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"Lucasfilm Ltd Sound System" version (1983-1997)"Lucasfilm LTD" THX version (1997-2003) used on Disney Home Media releases."Lucasfilm" THX version (1998-2002)"Lucasfilm" THX Surround EX version (1999-2002)"Lucasfilm" THX In Selected Theatres version (1999-2002)LaserDisc version from 1993-1999"Digitally Mastered" version on VHS and DVD releases from 1995-2009Version with the registered trademark symbolTHX In Selected Theatres version seen on "Star Wars: Episode III - Revenge of the Sith" poster and trailer"Certified Cinema" version seen at Cinemark locations"Certified Game" version 2001 Version with "Lucasfilm" byline "Digitally Mastered" print logo "Digitally Mastered" print logo #2 Boxed variation #1A boxed variation #2 "Certified" print logo Boxed variant #1 Boxed variant #2 DVD cover variants (International) "Digitally Mastered" versionwith Digitally Mastered for Superior Sound and Picture Quality label on DVD and VHS covers"Broadway" trailer (1983, consumer version)Cimarron (Original Version Seen On The "THX Ultimate Demo Disc")BX broken version of the logo as seen at the beginning of the "Tex" trailer (1996)(The Crimson Rivers (2000)Tex Holding A Moo Can In The Tex 2: Moo Can (1997) Trailer To continue, please confirm that you're a human (and not a spambot). vimeo.com needs to review the security of your connection before proceeding.

THX Ltd. (which officially stands for "Tomlinson Holman's xperiment") is an American company known for its namesake motion picture quality certification system (despite it being branded as a "sound system" until 1997), founded in 1983 by Tomlinson Holman and George Lucas to ensure the sound quality of the third Star Wars film Return of the Jedi. Named after Lucas's first film THX 1138 (1971), it was owned by Lucasfilm Ltd. from its inception until 2002, when it was spun off as its own company and sold to sound card manufacturer Creative Technology. In 2016, it was acquired by gaming peripheral manufacturer Razer. THX certifies fine-tuned home theater equipment, TVo DVRs, and other audio-provided certified physical media such as VHS LaserDisc, DVD and Blu-ray DVD for new movie titles in Japan and Pant Labyrinth (France only) units around 2012. Contents list Trailers (Wings) (May 25, 1983) and Tractor (October 24, 1983) October 24, 2006, March 19, 2010, September 17, 2012) 3rd Trailer (Cimarron) (May 20, 1988-2002) 4th Trailer (Grand) (June 11, 1993-1997) 5th Trailer (Simpsons) (April 14, 1994-1997) 6th Trailer (Tex) (July 3, 1996-November 7, 2006) 7th Trailer (Tex 2: Moo Can) (November 26, 1997-August 3, 2007) 8th Trailer (Broadway 2000) (May 19, 1995-October 21, 2003) 9th Trailer (Cavalcade) (August 29, 2000, May 25, 2001-May 1999) 10th Trailer (Bounty/20th anniversary variant) (October 7, 2003-2004) 11th Trailer (Science) (May 11, 2005-January 26, 2010) 12th Trailer (Ziegfeld) (May 26, 2006-August 10, 2008, September 11, 2018) 13th Trailer (Shrek) (May 2006, May 18, 2007) 14th Trailer (Tex 3: Action) (June 9, 2006-2007) 15th Trailer (Amazing Life) (November 28, 2007-May 22, 2012) 16th Trailer (Horton) (December 2007-March 14, 2008) 17th Trailer (Broadway Spd) (December 17, 2010-October 16, 2012) 18th Trailer (Musical Wipsps) (2012) 19th Trailer (Eclipse) (April 4, 2015-) 20th Trailer (Sphere) (December 5, 2014; May 15, 2015-2018?) 21st Trailer (Genesis) (August 20, 2019-) 22nd Trailer (Tex vs. the Robot) (June 25, 2020-) 1st Trailer (Wings) (May 25, 1983, 1993) The logo as it appears on The THX Ultimate Demo Disc, the THX website from 2003-2009 and the official THX YouTube channel Visuals: On a black background, the following white text fades in: For the past 35 years, motion picture loudspeakersystems have not changed... Later it fades out, and more white text appears reading: Lucasfilm Ltd. and this theatreare pleased to introduce a newmotion picture sound system. That text fades out, and after a few seconds, the letters "THX", underlined and which have the slightly taller "T" stem extend over the other two letters, appear in a glassy sky-blue color. "THX" has a shining effect that stays still throughout the duration of the trailer. Above the logo is "LUCASFILM LTD.", and "SOUND SYSTEM" below, both in small, spaced-out text. The logo stays on screen for about 10 seconds, then slowly fades out with the text above and below the logo. Trivia: The names given by Lucasfilm for some of the early THX trailers are derived from the exact same winners of the Academy Award for Best