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D.L. SIMMONS AND
CHURCH ORGANS COMPANY

PHOENIX

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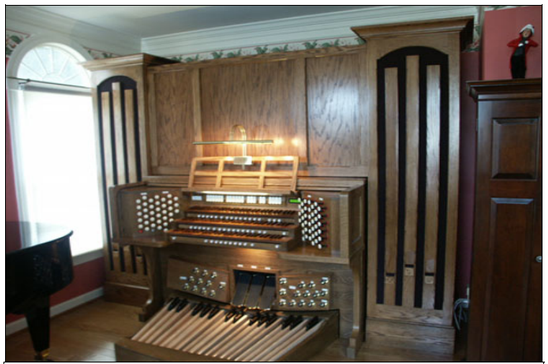
D.L. SIMMONS AND CHURCH ORGANS COMPANY

NEWSLETTER

Custom Organs for Chapel, Cathedral, Auditorium, or Home.

• Sales Soar... •

2003 was a very active year at D.L. Simmons and Company! We have recently placed many new and used organs and made some good friends among our newest customers. The first eight months of 2003 showed more than a 300% increase over last year; and for Phoenix Organs N.A., a nearly 400% increase overall! Wow! It is obvious that word has spread about this top quality, custom organ that can be built for a comparable price to a mass-produced, rubber-stamp organ offered by our competitors. A good example of the quality sound and construction offered by Phoenix is the recently installed Phoenix PD367. This is a three manual organ with 67 speaking stops on each of three accessible stoplists within the organ; English, French, and a slightly eclectic German Baroque organ. The organ has eight discrete audio channels that speak through a total of 25 speaker drivers in 17 cabinets which are housed in the casework shown here. The casework was designed and built by David Simmons of D.L. Simmons & Company using the same high quality materials used in the Phoenix console. To date, this is the largest Phoenix Organ built in North America, and has 80 ranks! We are very proud to have been involved with it's design and placement. If you would like to see more photos of this organ and the installation process, there is a photo gallery on our website illustrating the process from beginning to end. We congratulate the new owner, Mr. Darrell Ackmann, on his new masterpiece!



NEW Custom Phoenix PD367 - 80 Ranks

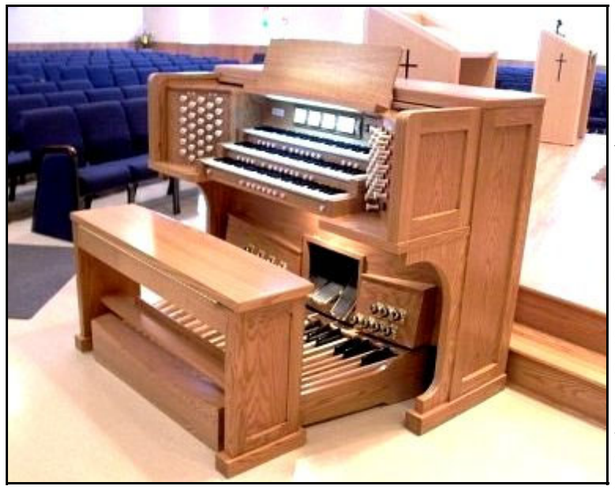
• True Comparisons •

One thing you will notice about D.L. Simmons & Company is that we invite you to compare PHOENIX to any other builder. Why? We think you will find, the more you compare us, one-to-one, with our competitors, you will decide that a

(Continued on page 2)

(Comparisons... Continued from page 1)

PHOENIX organ is the best choice. Making comparisons between all of the organ builders in today's market is a daunting task for anyone. We at D.L. Simmons & Company



know. We went through a very detailed process of comparisons before WE chose PHOENIX! Technical quality, aesthetic concerns, company reputation, service policy... we considered all of these. But, here is the most important comparison during the decision on a new organ ... how does it compare to the sound of a pipe organ! This is the final comparison and the point at which the PHOENIX stands out.

Initially this might seem to complicate the comparison process, but actually it is simple. Now determining which instrument has the greater chorus (the number of individual pitch sources speaking together) is merely a matter of comparing choice "A" with choice "B" to pipes. Nothing more. The comparisons should continue on and on with each of the nuances necessary for the natural beauty of pipe speech: notes being keyed (turned on and off) for proper harmonic excursion; individual attack and decay times for each distinctly different pipe; a large variation in the subtle effects of pipe wind; and the capability for note by note (pipe by pipe) tonal finishing of the instrument – so important to the "finished" sound of the instrument. In other words, after any and all other comparisons, simply listen with your ears... do you hear pipes?

Some organ companies use confusing terms and grandiose claims that can confuse and mislead. Simplifying the whole process by comparing everything to one standard allows committees to make safe, intelligent decisions.

The reason for the startling reality of PHOENIX digital pipe sound is our unique digitally sampled sounds of real pipes from some of the finest organs. Samples long enough and detailed enough to capture the true nature of the pipe being sampled. Listen to the detailed reproduction of the pipe voices. Hear the liveliness of its tone, it's singing qualities. This audio excellence is the result of the way Phoenix mixes the sound, for it behaves acoustically just as those sounds created in

(Continued on page 3)

ing individual stops in a note by note process.

