ROTTERDAM CONCERT HALL GOES FOR MIDAS® TOUCH



Rotterdam, Holland (May 2004): Midas Consoles Holland, the new distribution model for Midas and Klark Teknik™ products in the Netherlands, continues to go from strength to strength since its launch in January. April saw a particularly busy month for Midas Consoles Holland, whose sales included a 32-channel Heritage 1000 console to Rotterdam's internationally renowned concert hall and congress center De Doelen (above), as well as a Venice 320 and eight of Klark Teknik's industry standard DN360 EQ devices to another performance venue, 013 in Tilburg.

The Heritage 1000 has been installed into De Doelen's main concert hall, the 2,200-seater Grote Zaal, though it was supplied with a touring package, so the desk can be moved into any room within the De Doelen as required. Sander Zijlstra, head of sound at De Doelen, explained his choice: "We host over 600 concerts a year here, and that means a lot of visiting engineers. The advantage of having a Midas console as your house desk is that 99% of engineers are instantly familiar with the control surface, and therefore at ease. They know it's going to sound great, and I've yet to meet anyone who would actually turn their nose up at working on a Midas. For the majority, it would be their first choice anyway. In terms of choosing the Heritage 1000? For me it still offers the best solution when you need automation in a

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compact format to go hand in hand with great audio quality. We have everything here from 200-piece orchestras to world music, to rock and roll to musicals, so versatility is important to us. Plus we don't have the space for a huge console - sometimes it is required in some of our smaller rooms - so the Heritage 1000 was the perfect compromise."



L-R: Sander Zijlstra from De Doelen and Peter Haaima of Midas Consoles Holland.

In a separate sale, MCH also delivered eight Klark Teknik DN360s and a Midas Venice 320 to 013 in Tilburg. After extensive testing and comparison, the technicians of this leading Dutch performance venue opted for DN360 both for its international recognition and unequalled audio performance. The Venice 320 was selected for much the same criteria - superlative audio performance in an internationally recognized package.

(more)

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For full details on all Midas & Klark Teknik products, please visit www.midasconsoles.com www.klarkteknik.com

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