News Release

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ELECTRO-VOICE® INSTALLATION AT WINGS STADIUM, KALAMAZOO, MICHIGAN

Kalamazoo, MI (February 16, 2004): A new Electro-Voice loudspeaker installation at Wings Stadium in Kalamazoo, Michigan, represents a truly synergistic relationship between the venue, venue staff, Kansas City-based consultants ADG (Acoustical Design Group, Inc - www.adgkc.com), contractors ASCOM, Inc (www.ascominc.com), and EV's own Jim Long. Wings stadium ended up with 54 Electro-Voice Sx100+ loudspeakers in a distributed system that blurs the line between affordability and high performance.

ASCOM, Inc President Fred Billin discussed how everybody worked together to save time, money and paperwork, and end up with a no-compromise system that sounds superb:

"Wings Stadium has been through a few sound systems, none of which worked to satisfaction. The whole process of specifying and installing a system that would not only work well but also exceed expectations turned into a joint venture that combined the expertise and resources of different companies. ADG were initially approached by Wings Stadium VP/GM Paul Pickard, and they in turn contacted us to coordinate some design & build hardware. EV expert Jim Long was then brought in to justify the specification of the Sx100+'s,

Telex Communications, Inc.
12000 Portland Avenue, Burnsville, MN 55337 • Phone: 952.884.4051 • Fax: 952.346.4985

a choice that would keep the project well within budget. The Sx100+ is a relatively affordable speaker for an installation of this type and size, but, in combining these elements of professional expertise, there was no reason they couldn't perform beyond what their price tag might suggest. This wasn't going to become a case of 'good design, bad install!' Another challenge was that the venue was in constant use during the installation, with a full schedule of hockey games and shows. We also worked closely with the venue staff, who assisted right up to the point where insurance would be prohibitive - moving gear onto the ice, etc, - which made the whole process a lot quicker. The job began in mid December, and the system was commissioned on the 28th of January – it took just 45 days out of the 60 scheduled for installation."

"Each of the Sx100+'s is independently cabled back to the amp rack. We also ran some 10-gauge cable in case they'd like to add subs in the future. We installed the new system alongside the old system, which was still being used throughout the process. A major element of our involvement was to design and build brackets that would allow the Sx100+'s to be distributed on the I-beams. We ended up designing hardware that attached to the top of the beam rather than the bottom, leaving the bottom of the beams free for productions to use if necessary. They get some big name acts in here that need to fly all kinds of production details, and our system won't interfere with any of them. Once bolted on top of the beams, head technician Mark Meinema used lasers to aim the speakers at the points ADG specified. These are T-shaped steel brackets that give 180-degrees of horizontal swing and 60 to 90-degrees of vertical movement. The structural engineers approved our design, and so did ADG – everybody was happy, and we really helped use the Sx100s to their full potential in enabling them to be precisely, securely and effectively positioned over the seats."

Ian Wolfe of ADG was responsible for the acoustic design at Wings Stadium. He also described the team approach that made the whole installation a success:

"ADG was hired by Wings Stadium to conduct a study to establish cost estimates, and also suggested doing a design/build, as it wasn't a publicly-funded project. We suggested ASCOM for this as a very experienced firm that we've had a lot of success with. The owner agreed to this upon our recommendation, and that's how things began, with the division of work clearly defined. We carried out the design portion element, but didn't need to elaborate with a bid spec, as we normally would. We kept that to a minimum by combining our design with ASCOM's made-to-measure brackets for the Sx100+'s, which were already affirmed as a suitable speaker by Jim Long. This relationship would provide the most 'bang for the buck' for our client, without compromising on any detail."

L: Ian Wolfe (ADG), R: Brad Scott (ASCOM)

"Overall we're really impressed with the performance of the system. The uniformity of coverage is great, and the fidelity is better than we expected. Keeping in mind that the Sx100+ is a 12-inch, 2-way box not known for an excess of low frequency output, the low end is extremely good – especially compared to what they had before. Of course, everybody is in agreement that some subs wouldn't hurt, but the system is performing well as it is, which means that the system isn't audibly crying out for more expenditure each time it's used. Jim Long came in and EQ'd the Sx100+'s to get the best from them. The Sx100+'s are doing exactly what they do well, and the

various parties involved each contributed their area of expertise to maximizing their performance capabilities in this application. There's cabling there to add subs and room in the rack to add amps if necessary. There are also four groups of three EV EVID 6.2 loudspeakers located along the concourse that carry both the play-by-play and arena sound."

"This arena has a low ceiling – only about 35-feet above the ice. That's why we went with a distributed system. We also put in some sound-absorbing treatment. The room had zero absorption in it when we first approached it - hard metal roof deck and hard plastic seats, lots of glass and, of course, ice. Everything in the place was hard and reflective. We steered the owner towards MBI's Lapendary® Panel acoustical banners, and put in about 15,000 square feet of those in a checkerboard pattern up on the ceiling. The stadium staff hung these horizontally oriented, draped segments from the ceiling in a checkerboard pattern. These made a noticeable improvement in intelligibility even with the old, very inadequate speaker installation. Couple this with the new Sx100+'s and you have an example of loudspeakers and room acoustics contributing to a total improvement - this really doubled the impact of the new sound system. Everybody involved is very pleased with the results. I was amazed to be up there tuning the system, remembering the submittals from two and a half months earlier, whilst doing the commissioning on the very date

we listed. That rarely happens in this industry! This all worked out according to plan, without taking any shortcuts."

For full details on all Electro-Voice products and brands, please visit
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James Edlund
Public Relations Manager
Telex Communications, Inc.
12000 Portland Ave. South
Burnsville, MN 55337
Phone: 952-736-3901
Fax: 952-736-4582
E-mail: James.Edlund@telex.com

Guy Low
Public Relations Writer
Telex Communications, Inc.
12000 Portland Ave. South
Burnsville, MN 55337
Phone: 952-736-3935
Cell: 612-710- 0829
E-mail: Guy.Low@telex.com

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