

Telex Communications, Inc.

PRO AUDIO GROUP

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VOLUME 2, ISSUE 4

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ATTENTION:

As a way of providing munitions to the ongoing "War on Waste", Volume 2, Issue 4 will be the last printing of the *Telex Pro Audio Group Newsletter*. But don't despair! *The Telex Pro Audio Group Newsletter* will be available in screen optimized PDF format on our website www.electrovoice.com and also distributed via e-mail to those in our dealer/rep/customer databases.

To submit your name for inclusion to this ever growing list, or to submit story ideas or newsworthy items, please email the editor at james.edlund@telex.com

Thanks!

Providing professional audio products and services worldwide...

TELEX PRODUCT BRANDS HEAT THINGS UP IN THE BIG EASY

Telex recently supplied sound reinforcement equipment for use at the 2001 New Orleans Jazz & Heritage Festival. From EV mics and power amplifiers to Midas mixing consoles, KT signal processing, and EV's X-Line™ array loudspeakers, the festival was a decidedly Telex affair, second only to the fine music, food and libations. Attracting more than 500,000 visitors a year, the fest features the talents of thousands of musicians, craftspeople and culinary artists. For a total of ten days over two weekends (April 27-May 6), the New Orleans Fair Grounds Race Course pounded to a literal jambalaya of music – Zydeco, Cajun, Afro-Caribbean, Acadian folk, blues, roots rock 'n' roll, and of course, all shades of the jazz medium – from 11 a.m. to 7 p.m. daily. With the help of Pyramid Audio and Gulf Coast Audio – two of the most experienced sound production companies in the southern United States – Telex products figured largely at the Lagniappe Stage, Fais Do Do Stage, and the Municipal Auditorium.

Granted, the city of New Orleans does have a profound history – but they might as well have called it the "Heritage" festival based on the number of Midas Heritage, XL-3 and XL-4 boards utilized throughout the festival. Of the twelve festival stages, half chose Midas consoles for FOH and/or monitors mixing chores, proving once again that Midas is an industry standard – an ensconced leader in concert touring technologies. In addition to Midas consoles, Klark Teknik digital signal processing was prevalent throughout the festival: DN360(s), DN6000(s), and drive racks of KT were found at most FOH stations.

Electro-Voice also provided microphones for use at the festival. The brainchild of EV general manager, microphones, Joel Johnson, the Fais Do Do and Lagniappe stages featured all EV microphones: RE20(s) on kick drum/upright bass/overhead/tuba/sax; N/D868(s) on kick drum/trombones; N/D468 on toms/trumpets; RE200 on high-hat; RE1000(s) for overhead percussion/drums; N/D868(s) on percussion/drums; N/D767a(s) on vocals; and an assortment of N/D468(s) and N/D868(s) on electric

guitars and bass. Johnson comments, "From the unique audio and miking demands of 12-piece brass bands to traditional Cajun and nouveau Zydeco, EV mics fit into every application we encountered with ease and the utmost acoustic integrity. It was truly a pleasure to be part of this festival; no where in the world does such talent and diversity meet at this level."

Pyramid Audio handled the engineering duties at the Lagniappe stage, while Gulf Coast Sound handled the Fais



(l-r): Jay Easley (EV), Don Drucker (Pyramid Audio), Monte Wise (EV), Joel P. Johnson (EV), David Wooster (FOH, Van Morrison)

Do Do. Both companies agreed that the sonic character and integrity of EV mics – matched with a Midas Heritage 1000 – topped the scene. From Brazilian world beat to folk duos and the Mississippi blues of strong-arm Big Jack Johnson, EV, Midas, and KT pulled it off.

Both Friday and Saturday night of the festival weekends featured the Electro-Voice X-Line system at the Municipal Auditorium Evening Concert Series. Steve Gittus, EV's Director of Sales/Concert Sound, working with Don Drucker of Pyramid Audio, designed a system comprising of left and right hangs of (6) Xvls and (2) Xvlt cabinets each, reinforced by (4) X-Array Xn cabinets in the rear, (4) X-Array Xcn cabinets for front stage wash, and (2) Xi 1152 cabinets for side fill. Thirty-two P-Series amplifiers (P2000 and P3000) powered the entire P.A. Various KT pieces provided the drive and EQ, and EV's Jay Easley presided over FOH with a Midas Heritage 3000 and a Heritage 2000.

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EMPLOYEE FOCUS: WENGER AND LUPINO



Lisa Wenger

Lisa Wenger, Sr. Sales Coordinator, has been employed at Telex for a little over one year. During this relatively short tenure Wenger has found that she enjoys communicating with reps and dealers best. Why?

“Even during the most dire and stressful times we face, reps and dealers are able to maintain a great sense of humor, which helps make my job, as well as the rest of customer service, run more efficiently.”

