News Release

Pro Audio Group
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ELECTRO-VOICE THROWS NAMM PARTY AT THE ANAHEIM HOUSE OF BLUES

Anaheim (January 16th, 2003): Electro-Voice kicked off the 2003 Winter NAMM in style with a private party held at the Anaheim House of Blues in honor of EV's friends, customers, reps and employees. EV associates from across the world enjoyed performances by an array of artists who offered something for everybody's tastes. The night kicked off with a VIP party for 300 of EV's closest friends, with a welcome from recently appointed Telex Communications Group president Mathias von Heydekampf. Von Heydekampf warmly thanked the attendees for a highly successful year for Telex/EV. Music for the VIP show came courtesy of golden-throated bluesman Terry Evans, followed by the 'Hydraulic Grooves' of cutting-edge blues-innovator Rick Holmstrom. The House of Blues' EV X-Array, served as standard fare at HoB hotspots around the nation, handled all the sounds impressively. Guests chatted about the first day of NAMM on the Rose Terrace upstairs at the House of Blues, tucked in to a formidable buffet, and most folks agreed that the evening certainly didn't feel like the middle of January… unless they hailed from Southern California!

The vibe at the event was as warm as the weather, reiterating EV's already strong ties to the House of Blues. The EV X^{lc} compact, full bandwidth line array system will soon be a key element of the nearby Hollywood HoB location, as the franchise updates its loudspeaker system from the X-Array to the new X^{lc}. The House of Blues chain has grown in leaps and bounds, and now presents styles of music far beyond just the blues its name implies. Similarly, just as all good rock n' roll has its roots in the blues, so the X^{lc} line arrays has its origins in the tried and tested technologies of EV's famed touring arrays, the X-Array and the mighty X-Line. The X^{lc} is equally at home on the road, be it augmenting the main arrays in arenas, capably outfitting large clubs on its own, or as part of an installation that demands versatility, reliability and great coverage, as is the case at the always busy House of Blues chain.

The HoB also played host to another aspect of Telex Pro Audio Group's dedication to live sound, a demo of the brand new Dynacord Cobra compact loudspeaker array, fresh from across the pond in Germany. The demo was held the day before NAMM opened, and the group of reps invited to witness the sonic unveiling left with their collective jaws dropped in awe at the Cobra's bite. Dynacord's Hans Bürger and Christian Glück handled the demo, and put the new lightweight powerhouse Cobra array through its paces. Between EV and Dynacord, Telex Pro Audio Group has all bases covered for full coverage sound in venues of any shape or size. The Dynacord Cobra was definitely a major topic of conversation at Thursday night's festivities, as was the presence of another powerhouse performer, one Dennis Rodman.

Reflecting a mutual commitment to innovation and quality service, EV is pleased to be such an essential part of the House of Blue's burgeoning success, and the evening made the connection between technology and a good time tangible. HoB production manager Bill Bell and VP of Production Aron Levine pulled out all the stops in helping to coordinate the event's success, and the evening's diverse

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billing was presented in a seamless sequence as the conversation moved from business to pleasure. FoH engineer Doug Short, who worked his magic at the helm of a Midas Heritage 2000, maintained the musical momentum of the event exquisitely. Doors to the event opened at 9pm, when the VIP's made space for 700 more NAMMsters, and things got a little more exotic with the edgy glam stylings of cult 80's outfit Gene Loves Jezebel. Anglophiles were accommodated by the classic Two Tone tuneage of The English Beat, who struck a nostalgic chord with favorites like 'Mirror in the Bathroom.' The evening's live events drew to a close with a selection of crowd-pleasing covers from Fast Times. All in all, the EV community was celebrated with quality food, drink, conversation and sounds. Everyone went home happy, though NAMM may have started a little early the next morning!

House of Blues Anaheim Electro-Voice Equipment List:

FoH console: Midas Heritage 2000 – 40 mono/8 stereo
FoH EQ; Klark Teknik DN 3600 digital programmable graphic EQ
Main speakers: Electro-Voice X-Array Xi Series (12 x Xcn, 8 x Xcb)
Main amps: EV EP3000
Monitors console: Midas XL-200 – 44 mono & 4 stereo inputs; 20 output mixes
EQ: Klark Teknik DN-360 stereo graphic
Wedges: EV Xw12 (12), Xw15 (4)
Fills: Drums – EV Xcn mid hi cab (1), Xcb bass cab (1); Sides – EV Xi-1183 3-way (1), EV Xi-1191 sub (1 per side)

Electro-Voice® 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.

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