

# Church Production Magazine

The Educational Magazine for Houses of Worship Covering Audio, Video and Lighting Technologies

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### Drum Mic'ing Techniques – Part II

#### GPM Reviews:

**ALLEN & HEATH**  
ML3000  
Audio Mixing Console

**AUDIO-TECHNICA**  
AT899  
Unipoint Lavalier  
Microphone

**SONIC-FOUNDRY**  
Vegas 4.0  
Video and Audio  
Production Software

**STAGE RESEARCH**  
SFX Audio  
Playback & Show  
Control Software

# Company Profile:

# TELEX®

When you're in the audio business, your most important assets are your ears.

No one knew this better than partners Allen Hempel and Ralph Allison, who founded Telex in 1936: one of the company's first products was a wearable vacuum tube hearing aid. Almost 10 years later, Telex branched out into audio electronics products, bringing to market a number of celebrated items, including headsets.

Fast forward to 1998, when Telex Communications, at this point a major force in the professional audio industry, merged with EVI Audio, another powerhouse. The alliance brought together brands like Dynacord, Electro-Voice, Klark-Teknik, Midas, and RTS, providing customers with a one-stop shop for their audio needs. (As one

**An All-Encompassing Brand,  
Telex, and its subsidiaries, works  
to provide total audio solutions**



*Mathias Von Heydekampf  
is president of Telex's  
professional audio division.*

marketing executive put it: "Whenever music or speech has to be amplified or transmitted, we come into the game, either with a microphone when the signal is picked up, or through a mixer or DSP or an amplifier, or, finally, the speaker, when the air is moved.") Indeed, it's difficult to find many A/V installations or live events that aren't equipped with at least one Telex product; after all, the manufacturer produces technology for practically every application, including corporate, sports and entertainment, performing arts, broadcast, and, of course, worship.

Telex employs 2,000 people scattered across the United States, Germany, the United Kingdom, Canada, Mexico, Latin America, France, Japan, Australia, China, and Singapore. In May 2002, Mathias von Heydekampf, formerly president of Telex/EVI's electronics department worldwide, was appointed president of the company's professional audio division on a global basis.

Recently, von Heydekampf relocated from the Telex offices in Straubing, Germany, to the U.S. headquarters in Burnsville, Minnesota.



*The Telex world-wide headquarters in Burnsville, Minnesota.*

Church Production caught up with von Heydekampf to discuss where Telex is headed in the future.

***CPM: What differentiates Telex from other manufacturers?***

**von Heydekampf:** I believe that Telex is one of the first to pursue the idea of making the complete system; as opposed to just offering a single component, we are able to control the whole system. That doesn't mean that we only sell systems, but we emphasize those systems for all applications – for small houses of worship, large boardrooms, super-large arenas, or small theaters. Whatever the application, we are able to control the audio.

***CPM: What are some of the major structural changes that have recently taken place within the organization?***

**von Heydekampf:** Our biggest assets are obviously the brands – Electro-Voice, Telex, Dynacord, Midas, and so on. We have very famous brand names that go back a long way. When I was out in the market and traveling around, I felt that just having a distributor in each country representing Telex wasn't good enough, because most of the distributors just cover one part of the market. We work in many vertical markets. The two biggest divisions are fixed installation and live sound, and within those we have subdivisions like small concert sound, large concert sound, musical instruments (MI), mobile DJ, commercial sound, professional sound, cinema, etc.

What we have changed is the organization of the marketing and sales departments; they are more directed toward those vertical markets. For example, we now have people who are dedicated to the house of worship market – that is all they do. We started to do this a couple of years ago in Europe and Asia, and we are doing this more and more in the U.S. as well.

***CPM: What are your plans for Dynacord in the United States?***

**von Heydekampf:** Dynacord was always a very important brand under the Telex

umbrella, and when Mark IV Audio [Editor's Note: Mark IV Audio was renamed EVI Audio in 1997] bought Dynacord in 1990, the brand was basically out of the U.S. market. Within the last decade, Dynacord has seen the largest growth in the corporation by far. We didn't think it was a good idea to leave it out of the biggest market in the world – the U.S. – so we started to bring out complete systems like the Cobra into the U.S. market with phenomenal success. People like systems that are easy to use and easy to set up, and Dynacord is a powerful brand name. We wanted to take advantage of that.

***CPM: What are some of your main goals for Telex?***

**von Heydekampf:** Many companies try to offer cheaper solutions; they want to produce cheaper products and they want to offer them to people for a lower price. We think "application," not "competition." The problem with the market now is that everyone copies everyone else – especially when there is a big trade show. People walk around the trade show floor and then go back to R&D and say, 'I want this box, but at 10% cheaper than they sell it.' We started to say, 'For what particular application will we design this box?' You can't build one box to fit all applications.

The other thing is we think "problem," not "pricing." We can prove that price is not everything. If you can solve a problem for your customer and solve it better than anyone else, price won't be the number one priority. I understand that nobody wants to spend money and no one has money, but at the end of the day, if you solve a problem, people are willing to go for a higher end product.

We have also started holding training sessions. First, we did them for our own people, and then we opened them up to distributors, consultants, and all kinds of people. We have had great success with these; we train a couple of thousand people every year.

We now offer these sessions to everyone. The majority of our attendees are distribu-

tors and dealers, but we have had end users coming, too. We are very flexible.

***CPM: Are there any new products that you are coming out with that are suitable for the religious market?***

**von Heydekampf:** We are coming out with a new wireless product – the EV RE-2 – which will be very useful to houses of worship. It is very easy for people to set up and use, it's easy to set up your channels. [Editor's Note: The RE-2, slated for release in fall 2003, features "Automatic Clearscan," which finds the clearest channel available; a "smart battery" function that alerts the user to the battery level; a "guitar" setting that converts a standard receiver into an optimized wireless guitar system, and more.]

***CPM: What are your thoughts on the growth potential of the religious market?***

**von Heydekampf:** I am amazed at the size of the house of worship market in the U.S. and how this market understands how important audio is. The U.S. market cannot even be compared to the European market because the U.S. is light years ahead. There is good growth potential for Telex in the house of worship market; we will continue offering complete solutions that are easy to set up and easy to use.

In the U.S., churches are built from scratch, where in Europe, the churches are in very old buildings where they don't allow speakers to be installed. Acoustically, the churches are better in the U.S.

Also, when churches are very traditional, they don't attract a lot of young people. In the U.S., churches are attended by all kinds of people, and these systems make it much more attractive for these people to go to church on Sunday.

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