



E V E R Y W H E R E SM

Lots of important information to help you navigate the landscape of professional audio products and services worldwide.

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EV is “EVerywhereSM” in 2000

Electro-Voice's products are heading into the New Year “family style.” That is, more emphasis has been placed on creating systems with complementary components. For example, EV's Eliminator[®] speaker family has grown to include not only upgraded and enhanced speakers, but subwoofers and a new power amplifier that are specified and matched for optimal total performance.

According to Alan B. Shirley, Vice President of Marketing for EV's speaker and microphone group, “It's now an Eliminator system comprising our two-way, 15-inch box; a single 18-inch subwoofer, and a new power amp that's been designed and specified to match the performance of the speakers.” As a result of this “bundled” approach, EV customers and dealers can now easily assemble complete, end-to-end systems that offer optimal performance in any application.

EV has also made high performance affordable. In its Force[®] family of stage system products, which also applies the

“bundled” approach, the Force Subwoofer borrows from EV's popular X-Array[™] X-Series[™] concert sound systems. Its dual-woofer Manifold Technology[®] design increases bass output and reduces distortion, compared to conventional direct-radiating subs. “We're now applying EV technology to our entire product range, offering some unique performance advantages at non-traditional price points, Shirley says. “The ultimate benefit for our users is products that offer the most value for a specific application.”

The New Year is the perfect time to usher in change, and change is a perfect adjective to describe all of EV's product offerings on display at Winter NAMM. Playing off the company's new direction of “EVerywhereSM,” the new (or just newly revised) gear runs the gamut of pro sound applications and user budgets. Here's a sampling of what will be on display at NAMM, and what will be available from EV dealers throughout the year:

KEEPING THE ELIMINATOR IN THE “FAMILY”

The Eliminator Double and Eliminator Monitor are the latest additions to the redesigned and enhanced version of EV’s legendary Eliminator Series. Living up to the trend-setting reputation of its predecessor, the new Eliminator “Family,” which also includes the Eliminator, Eliminator Sub, and Eliminator Amp, features excellent performance at an unbeatable price.

The Eliminator speaker has undergone significant upgrades for enhanced performance, including a new and improved flat-wire voice coil for strengthened reliability and increased power handling to 350 watts.



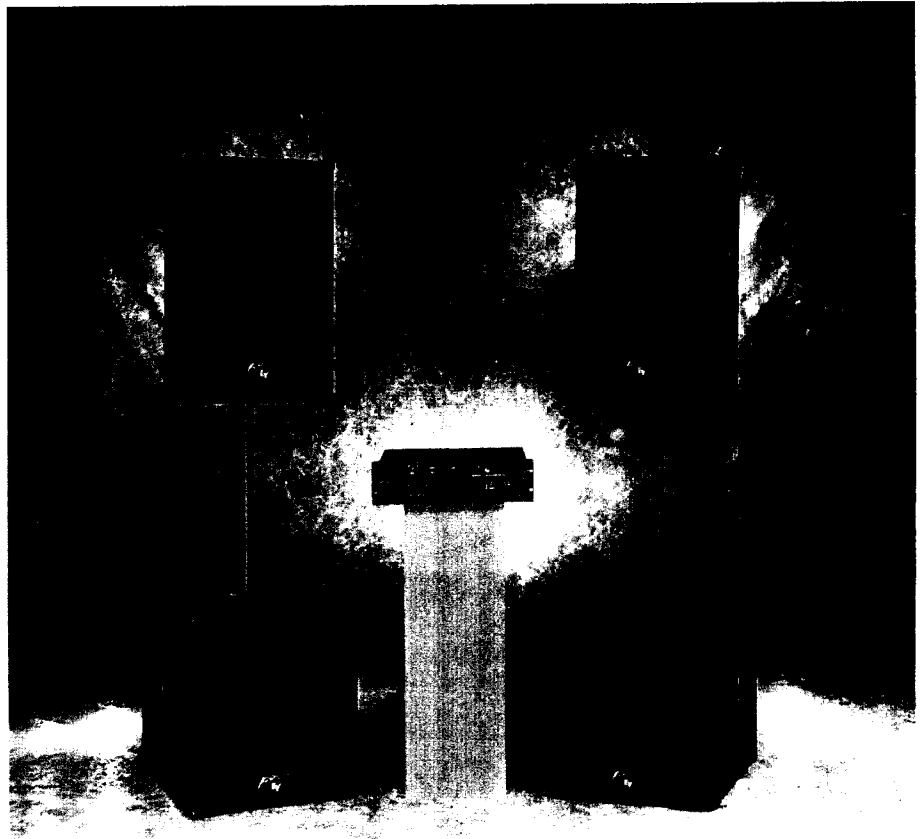
The EV Eliminator Speaker Family.

