



For Immediate Release

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ALESIS ADDS 820DSP TO PROLINEAR FAMILY OF DIGITAL MONITORS

- 720 and 820 non-DSP models also available -

Cumberland, RI, July 2, 2003 – Building on the exciting technology of the ProLinear 720DSP, Alesis introduces the larger ProLinear 820DSP studio monitor. As a digital monitor, the 820DSP features important innovations that achieve performance unattainable by an all-analog design.

By employing a digital crossover in its 80/40 Watt bi-amplified design, high and low frequency ranges are channeled to the woofer and tweeter with maximum efficiency and time-alignment, as well as minimum phase distortion. As a result, ProLinear 820DSP monitors are extremely accurate and non-fatiguing.

Each 820DSP monitor incorporates digital parametric equalization, adjustable via a built-in LCD display and editing controls, or from a computer (via included software) for control of up to 16 ProLinear 820DSPs. This allows precise monitor tuning—even from a “sweet spot”—and the ability to store settings for different listening environments or monitor placements. 16 programs allow storage of user settings, as well as emulation of alternative monitor types—especially useful during mixdown. Still another benefit of digital implementation is that it allows an initial fixed tuning of speakers at the factory, ensuring exact uniformity among every DSP monitor.

Alesis Chairman John E. "Jack" O'Donnell commented: "In a world where the word 'digital' is used in all sorts of places, this is one instance where digital truly does signify great benefit to a traditionally analog product. With a brick-wall digital crossover, the ProLinear 820DSP and 720DSP monitors are incredibly accurate, and their ability to control and store equalization settings is a very powerful tool."

Also available are two non-DSP models, the ProLinear 820 and 720 monitors. These offer the same drivers and amplifiers as their DSP relatives without the added cost of digital components. Both ProLinear 820 models feature an 8" Kevlar woofer, as compared with the 7" woofer of the ProLinear 720 models. The 820 models have more sensitive drivers, providing improved bass frequency response, as well as higher sound pressure levels.

Alesis manufactures a full line of professional audio and musical instrument products capitalizing on its strengths in digital, analog, semiconductor, and transducer technologies. Alesis delivers revolutionary product solutions to the music and audio production industries. For more information, visit www.alesis.com.