grand Court Organ (the world's largest playing organ), led workshops on Rodgers MIDI capabilities before his untimely death in 1989.



Organ virtuoso Diane Bish was chosen to play the Houston Second Baptist Church pipe organ in a special performance for the 1988 National Convention of the American Guild of Organists





in the orchestra — such as the French Horn, Clarinet or English Horn — and the Trumpets, which come in all sizes and shapes and which you've already heard.

The loudest stop in the organ is the 32-foot Bombarde in the Pedal division. It's the most solid thing in the whole organ — very unmusical by itself but used the way it is intended, it gives you an effect that nothing else can.

What you don't see are the thousands of pipes behind the facade of the organ. They are enclosed in several chambers. One wall of each chamber consists of louvers, which the organist can open and close, thereby controlling volume and presence of sound in the room.

There are five keyboards (manuals) because there are so many stops. The stops are grouped together in divisions, and the divisions are assigned a home manual. If you want to play all five manuals at once or

6 MUSICAL INSTRUMENT DIGITAL INTERFACES (MIDI).

You can add any sound which can be digitally sampled or synthesized to your Rodgers organ through our Musical Instrument Digital Interface (MIDI) ports. That includes modern synthesizer sounds, orchestral sounds, human chorus voices, percussions, or any other sound you may want.

No other classic organ offers a MIDI control system as complete as ours. You can control the volume and the attack of our MIDI sounds as well as sequence them together to create the effect of a full orchestral sound with organ accompaniment. MIDI sounds may be integrated into the organ's combination action memory system, to be recalled at the touch of a button. With our MIDI, your console can become the controller of all the MIDI instruments used in the worship service.

The youth of your church will respond to the synthesized MIDI sounds, while the more musically mature will love the orchestral sound capabilities. Your entire congregation will respond enthusiastically to the musical capabilities of the Rodgers Classic Organ with MIDI.

Every Rodgers Classic Organ can be equipped with Rodgers Digital Sequencers and Sound Modules as options. Rodgers is a corporate affiliate in the Roland family of companies, an acknowledged leader in MIDI technology.



The pipe facade of the four manual Rodgers organ at Calgary Baptist Church, Savanna, Ga.



Composer, conductor, organist, teacher Richard Purvis at home with his Rodgers electronic organ.



Prince of Peace Lutheran Church, Schaumburg, Illinois. This is Rodgers' 1000th pipe organ installation.



Timothy Christian High School in Illinois is typical of the growing number of schools and universities choosing Rodgers organs.



Glenkirk Presbyterian Church, Glendora, California, is the home of a four manual, seventy rank Rodgers pipe organ, one of Southern California's finest instruments.

7

FINELY CRAFTED CONSOLES.

We use only the finest materials to craft our Classic Organ consoles: hardwoods, hardwood veneers, maple, oak, walnut, rosewood, and grenadilla. Each console has the elegance of handmade furniture, featuring four-point leveling and a removable back for easy servicing. We use safe, low-voltage lighting for the organ controls and music racks, and solid wood for backs and roll tops.

We pay particular attention to the keyboards, one of the most important parts of an organ console. Our keyboards feel right. They are comfortable, responsive, and easy to play. Each keyboard is carefully adjusted for proper depth and accuracy. Keyboard contacts use corrosion-free gold. Solid wood keyboards, tracker touch, reverse keyboards, rosewood sharps, and other options are available upon request.

Rodgers consoles are meticulously detailed, comfortable, and durable. We make them to please the eye as well as the hand. They are built to last many generations.

8

MORE VERSATILITY.

Rodgers organs offer maximum playing versatility. In addition to the voices of each carefully designed Rodgers organ specification, virtually any type of voice or sound can be added through our Musical Instrument Digital Interface (MIDI) capability. Our large organs come with sub, octave, and unison organ couplers, so they support the vast library of organ literature that requires



any combination of manuals, you can electrically couple those desired by the use of the tablets above the top manual. There is also a pedal keyboard played by the feet.

The organ is a wonderful thing for your church, and for your community, too, because having a great instrument like this really places an obligation on a congregation to share it with the community. It's a great gift that you've been given.

It can change lives, as all music can. It will certainly help in your worship of God. It will cry with you at funerals and rejoice with you at weddings.

You're to be congratulated for having this fine instrument. It's one of the great organs in the world – certainly, one of the great organs of this century. It should be a source of pride to



such capabilities. The Bass Coupler and Melody Coupler functions you find on a Rodgers will make your organ sound good even when a less experienced player such as a pianist is on the bench. And the possibility of adding pipes to any Rodgers organ makes our organs the ultimate in versatility.

The ability to control tonal finishing is another hallmark of Rodgers' versatility. All of our Rodgers Classic Organs offer on-site tonal customization, note-by-note voicing and finishing, and sensitive adjustment to the acoustic properties of your worship space.

Rodgers Classic Organs provide divided expression throughout the line, with separate pedal control for the Swell Organ. We design our organs with maximum tonal resources to give a superior ensemble sound just like a fine pipe organ.