THE FORCE IS WITH EV

The Electro-Voice Force speaker is a high-peak output, high-efficiency, two-way stage system. The 2-way, 15-inch speaker incorporates elements of EV's RMD™ (ring-mode decoupling) technology, has 200-watts continuous and 800-watts short-term power handling, and a High-Q 60°x40° constant-directivity horn with a DH2010A driver and an integral 1 3/8-inch stand mount.

Compact dimensions of the Force 2-way, 15-inch speaker are 30 1/4"H x 16 15/16"W x 15"D and it weighs only 60 1/2 pounds. Other specifications include a frequency response (measured at 10 feet on axis) of 60 Hz-20 kHz \pm 3 dB, long-term average power handling of 200 watts, and sound pressure level of 99 dB. The crossover frequency is 1,600 Hz with an impedance of nominal 8 ohms. The input connectors are parallel 1/4-inch phone jacks, with optional Neutrik-Speakon® connectors available.

The Force family includes the Force 2-way, 15-inch speaker; Force Monitor; Force Subwoofer; and Force Amplifier.



The EV Force Speaker Family.

EV® MIXES IT UP A BIT

Electro-Voice®'s new line of stereo powered mixers include the PSX600, PSX1000, and PSX1600, all offering state-of-the-art, high-level audio component performance in an integrated mixer/amplifier package addressing the needs of musicians, churches, schools, businesses, or any organization requiring high-quality audio performance. All PSX mixers are matched with specific EV speakers, providing users with a perfectly matched system from input to output to ensure optimal total performance. Essentially, the new EV family of PSX powered mixers provides double the power and double the effects-processing capabilities needed for professional-level performance in a flexible, portable, easy-to-use system.

The PSX Series™ is essentially a "step-up" line, with each mixer offering the same basic components and quality performance, with increases in feature sets that expand as the user gets higher in the series. For example, the PSX System combines EV's industry-standard Sx300 speakers with the new PSX1000 powered mixer to provide the very best in audio performance. With the addition of the new PSX1000 powered mixer, EV has provided a matched system providing maximum performance from the individual components. All of this incorporating RMD™ technology to provide crystal clear highs, detailed mids, and thundering lows with exceptional vocal clarity and intelligibility. In addition to this system, EV has combined the PSX600 with the Sx100+ and the PSX1600 with the Sx500+ to provide additional matched systems for portable SR needs.



EV's New PSX Series of Powered Mixers.

PSX600:

The PSX600 stereo-powered mixer offers six microphone and 14 line-level inputs with six mic/line channels offering 3-band EQ with sweepable mid-frequency control from 100 to 8,000 Hz, inserts for external signal processing, and an integral 80-Hz low-cut filter. Additionally, these inputs feature EV's exclusive vocal voicing filter that enhances the fundamental frequencies of the voice. Four mono mic/stereo line channels offer separate gain controls for the mic and line inputs with a 3-band EQ on each channel. The input channels have two post-fader aux sends and a switchable pre/post aux send for routing signals to both the onboard and outboard effects system or a stage monitor system.

PSX1000:

The PSX1000 stereo-powered mixer offers 10 microphone and 14 line-level inputs with six mic/line channels offering 3-band EQ with sweepable mid-frequency control from 100 to 8,000 Hz, inserts for external signal processing, and an integral 80-Hz low-cut filter. Additionally, these inputs feature EV's exclusive vocal voicing filter that enhances the fundamental frequencies of the voice. Four mono mic/stereo line channels offer separate gain controls for the mic and line inputs with a 3-band EQ on each channel. The input channels have two post-fader aux sends and a switchable pre/post aux send for routing signals to both the onboard and outboard effects system or a stage monitor system.