Picture, such as Wings, Cavalcade, and Horton. The only ones who were not? The 1936 winners of Best Picture, The Great Dictator and Happiest One Night. Variant: In a movie Television recording, the THX 10th anniversary trailer (1996) is shown in black and white. Technique: Motion-controlled animation effects. Audio: A synthesized crescendo sound effect known as the "Deep Note", coded by James Andy Moorer. It starts off with a group of 30 descending synthesized voices reminiscent of the sound of an airplane flying. Each voice moves slowly and randomly in a frequency sweep between 200hz and 400hz. This part of the Deep Note then repeats, and eventually, the voices proceed to their target notes, a drastic change of three octaves. The lower notes grow deeper, and the higher voices grow more shrill, becoming an ascending dramatic sound until the sounds stop in one pitch. Three voices are heard per note, slightly detuned, and two more voices are heard in the bass. Availability: This only appeared on the theatrical premiere of Return of the Jedi in theaters in Dallas and Hollywood, and was never used on THX-certified video releases. However, it can still be seen on select Demo DVDs and at THX's website (plus their official Vimeo and YouTube). The alternate variant appears on one of the Return of the Jedi featurettes made exclusively for the Star Wars Trilogy: The Definitive Collection LaserDisc set. Legacy: The Deep Note, being introduced in this trailer, is known to be one of the most notorious movie sound marks in history because of its often-frightening nature for younger viewers. 2nd Trailer (Broadway) (Late 1983-October 24, 2006, March 19, 2010-September 17, 2012) The logo as it appears on The THX Ultimate Demo Disc The logo as it appears on Lucasfilm THX Trailers: The Audience is Listening on DVD and the THX website from 2003-2009 Digitally Mastered (16:9) Spanish localized variant "HIGH DEFINITION" variant Visuals: On a black background, a blue rectangular outline fades in. The gray text "The Audience is Listening" (in the Bodoni font option) fades inside the outline, then fades out. A few seconds later, the THX logo in silver appears, the rectangular outline fades out, and the "LUCASFILM LTD." text from before (now in Futura) appears in their respective positions above and below the THX logo. Variants: Throughout the year, this trailer had many different variants: 1994: The logo was remixed digitally in Dolby Stereo Digital DTS (believed to be the first format for which this was remixed), and SDDS with new technology and not including special credit reading. This THX Recorded and Presented in, with either the Dolby SRD or SDDS logos below. (The earlier mix had previously been used for Cinema Digital Sound prints). For DTS, there is a card also at the beginning reading "ds Digital Sound In A THX Theater" (with "ds" in its respective font). The rectangle then fades in, but with the "The Audience Is Listening" text now moved up to the center and in Times New Roman. After the THX logo fades out, an end card appears, containing the text "Recorded in", and the DTS Digital sound logo below. 1995 A: Arguably the most recognizable Broadway variant, this was exclusive to home video releases. "The Audience Is Listening" text now reads: Digitally masteredfor optimal video and audio performance in a rounded Arial Light font in white and arranged in the center of the outline. That text appears longer than the regular version, and "DIGITALLY" appears above the THX logo and "MASTERED" appears below that logo. Those texts fade in with the THX logo instead of appearing after the blue outline disappears, and they sparkle while the THX logo shines. 1995 B: Both the audio and the trailer is shorter than the standard 1984-1997 theatrical version. The audio (in this, and both 1994 & 1995 A variants) is also +2 higher (on VHS & LD; +3 on PAL releases), or -1.5 lower on DVDs. On LaserDisc releases from THX, the text inside the blue outline reads: Mastered and duplicatedfor optimal video and audio performance in the Univers Light Condensed font (stretched a bit outwards). When the THX logo appears, [LASER I DISC], in a Copperplate font, appears undern THX. The logo shines after the blue rectange fades out. The pitch is +2 pitches higher (an E note) on analog tracks, like the VHS variant, though on AC-3 tracks, various pitches are used (see below). From 1999-2003, an alternate version appeared where the original text above (and above only) was replaced with "LUCASFILM LTD.". This appeared only on