#### TELEX ACADEMIES GATHER MOMENTUM IN LATIN AMERICA AND **SOUTH AMERICA**



Telex Academy Live Sound at Club El Nogal, Bogota, Columbia

Burnsville, MN (June 2004): In keeping with a year of unprecedented growth across its global organization, Telex Communications, Inc.'s initiatives towards continuously educating its worldwide family of reps and distributors are now making waves across Latin and South America in the form of "Telex Academies" – programs that combine product demonstration, business, and, last, but not least, pleasure.

Jose A. Rivas, (Sales and Marketing Manager, Telex Latin America), and Enrique Lask (Applications Engineer, Latin America), are responsible for presenting the Academies to over 800 people all across Latin and South America, bringing an array of new sound reinforcement innovations from Telex Communications product brands Electro-Voice, Midas and Klark Teknik to these growing markets.

Jose Rivas commented: "We want people to better understand the added value of our products. It is exciting to see the response of our dealers and distributors to the new Telex Pro Audio products we present at the academies. We want to actively demonstrate that Telex Pro Audio products

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are superior in terms of both quality and technology – so we bring our products out on the road to show that the pro audio market in Latin and South America doesn't have to settle for second-best. We believe that these markets are ready for our products, and the attendance and feedback we've received from our distributors and customers confirms this. Our commitment to the market is stronger than ever and the Telex Academies throughout Latin and South America are one of our ways of communicating this!"



Medellin, Colombia - Telex Pro Audio Live Sound Academy at Corporacion de Jazz de Medellin

Juan F. Montoya, General Manager of Almacenes La Cita (Telex Pro Audio Live Sound Distributor for Colombia), added: "We were delighted to see the response from our customers to these Telex Academies. People were able to experience first hand the quality of Telex Pro Audio products. Telex Pro Audio brands (EV, Midas, Klark Teknik and Dynacord) are now positioned as the brands of reference in the Colombian market. The bar has been raised and that's healthy for the Colombian Pro Audio market!"

(more)

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Quito, Ecuador - Telex Pro Audio Live Sound Academy at Centro de Convenciones Forum

The Academy tour itinerary is as follows:

Academies completed (June 2004):

**Bogota, Columbia** - Club El Nogal (Telex Pro Audio Live Sound, Telex Pro Audio Fixed Install & RTS)

**Medellin, Columbia** – Corporacion de Jazz de Medellin (Telex Pro Audio Live Sound, Telex Pro Audio Fixed Install)

Caracas, Venezuela – Hotel Gran Melia (Telex Pro Audio Live Sound)

**Quito, Ecuador** – Centro de Convenciones Forum (Telex Pro Audio Live Sound)

Academies scheduled (late July 2004): Guatemala City, Guatemala Antigua, Guatamala Panama City, Panama

Academies scheduled (Early September 2004): Sao Paulo, Brazil

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Santiago, Chile Academies scheduled (late October 2004):

San Jose, Costa Rica San Salvador, El Salvador San Juan, Puerto Rico

Academies will continue during and after this period in Mexico.

Distributors involved in the Academies include:

Bogota and Medellin, Colombia Telex Pro Audio Live Sound (Almacenes La Cita - Juan Fernando Montoya (General Manager)) Bogota and Medellin. Colombia Telex Pro Audio Fixed Install (Construcciones Acusticas - Gonzalo Duran (General Manager)) Bogota, Colombia RTS (SEEL - Carlos Fernandez (General Manager)) Caracas, Venezuela Telex Pro Audio Live Sound (Audioconcepts - Jean Paul Gaspard (President)) Quito, Ecuador Telex Pro Audio Live Sound (Globalsonido - Freddy Godoy (President))

Products presented (in various configurations):

EV Plasma P1 & P2 powered loudspeakers

EV QRx153 loudspeakers

EV QRx 212 loudspeakers

EV QRx218S subwoofers

EV CP2200 amplifiers

EV CP300S amplifier

EV Dx38 processing

EV EVI15 Vari-Intense ceiling-mount loudspeakers

EV Q66 amplifiers

EV EVID 3.2 surface-mount loudspeakers

EV EVID 4.2 surface-mount loudspeakers

EV EVID 6.2 surface-mount loudspeakers

EV EVID 12.1 subwoofer

EV Q44 or Q66 amplifier

EV SxA250 powered loudspeakers

EV SxA360 powered loudspeakers

EV SbA760 powered subwoofers

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EV RE2 Wireless systems
EV PolarChoice Satellite podium microphone
Midas Venice 320 mixing console

Klark Teknik Helix digital equalizer

For full details on all Telex Communications brands and products, please visit www.telex.com

Electro-Voice® Midas® and Klark Teknik® are professional audio brands of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS™, Dynacord®, Midas®, Klark Teknik®, University® and others.

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