## **News Release**

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

## TOP CALIFORNIA RENTAL HOUSE, GJM SOUND, HOLDS MICROPHONE SHOOT-OUT: ELECTRO-VOICE® RE510 HANDHELD CONDENSER MICROPHONE COMES OUT #1

**Placerville, CA (December 30<sup>th</sup>, 2002):** GJM Sound, located in Placerville, California, has been in the business of providing professional sound and lighting equipment for nearly 20 years. Known for their commitment to a number of different markets - whether it's gospel, rock 'n' roll, jazz, country or any other style of music or video, GJM Sound has earned an impressive reputation for serving the audio needs of Sacramento, the Valley, the Bay Area, Northern California, and much of Oregon.

GJM Sound President Greg Mace and his staff recently held a microphone shoot-out at a large church located in Northern California. The shoot-out was coordinated primarily to give a large touring group passing through the area the opportunity to objectively evaluate and compare a number of new microphones for their various pro audio needs. Rather than recommend mics to the group, GJM opted to let the mics do the talking. The results? 8 out of 10 professional live sound engineers chose the Electro-Voice RE510 handheld condenser. The other two engineers picked the RE510 at a close second.

Remarked Greg Mace, "We arranged a long row of microphone stands and placed a sheet in front to disguise the make and model of the mics. We had both a male and female speaker talk into the mics one-by-one. We had them do this both up close and 12 inches off to test for roll-off. We also had the male and female tester roll each mic in their hand to determine handling noise. Next, we had them check for P-popping, feedback in the monitors, mains, etc. We also had them sing – from very softly to full-blown rock 'n' roll yelling. We definitely went the full scale for what a mic should have to go through, especially for live, professional touring applications."

After the rigors of GJM's shoot-out one thing was clear: brand prestige and name recognition aside, Electro-Voice was voted the best sounding microphone in the room. After the sheet was lifted and the various FOH and monitors engineers' choices were revealed, there was an immediate order for 16 of the EV RE510s. The company took delivery not long after and began subjecting the EV RE510 to the rigors of professional touring. GJM's Greg Mace was soon contacted by the touring company with a narrative of the RE510's performance. Simply, the company was incredibly pleased with the RE510. The monitor engineers were especially impressed with the RE510's performance mixing in-ears, as it provided the fullness they wanted without a lot of additional EQ'ing. The engineers also remarked that many of the actual performers had commented on how good the mics sounded in both the in-ears and monitors. What sets the RE510 apart from the competition is what Mace calls the RE510's "Las Vegas Sound" -- the ability of a mic to gather the attention of the entire crowd when that first word or note is spoken or sung.

Mace continued, "The EV RE510 has that ribbon-sound: very smooth and as it gets louder it doesn't get harsh, it keeps on sounding great! Even with the yelling

## **News Release**

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

and loud singing! If more people would look at Electro-Voice they'd realize that this is a very valid mic for touring and an INCREDIBLE mic for church installations because you can use it to mic instruments: bass guitar, acoustic guitar, etc. For a mic that is in the mid-range condenser price range it is incredibly usable — especially for church installations. The church where we did the shoot-out ended up buying 12 of the RE510s. In a relatively short time we've sold around 70 of these mics. As churches are looking for an investment in mics we tell them that this is the fuel for the PA system. It all starts with the mics."

At over 200 church installations a year, Mace and the crew at GJM know the real demands of the house of worship market. Moreover, GJM has catered to the high-profile touring people in contemporary Christian music for over 20 years. In Mace's words, "They [professional Christian touring companies] come to us." Currently, GJM has found the wireless version of the Electro-Voice RE510 handheld condenser mic with the Electro-Voice RE-1 wireless microphone system in high demand. With more than 25 of the units in stock – flying back and forth around the world in Pelican cases – they have had "zero problems, not one drop-out, glitch, or click."

Having been convinced of the Electro-Voice RE510's merits, Greg Mace is incredible confident in the mic because it is the client making all of the recommendations: "It has always been our policy that when someone asks what sounds good we say, 'Here, we'll send you something, try it, let us know what you think.' Just about every time that we've done this in the past few months our clients have ended up choosing the EV RE510. That says something. We're amazingly impressed."

Electro-Voice® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, 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™, AudioCom™, RadioCom™, Dynacord®, Midas®, Klark Teknik®, University Sound® and others.

For more information, call 1-800-667-3968, or visit www.electrovoice.com

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