MIDI – Musical Instrument Digital Interface. A device using an international standard developed for playing, programming and linking keyboard instruments; offers many options to the organist.

> "In general, couplers increase the flexibility of an organ"

Manuals – Keyboards that are played with the hands. Sometime, up to five or six, but most organs have two or three.

Pistons – Push buttons just below the keys. When pushed they change the organ setting to pre-selected stops, couplers, and MIDI.

Pipe/Combination Organ – The combination in one instrument of winded pipes with digital voices, usually the principal and flute ranks are winded.

Rank – A set of pipes (or pipe samples) with a uniform tone quality, with one pipe for each note on the keyboard or pedals.

Sequencer – A device that records the stops and playing of the organ and plays this musical information as MIDI data, through the organ.

Temperament – A method of tuning the organ in which the spacing of intervals between half tones are adjusted. Several have been developed, but Equal Temperament is most common. Digital organs can change temperament at the touch of a button.

Voicing – This is a complex process with every stop in the organ precisely adjusted for tonal quality, balance with other stops, wind pressure, etc.. Most of this is done at the factory, and usually only minor adjustments are needed on site.

(SURFIN' - Continued from page 5)

we would be glad to here from you. While you are there why not fill out our Church Survey. Click on the "Contact" key, fill in the blanks, and click the submit button. We would appreciate your input and will use the information to better serve you, our customers. Be sure to view the many pictures in the Installation Gallery for the Phoenix PD367!

(PHOENIX - Continued from page 5)

regulate every note of every sampled stop. Real time calculations, performed hundreds of times per second give a level of realism that people could only dream about a few years ago. Configuring an organ console or pipe control system is done with a unique but easy-to-use Phoenix software program. Phoenix consoles are built in Canada. Unlike most electronic organ companies which have large factories with assembly lines, Phoenix organs are hand-built in small workshops by careful craftsmen. It is reminiscent of a good pipe organ builder's shop. What is most important is that you either hear or play a PHOENIX - we are sure that you will not be disappointed.

• What do you mean? •

This section is for those that may not be familiar with all of the "organ' terms which they find when searching for any instrument and is presented in the hope that it will be a help in making that choice an easier task.

A.G.O. – American Guild of Organists. Following the standards and specifications they have set for console, stop controls, pedal, etc.

Antiphonal – An organ division placed in another location in the room from the main organ.

Celeste – Latin for heavenly. It consisted of two eight foot stops played simultaneously , having one of the stops tuned just slightly sharp of the other. Add a great warms to the sound of the organ.

Console – This is the "control room" of the organ: the keyboards (manuals), stops, couplers, pistons, MIDI, pedals, and expression pedals.

Couplers – There are several types, but all do exactly what the name implies.

*Inter*manual couples any stops pulled on one manual to be played on another.

*Inter*manual enables a division to be played with itself at an octave higher or lower (Ex. Swell to Swell 16' or Great to Great 4'). The is also the Unison Off which can silence a whole division. *Sub Couplers* operate at the 16 foot pitches, *Unison Couplers* at the 8' pitches, and *Super Couplers* at the 4' pitches. In general, couplers increase the versatility of the organ.

Crescendo Pedal – Gradually adds pre-programmed stops, each added to the previous, as the pedal is pushed down, fully depressed is usually full organ.

Divided Expression – More than one expression pedal, usually one per manual allowing for control of volume for each division.

Division – A grouping of pipes controlled by a keyboard: Great, Swell, Choir, Solo, and Pedal.

Expression Pedal – Controls volume of divisions. On pipe organs it opens and closes shutters to a pipe chamber and on digital organs it controls not only volume levels but incrementally alters the sound so as to reproduced the "closed chamber" effect. Fully configurable on PHOENIX.

Finishing – The subjective process of adjusting the "sounds" of the organ, producing the character of the organ for the room in which it is installed. Involves voicing and tun-

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real pipes. All sound is mixed after being converted from digital samples to analog (linear) signals and radiated from the speakers, exciting acoustical energy which our ears call musical tones. Since the speaker-radiated air wave is identical to the air wave created by a pipe, the human ear cannot tell the difference. Our detailed, long samples of real pipe sounds are acoustically true to the original when presented to the room. Phoenix's multichannel system assures you of clear, accurate, satisfying musical tone for your worship experience.

Every PHOENIX organ has at least two complete sets of pipe samples and can have as many as four sets, not just scattered voices, like some other organs. These separate organs within one console are tonally independent of each other and may be changed by simply pressing a piston! The tuning can be changed from normal (called equal temperament) to other historical tunings by pressing a piston. PHOENIX organs come with two specifications available to the organist. The English Romantic tuning and voicing and a Baroque, French, American Classic, or even an eclectic blend for the other specifications. Furthermore, each stop has its pitch set independently in these intonations to be "in" or slightly "out" of tune according to traditional practices and the organist's preferences. We can even provide a Theatre/Gospel specification if desired.