PSX1600:

The two separate, built-in, 18-bit stereo FX sections with 99 presets each provide extraordinary studio-quality sound. Despite its high-output power capacity and its extensive range of features, the PSX1600 mixer's dimensions are compact and it weighs only 53 pounds. The PSX1600 provides 2 x 500W at 4 ohms offering, in comparison to conventional mixers, a decisively higher-output power and dynamic potential combined with outstanding low distortion and intermodulation.

EV® INSTALLED SPEAKER SYSTEMS GET LOUD

THE ADVANCED DESIGNS OF EV'S NEW SX™ SERIES, FRX™ SERIES, AND LATEST X-ARRAY™ XI LOUDSPEAKER SYSTEMS PROVIDE GREAT SOUND FOR A VARIETY OF APPLICATIONS.

Sx Series:

The winner of a 1999 PAR Excellence award for Pro Audio Review magazine, the Sx80 speaker system is the latest in EV's trend-setting Sx product line. The Sx80 is designed to address the needs of musicians desiring rugged portability and great sound reproduction from a smaller speaker and sound contractors seeking a compact, high-performance system. In addition to the Sx80, the entire Sx Series includes the: Sx100+, Sx300, and Sx500+ speaker systems; Sb121 and Sb180 subwoofers; and the S40 monitor.

X-Array Xi Systems:

Electro-Voice's new X-Array Xi Series speaker systems – the Xi-1123/106F, Xi-2123/106F, Xi-2181, Xi-2181F, Xi-1082, and the Xi-2122/42F – are aimed at the high-end, high-performance installation market. All but the compact Xi-1082 share physical and suspension characteristics with other X-Array Xi Series models.

FRX Series:

The Electro-Voice FRX-640 (60°x40°) and FRX-940 (90°x40°) fixed-installation speaker systems provide superior performance and exceptional sound quality at an affordable price point, making the FRX Series the most unique speaker system on the market. The system is a coaxial, 15-inch two-way design incorporating a large vented bass horn that yields true directivity control to 500 Hz and low-frequency response to 50 Hz, beating any speaker on the market of similar size. The compact, high-performance cabinet is 31"H x 28 5/16"W x 26"D and weighs 152 pounds. The cabinets use EV's exclusive RMD™ to systematically isolate and eliminate mechanical and acoustic resonances that can severely color the sound.

MUSIC & SOUND RETAILER

SPEAKER IS CONSIDERED FOR "BEST-OF-CATEGORY" AWARD;

WINNERS TO BE CHOSEN DURING CEREMONY AT WINTER NAMM 2000

When deciding on nominations for its annual Music & Sound Awards, the editors of Music & Sound Retailer magazine tabbed EV's Eliminator® Speaker in the 1999 best new speaker/cabinet category. The magazine will announce the winners at its 14th annual awards ceremony on February 4th at the Los Angeles Convention Center Theatre during the Winter NAMM Convention.

Introduced in 1999, the Eliminator Series is sporting two new additions at this year's NAMM: the Eliminator Double and Eliminator Monitor, which join EV's existing Eliminator, Eliminator Subwoofer, and Eliminator Amplifier. For 2000, the Eliminator speakers have undergone significant upgrades to enhance their performance, including a new flat-wire voice coil for more reliability and increased power handling to 350 watts.

"We're obviously proud that Music & Sound Retailer is considering the Eliminator for a 'best of category' award," says Jamie Bergen, Product Category Manager/Speakers at Electro-Voice. "This recognition lets us know that we're on the right track in terms of our product development, meeting the needs of the industry and our customers. Those are our main goals as a manufacturer, and this nomination is a testament to that mission."

EV IS WIRED (AND WIRELESS) FOR 2000

EV has completely redesigned the N/DYM® Series of microphones, incorporating its new VOB™ (vocal optimized bass) technology to provide performers with reduced resonant distortion at the low end. By heavily damping the low-frequency resonant peak that contributes to the “muddiness” found in the bass response of competitive models, EV has been able to produce microphones that truly “cut through the mix.”

