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DYNACORD® COBRA FEATURED AT NEW ORLANDO CONVENTION CENTER OPENING WITH ORANGE COUNTY COMMISSIONER RICHARD CROTTY



Orlando, FL (December 12th, 2003): The Dynacord Cobra compact line array system provided sound reinforcement during two days of opening celebrations for the Orange County Convention Center's enormous new North/South building on November 21st and 22nd, 2003. The 'Centerfest' events coincided with the IAAPA and ETS shows at the center. Orange County Commissioner Richard Crotty presided over the unveiling of an impressive statue in front of the complex, and vocalized his support for the new facility to the gathered press and media via the Cobra system. Media Ministry (www.mediainministry.org) provided the PA for the weekend's events, having demo'd the Cobra through Telex Pro Audio Group representatives Sales Force and Associates. Media in Ministry's Gene Blankenship worked closely with Sales Force's Dan Shawgo in making these events a sonic success, and anticipates much more activity with the groundbreaking line array system. Blankenship commented:

"The Cobra's most immediately striking characteristic is its coverage capacity in a wide variety of environments. The unveiling took place outside the front of the new convention center before approximately 400 VIPs, all widely dispersed around the statue and podium. The audience was gathered in a wide, shallow

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crowd in order to be close to the proceedings. The (2) Cobra Tops and (2) Cobra PWH subs per side met this crowd configuration with equally wide sound coverage, even though the stacks were placed 80 feet apart. Quite simply, the performance of this rig far exceeded my expectations, and I like to give our clients above and beyond what they expect. I was verv impressed, and so were the OCCC people. All the important ratios were nicely balanced: the coverage was great proportionate to the low volume level, and we had no problem with gain before feedback – always a concern at outside vocal applications like this. The OCCC initially requested the usual 4 speakers-onsticks setup. We provided

them with a more specialized solution, one that left no holes in coverage despite its compact size. Everybody present heard the event as clearly as they saw it, and that really contributed towards a positive first impression for the opening ceremonies."

Media in Ministry specializes in mobile churches - a growing segment of an already burgeoning A/V market. Blankenship described how the Cobra will factor in to this field: "Mobile churches are growing in number, and have specific A/V needs that require a specialized attention to detail. The most common venues for mobile churches are High School auditoriums, clubhouse and larger facilities like your average YMCA center or dinner theatre. Our first consideration is that any system we use must be quick to set up, compact to load and haul, and all with a minimal amount of technical complication. And again, we often need to address the needs of a shallower, fan-shaped congregation rather than a deep, narrow one, so horizontal coverage is also a primary factor."

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Blankenship continued: "We undertake a lot of 'preview services' for startup mobile churches in new areas, and the Cobra rig continues to impress in these applications. We provide a complete production package on a contract basis for example, two services per month - and offer an alternative to spending \$50K on a multi-brand system that simply cannot offer this kind of complete system integrity and versatility. It's a far more cost effective option for a church to work with us, get the best system out there, and not have to worry about shopping for and storing an inferior PA that they might not have the expertise to run properly. We basically have about 2 hours to set up sound, video and lighting, often in tricky rooms with low ceilings, etc. The Cobra really proves its turnkey versatility in this sense, solving the problems one might encounter with a traditional left and right rig, with which coverage and cancellation are issues. Firstly, the Cobra has the height for a good throw at seated or standing head level – an immediate advantage of a stacked array. The dedicated, pre-cabled drive rack also offers built-in amp and DSP control parameters for providing sound for 200 or 2000 people."



Why horizontal coverage counts at events like this...

"We demo'd tons of speakers for these applications, and there's simply nothing else out there that comes close to the Cobra. The rig has serious headroom and coverage capabilities, but is still compact whichever way you look at it – it fits in a van for a small mobile church service just the same as it fits in a van for an arena event in front of a couple thousand people! For example: we will be using the Cobra rig for the 'Cornerstone' Music festival the Central Florida Fairgrounds in Orlando, showcasing 50 Christian artists over two days on

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multiple stages. The Cobra system will be a real advantage in this somewhat hectic environment, allowing up and coming acts playing label showcases to sound their best, whilst being quick and easy to set up and tear down." In closing, Blankenship commented: "Our mission is to support Christian ministries and other non-profit organizations with turnkey solutions for their inhouse production needs. What better way to deliver this level of service than with a turnkey PA system like the Cobra!"

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.



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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 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

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