The Pipe Samples stored in the organ play long enough to hear the turbulence and natural variances that take place in the pipe. Most organs by other organ builders use very short samples to keep the cost down and to maximize profit, but their sound represents only a brief, static portion of the sustained tone, which is rapidly sampled [repeated] over and over, resulting in a "flat" sound lacking movement. PHOENIX Organworks chose to use longer samples to present authentic pipe tone that speaks

naturally, maintaining it's random vitality and musical veracity. When this is coupled with huge computer memory and our very fast processors, the PHOENIX organ provides a tonal environment worth of the organist's finest musical renderings!

In addition to the Romantic and Baroque settings, contemporary music benefits from the full MIDI capabilities of each division. There are

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many uses for this feature. Remember, service is prompt and parts under warranty can be delivered by over night carrier. We offer dependable service for every organ

we sell. Because the PHOENIX name on this organ is important to us, we have made certain that it will do what we say it will do.

PHOENIX Organworks continues to advance the state of the art in fine musical instrumentation using digital electronics, quality pipe organ hardware, and the highest quality consoles constructed from only the finest solid hardwoods and hardwood core plywood.

Everyone in the organization is a "hands on" person, seeing to the needs of the churches and church musicians. We believe that is the way it should be. PHOENIX operates with a centralized distributor with regional representatives; further reducing the organizational overhead expense. We believe that the PHOENIX organs are about as maintenance free as an organ can be. We use components that are designed to last a generation or more. Even so, we are preparing for your service needs by placing a portion of every sale in a maintenance reserve. We believe this is in your interest as well as ours.

Other digital organ builders are engaged in a war to upstage each other and may try very hard to convince you that their digital organ is better than someone else's digital organ for a bunch of reasons. They will lay on the market-hype, often described as some kind of parallel process, waveform wiggle, random detuning gadget, or patented algorithmic speaker system. Regardless of what they call it, they can do nothing more than what we have already offered you in an organ from PHOENIX Organs. With the PHOENIX ORGAN system, we can do anything that any competitor can, and probably at a better price. We have a better way, and it has to do with music and a philosophy of quality workmanship. Only fine pipe organ builders are our real competitors! ***If we miss the objective of producing a fine musical rendition of a pipe organ, it matters not how we describe the technology in our organs***.

So, from our perspective, we are church musicians first who love what we do and we want to participate with you in the instrumentation of praise. It is our goal to bring you the finest pipe organ sounds possible.

• PHOENIX Organs •

During the closing years of the 20th century in Great Britain, a chance encounter happened between two engineers who were also organists. For years, both had been searching for an electronic organ that sounded like a pipe organ. Neither had succeeded despite long treks to search out exaggerated claims by some manufacturers.
The engineers had come to the conclusion that sampling technology had the greatest capability of producing exact pipe organ tone but that its current users were only scratching the surface with the available technology. Starting with a blank sheet of paper, they designed a new system that would not only be used for electronic organs, but also has the added capability of controlling a large pipe organ. Phoenix Organs was born.
The result of this development takes pipeless organ sound to a new dimension and it is the most flexible in the marketplace today for controlling pipe and electronic organs. The on-site voicing tools allow the voicer to independently voice and

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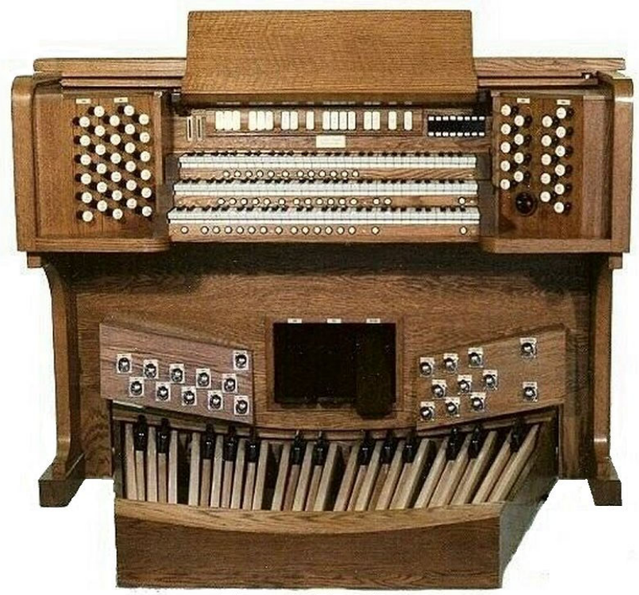

Phoenix PD342

• Been Surfin'? •

On the internet, that is. We are just a little more than excited about having our newly revised D.L. Simmons & Company web site up and running! Surf in for a visit at:

www.qualityorgans.com

There are always a few more things to do, but if you have access to the web, why not stop by and take a look. We think we have the most comprehensive source for information about quality church organs to be found anywhere. In the future, we have plans for new areas including a web version of this newsletter. Your needs are important to us. Let us know what they are and we will try to include something here or on the web. We hope these areas will be of help and interest to organist. If you have any suggestions,

(Continued on page 7)