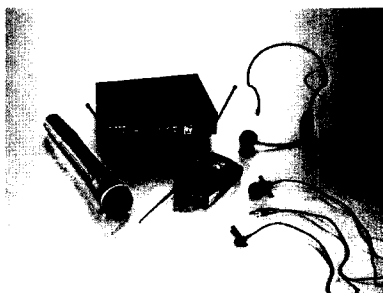
EV was the first to utilize the neodymium magnet structure, and it remains at the heart of the new N/DYM series of microphones, offering greater sensitivity and signal-to-noise ratio. By combining the best of past N/DYM designs with the benefits of VOB technology, EV has truly developed a product line that will provide clear, clean sound across all frequencies and in any setting. Improved sound and more attractive pricing will also make them the popular choice for today's musician and engineer. The line of wired mics includes the: N/D767a Vocal Microphone, N/D267a and N/D267 Handheld Vocal Microphones, N/D167a Handheld Vocal Microphone, N/D478 and N/D468 Instrument Microphones, and the N/D868 Kick/Bass Drum Microphone.



A Sampling of EV's New Wired N/DYM Series of Microphones.

And, on the wireless side of things, EV's N/DYM Series of wireless microphone systems breaks new ground by offering increased frequency agility capabilities through EV's revolutionary ClearScan™ Automatic Frequency Selection feature. Frequency agility allows the systems to operate on one of 10 user-selected frequencies and ClearScan™ technology takes that one step further – automating system setup by finding the clearest operating channel in any RF environment. Operation in the UHF frequency band is further enhanced by the Secure-Phase™ diversity system for clear- and drop-out-free audio. In addition, the receiver has an adjustable squelch level while the beltpack and handheld transmitters include adjustable Tx gain controls.

The N/DYM Series UHF Wireless Microphone System builds on EV's excellent reputation for its renowned N/DYM Series of wired microphones by providing a truly unique set of features for a system at such a competitive price point. Designed to meet the needs of a wide range of working bands, lecturers, performing arts applications, and corporate presentation clients, the N/DYM Wireless Series features six different models – two handheld and four beltpack. The line includes the NRU-N1 Handheld, NRU-N2 Handheld, NRU-L10 Omni Lavalier, NRU-L20 Cardioid Lavalier, NRU-H1 Headset, and the NGU Guitar System.



A Sampling of EV's New Wireless N/DYM Microphone Systems.

24 BITS OF Dx38

The Dx38 digital sound system processor represents the latest generation of DSP technology featuring an advanced design based on 24-bit digital technology to set new standards in digital loudspeaker controlling and sound processing. Providing 48-bit filter performance, the Dx38 also provides 24-bit A/D-D/A conversion with a dynamic range of more than 115 dB.

The Dx38 addresses many different sound-system configurations and is factory-programmed for a number of Electro-Voice speaker systems, including X-Array Xi-Series, X-Array X-Series, FRX Series, MH Stadium Horn Systems, and selected models in the T, Sx and Sb Series.

EV® REALLY IS EVerywhereSM

NEW MARKETING STRATEGIES REDEFINE EV's DIRECTION AND FOCUS FOR THE NEW MILLENNIUM

Electro-Voice® is entering the new millennium – and this year's NAMM show – with a new look and a new marketing strategy designed to redefine its position in the pro audio industry and to reinforce one concept: EV is EVerywhereTM. In other words, whatever the recording and sound application – from clubs to churches, studios to stadiums, EV sets the standard for innovation, performance, versatility, and value.

Alan B. Shirley, vice president of marketing for EV's speaker and microphone group, explains that the company has not only developed new products to meet and exceed expectations of the pro sound market, but has also re-engineered several aspects of its existing products. "This re-birth will carry through to all of EV's markets, once again setting new standards in the industry as EV has done for nearly 75 years," Shirley says. "EV did it recently with the Force[®] and Eliminator[®] speaker systems and the X-ArrayTM with our renowned RMDTM (ring-mode decoupling) technology. Now we're showing the industry just a preview of what's to come with products such as EV's new line of wired and wireless N/DYM mics using our VOBTM (vocal optimized bass) technology and our recently introduced PSX-Series powered mixers." "The focus of our marketing communications plan, 'EVerywhere,' is simple: regardless of where you are, you've probably heard our products perform, because they are used in nearly every aspect of pro and commercial contractor applications around the world," explains Lou Vlahos, director of marketing communications for EV. "We have something for 'Every' situation. EV has a very proud and long-standing tradition and we look forward to expanding our position in the industry for many years to come."