Buena Vista releases until it was officially replaced with the "DIGITALLY MASTERED" (as described above) text when Lucasfilm Ltd. spun off THX. This was released on the THX Ultimate Demo Disc, and on the Pioneer Special Edition LaserDisc box set. The "Best Sound" and "BEST PICTURE" text is placed below the THX logo. The "THE AUDIENCE IS LISTENING" text is placed below the "BEST SOUND". The Complete Adventure Blue-Ray. The 1994 remixed variant is believed to have debuted on Radioland Murders. The original theatrical variant appears on the 1990 THX WOW! LaserDisc, which was a sound test disc that predated the THX certification process; as well as its 2002 reissue on The THX Ultimate Demo Disc DVD. The 1995 variant appears on THX-certified DVDs and VHS tapes from various distributors from 1995 to 2006, as well as the Lucasfilm THX Theatrical Trailers: The Audience is Listening DVD, and on the DVD that came with the first edition of the book DVD Demystified by Jim Taylor. On Disney releases: The LaserDisc variant was first used with the May 1994 LaserDisc release of The Thre Musketeers (1993), and on an animated film for the first time that September with Aladdin. It debuted on VHS with the Masterpiece Collection edition of Bambì, which was used by Disney until December 2003, ending with Freaky Friday (2003). The 2002 VHS release of Atlantis: The Lost Empire uses the standard logo, but Spanish-translated and French-Canadian releases have the Fun Film Ltd. variant instead. It was also seen with the -1.5 lower pitch on Disney DVDs starting in late 1999, beginning with the Limited Issue release of Pinocchio. Early releases from 1999-2001 would also feature the Lucasfilm LTD. credit, and would switch to the Digitally Mastered variant in late 2001, with its final US appearance being on the 2001 DVD of Pearl Harbor. In December, although it appeared a final time prior to release, it was used on the CGI of James Earl Ray (just before he gets shot as the sole survivor of the plane crash). The 2002 French DVD of James and the Giant Peach (James et la pêche géante), Screened DVD Point of Contact (see "Variants"), and the early European DVD of Chicago (the last two with the +2 VHS pitch). The last Disney releases with this logo: VHS: The Special Edition release of Aladdin on October 5, 2004 (however, the logo appears on the packaging and tape of the 2005 Special Edition release of Bambì, but not on the movie itself); LaserDisc: The Masterpiece Collection release of The Little Mermaid on November 3, 1998 in the US. The final Japanese release was Bambì on March 21, 1999. DVD: On an animated film, the 2005 10th Anniversary release of Pocahontas on May 3, 2005. The last film overall was the DVD of The Hitchhiker's Guide to the Galaxy, released on September 13, 2005. Only Pixar's releases had THX after this point, and they used the Tex trailer through November 2006. The LaserDisc variant can be found on select LaserDisc releases from 1993-2000, starting with The Abyss, released on April 7th, 1993. Two Paramount releases, Apocalypse Now and Star Trek VI: The Undiscovered Country, were released on December 29, 1991 and July 1, 1992 respectively, and were the first THX-certified LaserDisc titles (and home media titles if demo releases are excluded), despite not being shown on the covers. However, since these were part of the test program, no trailers were used. Starting in late 1996 with Highlander, the 3rd logo would be used in tandem with this one (though every Buena Vista release and the majority of Sony titles used this trailer). The last LaserDiscs with this logo would be Star Wars Episode I: The Phantom Menace and a re-release of the original Star Wars Trilogy's Special Edition, both released in 2000 in Japan only. In the United States, the last release with this trailer (and the last THX-certified release there) was Amistad, released in August 1999. Some tapes and DVDs don't have this logo on the cover, but the logo did appear on the back cover of the DVD. The 2002 French DVD of James and the Giant Peach (James et la pêche géante), Screened DVD Point of Contact (see "Variants"), and the early European DVD of Chicago (the last two with the +2 VHS pitch). The 1994 remixed variant is believed to have debuted on Radioland Murders. The original theatrical variant appears on the 1990 THX WOW! LaserDisc, which was a sound test disc that predated the THX certification process; as well as its 2002 reissue on The THX Ultimate Demo Disc DVD. 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