When she’s not on the telephone working with end-users, dealers and reps, Wenger is performing on stage as the lead singer for the blues/funk/r&b band Mojo. Last year, during demonstrations of the N/DYM line in Telex Academy, Wenger riffed such classics as “RESPECT” a *cappella* to demonstrate actual musical program through the microphones. And let us tell you, as the reps lucky enough to hear her will, the girl can sing! In addition to her several nights-a-week performance schedule, Wenger is also an active member in the Minnesota Music Association (MMA) and a community volunteer.

“Part of what drew me to Telex was the company’s relation to what I have a passion for – music,” remarks Wenger. “Working with world-class sound reinforcement equipment and working around other

musicians makes things especially interesting. It’s always a great feeling when you play a club and think to yourself, “Wow, that system sounds really good, and you look down at the monitors or up at an array and think, we make this! Now that’s a cool feeling! It’s not like we make the world’s best rubber bands – we manufacture stuff people hear!”

Wenger continues: “Telex products have a strong reputation for being both pervasive and high-quality in professional and broadcast audio,” remarks Wenger. “The history of every product brand under the name Telex carries with it a strong heritage and association with quality; such is the case with Electro-Voice.”



James Lupino

James Lupino, Product Support, Microphone

Group, has been employed with Telex Communications since October of 2000. Prior to his position at Telex, Lupino worked for several music retailers in the twin cities. As a card-carrying member of the Minnesota Musicians Union, an active gigging musician, home studio engineer, and sound tech instructor for several local churches, Lupino is surrounded on all sides by audio.

As an employee of Telex, Lupino’s main responsibility is to provide end-user, dealer, and internal technical support of wired and

wireless microphone products. He frequently assists with microphone frequency coordination and also negotiates artist endorsements. Additionally, Lupino has been lauded by product managers for providing “musician type” insight into product development ideas. Fresh off the stage and the retail floor, Lupino possesses a very intimate idea of what performers and end-users demand. As Lupino illustrates: “I recently helped an up-and-coming artist by providing the microphones for a performance in Minneapolis. I miked the entire stage all EV wired and wireless mics. The show went off without a hitch and the band was extremely pleased with the sound and our company’s involvement. The FOH engineer absolutely loved the product and could not stop raving about it. It was a real testimony to the quality of our product. I was really proud to represent our company and our fantastic gear!”

Lupino’s perception of EV products as “hard-core” and having “Sherman tank quality” give him the kind of confidence his job requires: “Thoughtful design and reliability are the most obvious strengths of Telex and Telex product brand offerings. Most folks who already have the ‘you get what you pay for’ mentality know we’re the best out there...and I agree with them.”

Thanks to Lisa and James for all their hard work and dedication!

Telex Product Brands Heat Things Up in the Big Easy, continued from p. 1

Monitor boards brought in by the Paul Simon crew included (2) Midas Heritage 3000(s). Monte Wise, EV’s Product Manager for Concert Sound, and Adam Grath, EV’s US Sales Manager for Klark Teknik, were also on hand to assist with system tuning, demos, and to answer questions about the equipment. Featuring the likes of R&B favorites Chante Moore and Brian McKnight (April 27), B.B. King and Van Morrison (April 28), The Wild Magnolias and Widespread Panic (May 4), and Keb’ Mo and Paul Simon (May 5), the series was a success.

On the performance of EV’s X-Line Array loudspeakers, FOH engineer Don Drucker remarked, “Excellent system. It was sort of like having a Formula One race car – almost as if we had been racing stockcars for many years and were then placed in a Formula One car.

The performance was spectacular; it’s a great system – especially for pro sound engineers – the guys who really know to use it. It’s true, younger and less experienced engineers have had trouble with it; they don’t know how to make use of such an ungoverned system. A lot of these guys come from other sound systems and they’re limited, gaped, or governed and suddenly they’re driving the Formula One car around the track. It’s really a remarkable system!”

Concerning the overall performance of the X-Line at the Evening Concert Series, the system performed beyond the expectations of the sound company. There were no technical difficulties or problems with the system and everyone, including the festival organizers, were impressed. According to Don Drucker, “The performance of the X-Line surpassed any of our expectations. It was truly awesome to work with.”

Everything said and done, after all the hard work on the part of sound companies like Gulf Coast Sound and Pyramid Audio, the 2001 New Orleans Jazz and Heritage Festival was a splendid ten days of music, food and fun. Where else in the world can you eat boiled crawfish while listening to gospel in a revival tent? Only in New Orleans, baby, the birthplace and home of Jazz and Heritage Fest, an epicenter of great music and superb sound.