9 **DEPENDABILITY YOU CAN TRUST.**
Again and again, congregations choose a Rodgers organ because of its proven reliability. Our organs cost less to maintain because they don't require periodic maintenance. And they keep playing decade after decade, generation after generation.

We don't take your trust in the reliability of our organs for granted. We are continually refining our designs and quality control procedures. We maintain an extensive and well-trained service network, and offer one of the most extensive warranties in the business.

With the extensive technical documentation available for each organ and complete field

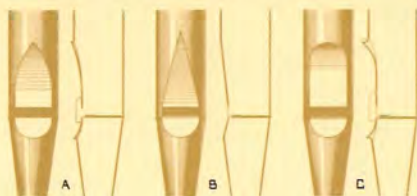
service kits available to authorized technicians, most problems that arise can be quickly corrected on-site, thereby eliminating downtime. Our built-in diagnostic system speeds analysis and repair, should trouble ever occur.

We're an active member of the Musical Instruments Technicians Association. We also maintain a large full-time staff of technical assistance experts to train and assist your local technician.

10 **RECOMMENDED BY SATISFIED OWNERS.** We're pleased to report that 99.6% of all Rodgers organ owners recommend Rodgers to other congregations seeking a new organ, according to a recent survey. That unusually high level of owner satisfaction means a lot to us. If a congregation isn't happy with one of our organs, neither are we.

We believe our high level of owner satisfaction is a result of our authentic tuning, pipe and MIDI capabilities, finely crafted consoles, versatility, reliability, and, most of all, the superior ensemble sound of our organs.

We invite you to talk with a Rodgers owner and to become acquainted with our organs. Your local Rodgers representative will assist you in selecting the organ that meets the needs of your congregation and works best in your house of worship.



Kowloon Baptist Church, Hong Kong, is one of the largest churches in Southeast Asia. Their Rodgers pipe combination organ with six pipe ranks has been praised for its enormous resources and "ability to lead the people's worship to new heights".



Amity Methodist Church, Amity, Oregon, features Rodgers electronics and a single rank of pipes.



Organ virtuoso and Rodgers owner, Joyce Jones is organist-in-residence and professor of organ at Baylor University, the world's largest Baptist university.



English virtuoso organist Wayne Marshall pictured at the organ of the Royal Festival Hall, London. His U.S. concerts on Rodgers pipe and electronic instruments have drawn critical acclaim.



A popular concert performer, Richard Morris takes along a Rodgers on his concert tours and keeps another Rodgers organ at home in Atlanta. He is pictured at a new Rodgers Oxford 945.

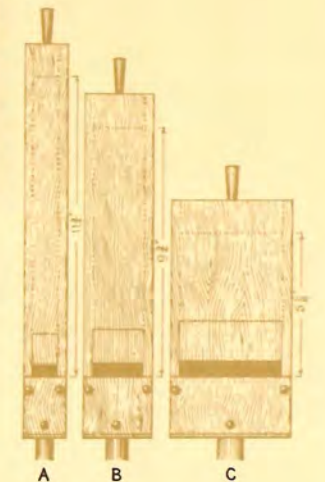


FIG. LX.

NEW PRODUCTS

RODGERS CLASSIC KEYBOARDS™

Rodgers introduces the solution for space and budget limitations: Rodgers Classic Keyboards™. These instruments are now available for home, school and church installations where price and size are necessary concerns. Many churches are selecting these instruments for chapels and classrooms, and individuals choose them for their homes. These instruments are fun to play and the price performance of these instruments is incredible. See your Rodgers Classic Keyboards dealer for a demonstration.



Rodgers Classic Keyboards C-100



Rodgers Classic Keyboards C-220

RODGERS DIGITAL SEQUENCERS AND SOUND MODULES

Rodgers Digital Sequencers provide you with instant record/playback capabilities. Rodgers Sound Modules will expand your musical palette.



Rodgers Sound Module



Rodgers Digital Sequencer

These incredible additions to your musical performance work as an accessory to all Rodgers Classic Organs and Classic Keyboards. Ask your Rodgers dealer for a demonstration.



you. But, more than that, it can be a way to reach out to other people, particularly to the young people in your church. People are brought into the church through music. People will come when they hear about this great organ. Someone may answer an altar call some Sunday night and end up being one the leaders of your church. Thank God for your marvelous organ and praise Him for it!

Fred Swann is a musician of noted rank, and he has performed in concert all over the world. He plays regularly as the Director of Music/Organist at the Crystal Cathedral. This is a transcript of Fred Swann's address as recorded live on the occasion of the Rodgers pipe organ dedication at the Second Baptist Church in Houston, Texas.

INSPIRATIONAL TECHNOLOGICAL
ADVANCEMENTS FROM
CLASSICAL ORGAN PRINCIPLES



After you've heard a Rodgers, we think you'll agree: there's no finer organ available. Rodgers...The sound choice!

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Digital Voice Module, DVM,
Rodgers Classic Organs and
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Corporation. IBM AT is a
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The sound choice!

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