EV • Telex • Midas • Klark Teknik Dvnacord • RTS • University Sound

DYNACORD® COBRA AND MIDAS VENICE 320 USED AT HENDERSON STATE UNIVERSITY "IDOL" EVENT

Arkadelphia, AR (December 19th, **2003):** S&S Music of Arkadelphia (www.s-and-smusic.com) is a music retail store, digital recording studio and production company that has used the Dynacord Cobra compact line array exclusively for every one of their live sound gigs for the last 18 months. S&S purchased a second Cobra system the following summer. Few people are more qualified to discuss the flexibility of the Cobra than S&S owner/manager Stephen Gent, who described a recent event at nearby Henderson State University:



A prospective HSU Idol performs, assisted by the talents of the versatile Cobra line array

"Henderson State University started their own version of "American Idol". We provide full sound and lighting for these shows, which run for about four weeks. They're about to put on the second edition. We provide sound for numerous events at HSU with the Cobra, and this series is another testimonial to its versatility in a wide variety of applications. The HSU Idol shows began the first weekend of December in a lecture hall in front of around 200 people. As is usually the case, these spaces sound pretty awful. Flying the Cobra upside down (see photos) solved the problem. We bought the flying hardware back in August, and have found it very easy to use. We flew 2 Cobra subs above 2 Cobra tops on each side - it's never sounded better. We had people approach

News Release

EV • Telex • Midas • Klark Teknik Dynacord • RTS • University Sound



us after the show and comment on the sound quality." S&S used a Midas Venice 320 at Front of House – another top quality, compact sound solution for a wide range of applications (see photo). Gent continued: "Obviously, in competition like this, a bad PA isn't going to help anvone's chances qualifying for the next round! The Cobra's sound quality and coverage capabilities are really remarkable for the size and weight of the boxes, and having 2 rigs means we can run sound for anywhere from 80 to 8000 people, with just two guys to set up the PA. Again,

the Cobra is all about flexibility. As far as the pre-cabled and preset amps and DSP go, we haven't felt the need to make any of our own adjustments – we simply load in the new settings when them come out. In this sense the Cobra really does 'plug in and play' with no compromises. We use the Cobra for rock concerts, movies, music playback – everything. Stacked or flown, the rig is simple to use and guarantees great sound and coverage."

(more)

News Release Pro Audio Group EV • Telex • Midas • Klark Teknik Dynacord • RTS • University Sound



News Release

EV • Telex • Midas • Klark Teknik Dynacord • RTS • University Sound

The Cobra System: The Friendly Weapon

Within the last few years the popularity of line-array systems in the professional concert sound business has dramatically increased because of their characteristic coverage pattern, long-throw ability and low-distortion. Now, with the COBRA System these advantages are also available for applications employing conventional large-format line-array systems, where economical operation was just not possible before. Cobra comes as a complete, ideally tuned system including a digital system controller with application-optimized presets and high-performance power amps. The entire package is truly compact, quickly set up and remarkably easy to operate.

For full details on all Dynacord products, please contact Dynacord Product Manager (USA) Jeff Taylor (952) 210-3507, or visit www.dynacord.com

Dynacord® is a professional audio brand 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.

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

In-house MarCom Contractor PR, Copywriting, Graphic Design, Marketing Telex Communications, Inc. 12000 Portland Ave. South Burnsville, MN 55337

Phone: 952-736-3935 Cell: 612-710- 0829

E-mail: Guy.Low@telex.com

###