EV® Quality is Every-wear – Even in Its Clothing

EV REDESIGNS MERCHANDISE & CLOTHING TO MATCH THE "EVerywhereSM" CONCEPT

When Electro-Voice® says it's redesigning its image for the future, the company means every aspect of that image – and that includes its full line of merchandise, clothing, and premium professional items. To highlight its new, comprehensive marketing concept of "EVerywhereSM" the company has launched a new line of clothing items named EVerywearables.™ The new line, which is being introduced at this Winter NAMM, was designed to reflect more modern fashion trends that will appeal to a broader audience of customers – both young and old. EV's merchandise, which has been a successful and popular part of the company's offerings for several years, is available to EV dealers to merchandise through their own stores to general consumers or for use by their own employees. They can also be purchased on the EV Web site or through the company's merchandise catalog.

"Unlike many other merchandise and clothing lines, which are literally 'one-size fits all,' EV's merchandise is designed to fit your personality," says Lou Vlahos, director of marketing communications for EV. "Also, we've made a conscious effort to incorporate more subtle uses of our logo and other branded designs, to give people the sense that they are wearing not so much a promotional piece but more a regular piece of clothing."

EV's merchandise lines include neon-type fabrics and colors in unconventional styles such as zip-up shirts, leather jackets, parkas and football-style jerseys, in addition to more traditional clothing lines like golf shirts and baseball caps. During each day of Winter NAMM, attendees will have an opportunity to win a piece of EV's newly redesigned merchandise. To enter, simply stop by the demo room and drop off a business card. A total of 20 winning names will be drawn on February 9. Winners will be notified by mail, issued gift certificates and given the opportunity to choose from a catalog of items.

EV®, MIDAS® & K-T® ROCK AT NAMM



*Rolling Stones FOH Engineer
Robbie McGrath.*



*The Honey Dogs' Trent Norton (left)
and Adam Levy in action. The band
will perform with EV gear through-
out NAMM in Demo Room SR309.*

What do Rolling Stones FOH engineer Robbie McGrath, the pop/rock band The Honeydogs, and Electro-Voice®, Klark Teknik® and Midas® all have in common? For one thing, they'll all be together at Winter NAMM in EV's demo room SR309.

The reason for this eclectic get-together? To demonstrate the performance and live sound characteristics of EV's concert sound products. The Honeydogs will be performing a total of 13 times throughout NAMM in EV's demo room, and McGrath will be on hand to mix two of their sessions daily, using a variety of gear from mixers to speakers to signal processors. A complete schedule is provided below, or just stop by the demo room during the show to see when the most convenient performance for you is scheduled.

McGrath worked with the EV on the Stones' "Bridges to Babylon" and "No Security" tours. The sound system for those shows was centered on EV's X-Array™ expanded resolution concert-touring loudspeaker system, using the company's standing-wave inhibitor called RMD™ (ring-mode decoupling), and producing a system that is, as McGrath noted, "user-friendly." In addition to the X-Array, other EV-related gear to be demonstrated by McGrath and the Honeydogs at NAMM will include the new N/DYM[®] Wired and Wireless Microphones, Eliminator[®] Speakers, Midas Consoles, and Klark Teknik Signal Processors.

With music that's been described as "timeless pop manglings liberally sprinkled with guitars, mellotrons, and the occasional string quartet," The Honeydogs first hit the music scene with their self-titled 1995 debut. Two releases soon followed – "Everything, I Bet You" in 1996 and "Seen a Ghost" which was released on Mercury in 1997, to critical acclaim. The band is now in search of a label to release their latest recording, "Hard Luck."

Band members include: Adam Levy, guitars and vocals; Noah Levy, drums and vocals; Trent Norton, bass and vocals; Brian Halverson, guitars and vocals; and Jeff Victor on keyboards.

"Visitors to the EV demo room will be treated to a unique product demonstration," says Joel Johnson, product category manager for wireless microphones. "Not only will they be able to see and hear top-notch audio gear, but it will be put to use by a great band, The Honeydogs, and one of the best sound engineers in the business, Robbie McGrath."

Honeydogs/Robbie McGrath schedule of NAMM Performances:

Feb. 3 to Feb. 6 Honeydogs performances at 11:00 am, 1:30 pm (with Robbie McGrath), 2:00 pm, 3:00 pm, 4:30 pm (with McGrath), and 5:00 pm.

Exceptions to this schedule are on Thursday, February 3, when the demo room closes at 4:00, and Sunday, February 6 when the show closes at 5 pm.



EVERYWHERESM

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