

THIRD ENCORE REHEARSAL STUDIOS ADD MIDAS® LEGEND 3000 MIXING CONSOLES TO THEIR LIST OF PREMIUM SOUND REINFORCEMENT EQUIPMENT

Burbank, CA (September 15, 2003): Third Encore (www.3rdencore.com) is the West Coast's premier rehearsal studio facility. Founded in 1989, Third Encore spans over 45,000 square feet in five buildings, offering four fully equipped studios ranging from 1700 to 2400 square feet, band storage lockers and backline rental. These spaces have accommodated all kinds of live sound situations, be it the rehearsal needs of major name acts preparing for international tours, mid-level bands keeping things tight, or ambitious new talent holding showcases. Top names like Marilyn Manson, Ozzy Osbourne, Matchbox 20, Eve 6, Sugar Ray and Tom Jones have all rehearsed at Third Encore during the last few months since the Midas consoles were installed. To keep at the head of their game, Third Encore constantly add to their sound reinforcement equipment to meet the demands of their clients. Owner Wynnsan Moore and operations manager Doug Poulin discussed the 32 and 40 channel Midas Legend 3000 mixing consoles they recently acquired to up the ante at Third Encore:

Wynnsan Moore: "We had three of a competitor's older board that were somewhat limited in terms of their outputs. As our studios have developed over the years, we have become aware that we need to upgrade our equipment frequently to continue to be L.A.'s premier rehearsal facility for major touring acts. Purchasing the Legend consoles reflects this dedication. Last year we upgraded almost all our other sound equipment: new EQ's, new speakers, new effects units, etc. The missing links after putting in all that gear were a couple of top quality mixing consoles. I went down to the 2003 winter NAMM show with Bob Ludwig, a sound consultant from Audio Techniques, to shop around. We were surprised to see how much Midas we could get for our money. The features on the Legend are remarkable. As I'm sure Legend users everywhere agree, you get a LOT more board proportionate to that extra investment. At NAMM we looked thoroughly at the competition and it soon became apparent that the Legend 3000 was the only choice for us. We looked at every other manufacturer there and saw some excellent products, but didn't quite feel they delivered the whole package. Midas, however, had thought of everything we were looking for. Another important aspect of our decision to purchase the Legend consoles was the support of the Midas sales team, particularly Matt Larson (US Midas sales manager) and David Brown of Quantum Services and Technology (Telex Pro Audio Group/Midas reps). Matt suggested they deliver the Legend to our studios immediately after the show so we could spend some time trying it out. That's exactly what they did: we had the console up at Third Encore for a few weeks and fell in love with it. Matt's confidence in the Legend's

performance really extended beyond the booth at NAMM, and enabled us to take the console for a three-week test drive on our turf, in our own time. That kind of focus upon customer service made a big difference: we were sold on both the board itself and the salesmanship that backed it up.”



Dave Brown (Quantum Services & Technology), Sean Hicks (Head Tech, Third Encore), Doug Poulin (Operations Manager, Third Encore), Wynnsan Moore (Owner, Third Encore), Matt Larson (Midas/Klark Teknik)

Doug Poulin commented: “The XL4 pre amps and XL3 EQ’s were huge selling features for us, coming off of the well-respected big Midas touring boards. The Legend also has a couple of design innovations that really make it stand out from the crowd. The fact that each input channel provides independent FOH and monitor controls is particularly useful. Each time a band comes in I show them the Legend’s monitor mix feature, and most of them want to use it right off the bat with the singer’s in-ear monitor. The mini-fader is an excellent feature in this sense. One client, a major hard rock vocalist, has it set up so that anything turned up or EQ’d differently on the mini fader goes directly to his in-ear. We always pay close attention to ensuring the lead vocals are just the way the band wants them. We’ve been able to use the independent monitor/FOH mix feature for that. Last year we invested in some extremely powerful Compact tri-

amped speakers specifically for the vocal monitor mix in every studio. Using the Legend with these monitors has really allowed us to mix precisely to the singer's specific needs. I'm pretty sure we're the only people in the L.A. area that can offer that kind of attention to detail. Similarly, we were really impressed by the amount of outputs and different options they came up with for the Legend. When we were shopping around we were fully aware that we could have bought a board that would have done the job for half the price of a Midas. We elected to spend considerably more money so we could give our clients the features and the quality of a Midas. True, similar features can be found on a console two-thirds the price. If you look at a lot of live sound riders you'll see a particular competitor's product listed, an old workhorse board. People still use those consoles because they have the dual output EQ. The Legend provides that feature, along with the inimitable EQ's and warm pre amps that really deliver that 'Midas sound.'"

Wynnsan Moore added: "The Legend has proven its versatility here in just two months, running the gamut between light pop, hard rock and everything in between. We haven't even explored a lot the console's capability yet, though it's been extremely easy to do so thus far. As Doug said, some of our clients really need a lot of outputs for their in-ear monitors, as well as a ton of effects sends, to rehearse at concert performance level. The Legend can provide a specific monitor mix to each of the in-ears, and also features 12 mix sends which can be assigned and EQ'd individually as FOH or foldback effects sends. Doug comes into direct contact with the bands in terms of setting them up and mixing their sound, as well as instructing them on how to get the most from the equipment. In that sense the Legend was really well designed. It's a really easy board to teach. Doug can go over it and get it up and running in ten to fifteen minutes. People expect a high level of performance when they see the Midas name, but are still surprised by the dual-purpose flexibility of this console. From every perspective the Legend represents great value, sound and versatility: ultimately it allows us to provide our clients with a board that matches the quality of the high-end consoles they use on the road."

For more information on Midas mixing consoles, please visit
www.midasconsoles.com

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News Release

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