

News Release

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Commercial Audio Systems, Inc. Reach Home Base with Electro-Voice® EVID™ Loudspeakers at the New Gary, IN, Municipal Stadium

GARY, INDIANA (October 3, 2002): The City of Gary, Indiana, is undertaking and completing civic projects for urban renewal at an astonishing pace. The latest, largest and most impressive of these is the 45 million dollar Gary Municipal Stadium, a 5800-seat, state-of-the-art epicenter for baseball and community activities which represents the dynamic, dedicated efforts of the city planners to fulfill mayor Scott L. King's pledge of "New Century, New City." Local sound installation experts Commercial Audio Systems, Inc. (Chesterton, IN), was contracted to equip the stadium with loudspeakers that were visually as well as sonically pleasing, to give the impression of "no expense spared" whilst staying within the parameters of a tight budget. Commercial Audio's President, Steve Gibson, and Sales Engineer Tom Hubbard, Sr., overlooked the whole Electro-Voice installation at Gary Stadium, in which 164 Electro-Voice EVID 6.2 loudspeakers are the star players. Hubbard is well aware of the importance of visually unobtrusive loudspeakers in maintaining the architectural integrity of this new civic hotspot, especially in such an extensive installation: "The first thing that hits you is the aesthetics of it. I mean it really fits well within the architecture of the stadium. Secondly, it's a pretty concealed distribution, and the coverage is excellent. The clarity is good too."



Telex Communications, Inc.

12000 Portland Avenue, Burnsville, MN 55337 • Phone: 952.884.4051 • Fax: 952.346.4985

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The City of Gary is taking appearances very seriously in this initiative to improve the quality of life in their town. Commercial Audio were tuned in to the importance of the whole project's visual appeal, and Electro-Voice EVID 6.2s became the obvious choice for the installation when the competitor's loudspeakers appeared too conspicuous within the stadium's architecture. Tom Hubbard noted that community feedback has been positive in this respect: "The whole community in Gary is really ecstatic about the appearance of the stadium," adding that EV's EVID aesthetic refinements beat out their main competitors product. "It's hands-down better on the aesthetic side" Hubbard said, representing a balance of styling and sonic performance that has pleased the general public as much as pro-audio aficionados. Steve Gibson suggested that the EVID installation has been far more "visible" in the local newspapers than at the stadium itself, which was the goal: "It's made the front page of the local newspaper in this area several times because of the aesthetics of the stadium. Unless you're looking for them you don't really notice them." Indeed, the EVID's clear, natural sound, coupled with its subtle, elliptical appearance, make this installation seem a world away from the typically heavy-handed "stadium sound" that has reverberated its way into the ears of past generations of baseball fans.



Through Commercial Audio's successful relationship with top area EV representatives, Starin Professional Audio and Visual Marketing, the "spec'ed-in" competitor's distributive speakers were replaced by 164 of the new high-output EVID 6.2s, along with over 20 Sx300PI/PIX systems.

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The Electro-Voice EVID 6.2 is a high-output, full-range, two-way, high-sensitivity loudspeaker ideal for outdoor applications like the Gary Stadium. The 6.2 features a 1" voice coil (titanium diaphragm) with neodymium magnetic structure. It also features full bandwidth overload protection for both high and low frequencies. The EVID line's 3D elliptical design gives it a contemporary, compact appearance, and the unit is equipped with a Strong Arm Mount (SAM™) system for easy, secure installation. The Electro-Voice Sx300PI/PIX is a compact, two-way, medium-throw, 12-inch, full-range loudspeaker. Its black-powder coated stainless steel grille is backed with a foam water shield for a high level of weather resistance. Both lines include transformer options. Both lines represent the latest in loudspeaker innovation offering indoor-quality sound in an outside environment.

Steve Gibson emphasized that Commercial Audio and Starin Marketing's on-the-job attention to detail reflected local businesses working symbiotically to provide a cutting-edge product for a cutting-edge local civic project: "through our relationship with Starin Marketing they (the City of Gary) got EV involved, talked to Bonar (local engineering, planning and surveying experts) and got the EVID 6.2s approved for the distribution." This effective communication behind-the-scenes has resulted in continued the kind of positive feedback that improves the public face of the City of Gary.

City of Gary representative Rosalyn Mitchell, a member of the American Institute of Architects as well as an avid baseball and music fan, was at the heart of the Gary Stadium project, and worked closely with Commercial Audio through every step of their installation. Mitchell visited a number of minor-league stadiums in the Midwest, beginning her planning and design research in September of 2000, almost one year before the construction team broke ground in June of 2001. Mitchell recalls a foreshadowing of the Stadium's present success during its construction: "As a tribute to Commercial Audio Systems and the speakers they're using, as well as the design team (BAI), the sound system there is just unreal. The first time we turned the sound system on we were still under construction, about 75-80% coming up on complete. And they turned it on; they put the demo tape in. All the construction workers stopped. That was really something. It was really something."

The EVID 6.2s feature importantly in maximizing the community feel of the new stadium, lining the expansive, people-friendly concourse. Mitchell describes this essential part of the design process: "One of the features that we had incorporated into our stadium was a wider concourse. What that does is allow fans to go to concession stands without blocking the concourse for people that are trying to find their seat. It gives it a more open feel." Community is in the core design, and Commercial Audio were contracted to audibly communicate that fact on the strength of their extensive installation. Muffled, crackly announcements and information only add to the tension of a crowded public area. This problem has been solved at Gary Stadium.

Mitchell continued to describe the importance of details like high-end loudspeakers as reflecting a dedication to improving the quality of life in her city: "Gary has given the city the very best it could afford. Gary is a very political town, a very vocal town. A lot of people came out to see where the 45 million dollars went. But you know what? the most staunch nay sayers for the project, from a capital improvement standpoint, have said 'well, it is beautiful,' and the catchphrase that everybody uses when they do the tours is

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‘wow!’ No matter who we brought, that’s what they’d say.” The public response has thus been “very positive,” which, Mitchell added, means the stadium is “doing what it was meant to do.”

Though Commercial Audio’s EV installation is primarily put to task at the Gary South Shore Rail Cat’s home games, concerts and civic events, Rosalyn Mitchell described a recent local gathering at which the loudspeaker installation’s integrity was tested on a more symbolic level, at the City of Gary’s 9/11 memorial service, “Remembering the Attack”: “We had a memorial service this morning, and one of the parts of the program was a police officer singing ‘Amazing Grace’ while accompanied on the piano. I took very acute note of the level of clarity in his voice and the piano being played. You had these two different sources of sound. There was not a hint of any type of static or reverb. Clear as a bell.” This poignant civic event was imbued with a sense of community strength and dignity that Mitchell feels was built in to the design and construction of the Stadium from day one. It was and is very much a collective, local project, Mitchell says, “something that was larger than the individual.” Indeed, during the construction the City maintained a remarkable local contractor participation rate only marginally below their 67% goal. Commercial Audio’s installation will no doubt communicate this community spirit loud and clear at the Stadium’s open house on September 21st, and over the coming years as Gary goes from strength to strength in the shape of such urban renewal projects as the Municipal Stadium.

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

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