## **News Release**

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## LIGHTWEIGHT EQUIPMENT WITH HEAVYWEIGHT PERFORMANCE: THE MIDAS VENICE 240 CONSOLE AND ELECTRO-VOICE® QRX LOUDSPEAKER SYSTEM PROVIDE SOUND SOLUTIONS FOR 'SELFCONTAINED SOUNDMAN' MIKE SIMON

**Norman, OK (November 12<sup>th</sup>, 2002):** Mike Simon is a busy man, working both as a live sound professional in his own business, and in-house at a local epicenter for all kinds of audio and musical needs, Norman Music, Norman, Oklahoma. Simon describes his home base: "We've been in business for 38 years. We're about 20 minutes south of Oklahoma City. We started out as a band and orchestra shop, and now we do a little bit of everything: PA install, sound rentals, and we still do the band and orchestra stuff as well." Outside of the store Simon is a self-contained soundman, able to handle any job that comes his way with his Midas Venice 240 and his coveted Electro-Voice QRx loudspeakers: "I've had the Venice for about a year now, and I've had the QRx boxes for about for or five months.... the thing that I use the Midas for is actually my own company (simonproaudio@aol.com). I do 500 to 1500 seat shows."

Mike Simon represents one of the most populated sectors of the pro audio marketplace, and his equipment choices echo those of many other sound professionals working in this arena. As Mike himself says: "We fill a big niche that the big guys don't want to deal with." For clubs and smaller auditoriums there is simply nothing more capable and effective as the QRx and Venice combo, which is fast becoming a double act of legendary proportions in the world of contemporary live sound. Simon was straightforward when describing his decision to go with the Midas: "I needed big console quality in a board that one person could move."

Mike Simon has worked with some big name artists with his Venice: "Right before he became a star I did two shows with John Mayer down here, believe it or not, for a fraternity party! A room that would fit about 500 kids had about 1500 kids in it! It was great, he was dynamite."

Mike Simon knows that small consoles often come with large stigmas attached, but the reaction he has received on his recent projects shows the strength of the Venice. "A lot of guys that will maybe balk at a small console don't with the Venice. As soon as they see the Midas name it's like a no-brainer, they're fine. All of a sudden they go from being uptight to being perfectly cool with it. Guest engineers who never know what they're going to get? As soon as they see that name on there it's over with; everything's fine for the rest of the night on."

The Midas Venice is making waves in the highly competitive small-console marketplace because it occupies its own rung on the price point ladder, a rung that lifts the customer way up above the competition with regard to the proportionate difference in cost against quality. "I was talking to Tim down at Sound Productions, and I asked him what the deal on the Venice was – it'd sparked my interest because the Midas name was on it. We talked about it, and

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I ended up selling two competitor's boards and buying just the Venice. It's funny, you go from a competitor to a competitor and the way your system sounds changes. And then you go from a competitor to the Midas and it changes again. You wouldn't think it would be that big of a difference, but it really is. The mic pre amps are dead quiet and nice sounding. The EQ I like because it doesn't take much to get it working, you can just barely turn a knob and achieve what you need to achieve. 'Powerful' would be a good description of the EQ. You just barely change something and it's perfect, exactly what you needed."

Mike's Venice and QRx setup is proving ideal at a venue he provides sound for frequently, the University of Oklahoma: "That's where most of my money comes from. All those fraternities aren't afraid to pay to have regional acts come through. In February I'll be doing the 1964 Beatles tribute band again. That usually draws around 2000 people. Also, Pat Green and Charlie Robison are two of those new 'Cosmic Country' guys that I've done sound for at the University."

The compact Midas Venice 240 is an 18 mono/4 stereo console weighing in at just 46.5 pounds. Its dimensions are 22" x 27". It features a 4 band sweepable EQ, 6 Mix Sends, Direct Output, 2 stereo masters, and 4 Audio Sub Groups. It features the same kind of quality mic preamps and EQ found on the larger Midas consoles.

Mike uses QRx 212/75 loudspeakers with the Venice, and is similarly impressed with their portability and high performance: "They're awesome. The cool thing about that box is, no matter what volume you have them at, they sound the same. When you go from a medium volume to a loud volume, you don't need to change your EQ." The advantages of the QRx, like the Midas, are in the balance of physical size to sonic output. For Mike Simon, one word captures this positive disproportion, rarely heard in the same breath as 'heavyweight performance': "Lightweight. One guy can move them. I think that's the really important thing with the Venice and the EV's. If you're hiring a bunch of guys to help you move the stuff, you can't make any money." Mike Simon thinks of his work as a soundman as the ideal proving ground for products that he can stand behind in retail at his home base, Norman Music: "I sure love EV stuff. I think we're definitely going to get it in here, because I like to sell what I believe in.... I could most definitely sell Electro-Voice stuff." Between the Midas Venice 240 and the EV QRx loudspeakers, the balance between power and portability has all bases covered.

Electro-Voice® and Midas are a professional audio brands 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.

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