

Our History

Wilshire Media Systems began as a simple TV & Stereo store on Los Angeles' acclaimed Westside. So how on earth did we end up in Thousand Oaks over 60 years later? *It's been quite a journey...*

1954



Wilshire TV & Radio was founded by Loreta K. Wuebker in 1954. The modest 400 square foot Los Angeles showroom was located on the 5th floor of the H.F. Ahmanson Bank & Trust building on Wilshire Blvd. until 1978.

1978



Lyn and Cynthia Perry purchased Wilshire TV & Radio in 1978. The newly rebranded Wilshire Television & Appliance Center was relocated to a 3000 square foot location on 6th Street in the Wilshire district of Los Angeles where it remained until 1984.

1985



Wilshire TV & Video moved to Western Ave. in 1985 where it remained until 1992. During the Los Angeles riots on April 30, 1992, Lyn & Cynthia watched from their Thousand Oaks home as television news cameras recorded their store being looted and burned.

1992



Six months after the Los Angeles riots, Wilshire TV & Stereo reopened in Thousand Oaks, California at 1518 N. Moorpark Road. Over the years, Wilshire continued to grow and its reputation earned continued recognition from local and national organizations.

2000



In the year 2000, Wilshire Home Entertainment relocated to 1412 N. Moorpark Road into a brand new 12,500 square foot showroom. After serving as Operations Manager and CFO, Mike McMaster became president of Wilshire Home Entertainment in 2007.

2014



In 2014, upon Lyn and Cynthia's retirement, Mike purchased the company and rebranded it as Wilshire Media Systems. The team at Wilshire designs, installs and builds innovative solutions that harmoniously blend technology and aesthetics.

Today



Today, Wilshire enjoys a 12,500 square foot design and experience center in Thousand Oaks, where visitors can interact with the latest technologies. This is just the beginning, we're determined to make more history.

This is just the beginning.

