## **News Release**

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## ENTERTAINMENT LIGHTING SERVICES INSTALL ELECTRO-VOICE® EVIDS™ AT SANTA ANITA RACETRACK VENUE

**Santa Anita**, **CA** (January 30, 2004): Entertainment Lighting Services (elslights.com), based out of Sun Valley, CA, recently completed an Electro-Voice EVID installation at Sirona's, an indoor/outdoor venue at the Santa Anita racetrack. ELS sales associate John Mitchell described how this installation characterizes the EVID's versatility, durability and aesthetic value:

"We worked with Magna entertainment, the company that owns Sirona's, the bar/restaurant venue at the racetrack, to give them the best distributed sound system for the money, which I think we have achieved. The process was completed on December 26<sup>th</sup>, the opening day of the racing season at Santa Anita. Why the EVIDs? A couple of reasons. I have a very strong working relationship with Quantum Services & Technology (Southern Californian EV reps), and know that EV offers solutions for specific kinds of applications like this, where coverage and weatherproof design are a priority. The EVID was the right product for this installation."



There are (38) EVID 6.2T loudspeakers at Sirona's, mounted in clusters of 4 using the quad mounting brackets, along with a row of wall mounted single speakers. The venue is largely comprised of a covered terrace, exposed to the elements an ideal application for the EVID. ETS also specified a portable system with EV SxA powered speakers for DJs, marketing promotions, bands, etc. The idea was to install a system that would help broaden the entertainment value of the racetrack, extending it from a day at the races to and evening at Sirona's. Mitchell continued: "The EVIDs represent that kind of attention to detail – they look as good as they sound, and therefore don't detract from the architectural ambience of a place that has a

custom-made 55-foot long marble and maple bar! Ultimately, the EVID is a small box with a big sound that doesn't stick out and say 'I'm a speaker'. Its elliptical design and versatile mounting hardware make it inconspicuous, but its wide coverage fills the room. The owners are really pleased with the system – they're even considering expanding the distribution into different areas."

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