KNOPFLER SAILS THROUGH SOLO TOUR WITH ELECTRO-VOICE®

Mark Knopfler recently kicked off his current North American Tour with an amazing night of music at Boston's Orpheum Theatre on April 22. Touring with EV's X-Array™ loudspeakers system in support of his latest solo album, *Sailing to Philadelphia*, the former Dire Straits frontman stopped in 25 cities before his last show at the Ryman Auditorium in Nashville on May 22.

Compared to the Straits' arena shows of the 70s and 80s, Knopfler has chosen more intimate venues – including many classic American theatres and auditoriums – as the setting for his solo tour. Helping to convey this intimacy, while still allowing Knopfler and his bandmates ample room to jam, is EV's X-Array loudspeakers.

The sound design for the *Sailing* tour included (6) Xb, (2) Xcb, (4) Xcn, (8) Xf, and (12) Xn loudspeakers; (6) X-sub; and (4) Xi-1082 loudspeakers. Twenty-four EV P3000 amplifiers power the system with Midas XL4 consoles controlling the front-of-house and

monitor loudspeakers.

According to FOH engineer Robbie McGrath of Chicago's db Sound, X-Array was the ideal choice. "Having toured with this rig so many times, I know that it's perfect for doing theaters," said McGrath. "It's incredibly musical, which I love. Before this tour I'd been using other systems, and when I plugged back into the X-Array, I realized what I had been missing. Technologically speaking, it's state-of-the-art, but it doesn't sound like it's been designed from a purely technical point-of-view. It feels like there is music in the design as well, which is great, and I'm having a ton of fun with it."

Db Sound's complement of EV X-Array equipment enhanced the intimate feel of the tour with exceptional warmth and clarity, a very specific sound sought after by both Knopfler and db Sound. "We tried to up the game completely and get away from that normal live rock 'n' roll sound and do something more glassy and studio-oriented,"

said McGrath. "One of the things about the X-Array is that you can always get any sound you want out of it -- it doesn't come with its own attitude. You put your own attitude into it."

The inherent musicality of X-Array loudspeakers not only impressed the sound engineers and fans, but it also jibed with the prodigious performer's unusually high audio demands. According to McGrath, "Knopfler is a stickler – he can hear things that most people can't hear; he can hear what you're doing at front of house and he'll say something like 'too much piano in the FOH, last night, Robbie' or 'I can hear kind of a D minor thing going off – what was happening there?' He's got wicked ears. It must be hell to have ears like that, because life isn't that perfect."

McGrath adds, "For me to come back and use the X-Array was like coming back to an old friend...it was fantastic."

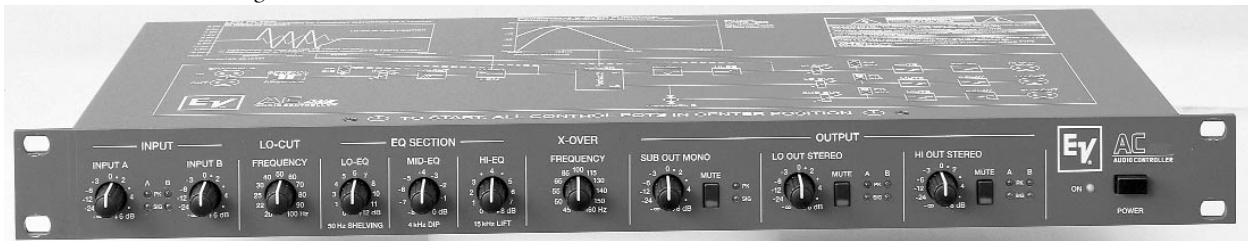
PRODUCT OF THE MONTH: ELECTRO-VOICE ACONE AUDIO CONTROLLER

Launched at Winter NAMM, the ACone audio controller has been a phenomenal success story for Electro-Voice. Dealers and end-users alike are raving about its unbelievable audio performance! So, you ask, what makes the ACone such a hot product? For one, it's the astonishing performance of the unit and the wide range of applications for which it can be used.

The ACone is designed for all two-way applications that utilize a full-range

electronics factory in Straubing, Germany, the ACone has a mind-boggling 117 dB signal-to-noise ratio! Given all its features and the enthusiastic response of the dealers and end-users, it was no surprise to us that the ACone was picked as one of the featured products of the NSCA Show in Orlando this year. And we continue to hear from everyone who has listened to the unit, "What an awesome product the ACone is!" The ACone performs crossover, high-pass

shines in the bass-intensive music prominent in techno, hip-hop, rap, industrial, and virtually any full-range with subs application. EV incorporated a newly designed crossover function (pat. pend.), and EV's variable high-pass and LPN low-pass-notch (optimizes bass response) combined with equalization to create the ACone. It's a real problem solver – you've got to hear it to believe it! The ACone does not require the user to know complex



loudspeaker and a subwoofer. The magic behind ACone's performance is the patent pending PowerMax12 crossover. The enhanced in-your-guts bass response provided by this crossover is something you must experience! The ACone combines a two-way crossover, a bass-enhancing audio signal processor, and adjustable subsonic filter and a 3-band equalizer into a single rack space unit at an incredible list price.

Designed and built in our state-of-the-art

filtering, and equalization functions for optimizing loudspeaker systems, including amplifiers.

The ACone audio controller is designed to optimize sound systems that employ full-range systems with subwoofer(s), mono and stereo sub outputs provided.

"Some of the most dynamic and exciting music is in the DJ and Mobile Sound markets," says Gangesh Ganesan, General Manager, Electronics. "The ACone really

details about crossover functions and equalization. It has excellent dynamic range of more than 117 dB and maintains an extremely low noise floor. The crossover function, joined with filter and EQ functions, eliminate the often complained about "lack-of-punch and -definition." Outstanding performance and affordable pricing make the ACone an advantageous alternative to conventional crossovers, filter and EQ components.

PRODUCT OF THE MONTH: BTR-800 TWO-CHANNEL, FULLY UHF INTERCOM



Targeted at high-end rental houses and broadcast television, the BTR-800 is designed for any application in which two distinct channels of intercom need to be accessed by one or more wireless extensions to the intercom system.

“The BTR-800 wireless intercom system can be called a real ‘problem-solver’ for a variety of applications,” says Tom Turkington, market development manager for intercom products at Telex. “Being two-channel is especially important because most hardwired intercom systems used in broadcast are two-channel. In addition to being fully UHF and fully user synthesized, the BTR-800 offers features designed to allow maximum functionality in each of its target markets.”

Specific features of the BTR-800 include:

Fully UHF: Allows users to take advantage of the less-crowded UHF frequency band, for increased propagation performance.

Fully User-Synthesized: Being user-synthesized is important for broadcast professionals traveling from location-to-location, and working with other kinds of wireless gear such as wireless mic or two-way radios. This feature allows them to keep their intercom system clear of other wireless equipment.

Stage Announce & Relay Closure: Allows wireless users to send a dry line level audio signal at +8 dB to a given destination for making simple announcements. Also, the BTR-800 provides a relay closure, which allows users to trigger a two-way radio and have audio be routed over it or any closure-activated device. Audio can be routed through a pre-set path inside the digital matrix, or it can trigger an IFB, so the stage manager can actually talk into the ear of the talent or anyone else on the wireless system.

Wireless Talk Around: This feature ensures that audio from the primary wireless user is only

heard by the other wireless users on the system. For example, if there was some emergency or problem on a set, the problem could be resolved by just the people who needed to be involved.

Enhanced ClearScan™: The enhanced ClearScan feature will scan for the cleanest frequency sets available, even in hostile RF environments. Once all available frequencies are identified for the user, ClearScan will then select which is most appropriate for use. The Enhanced ClearScan feature represents the technology's next generation of ClearScan, a Telex Communications innovation also found on the company's N/DYM Series of UHF wireless microphones.

ROW UPDATE: DEALER SEMINAR IN MEXICO CITY UN EXITO!

Telex recently held a seminar at the World Trade Center in Mexico to celebrate the re-launch of MI and pro-audio brands (Telex, EV, Midas and Dynacord). A visible success, approximately 600 end-users, dealers and distributors were in attendance. Comprised of presentations led on different audio products by company experts David Webster, Franck Fabry, Jay Easley, Joel P. Johnson, Ramiro Colasurdo and Enrique Lask, the event served as an in-depth session on current Telex product offerings. More than PowerPoint® presentations and graphs, the seminar invited end-users, dealers and

contractors to listen to what makes Telex preeminent in high-end audio. For example, a stage was set up with EV wired and wireless microphones, X-Array loudspeakers, Sx-300 delay boxes, Eliminator monitors/side-fills, a Midas Heritage 1000 console and all Klark-Teknik processing. Following the presentations, a live band demonstrated the products in a “real world” performance setting. And while the band was performing, guests were invited to visit the display area to get a closer look at various samples from Telex product brands.

After the presentations and performance

ended, Telex brought the seminar guests to another hall replete with yet another band and another set of Telex pro audio gear. Organized as a VIP only party for key dealers, food and drink was served, and attendees walked the room, listening intently to X-Array and other Telex gear. Pumped through the X-Array, Dx-38 processing and a Midas Heritage 3000, guests lauded the system's integrity.

Overall, the seminar was a great success. Positive end-user and dealer feedback support the schedule Telex has for similar seminars during the upcoming year. As always, we are happy to promote events like the Mexico dealer seminar -- and carry the torch of brand awareness!

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