

Telex Communications, Inc.

PRO AUDIO GROUP

PRO AUDIO GROUP

PRO AUDIO GROUP



TELEX®

MIDAS

KLARK TEKNIK

DYNACORD®

RTS™



ISSUE 1

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

INSIDE

AUGUST 2000

Page One:

- The “New” Merged EV/Telex Professional Audio Group

Page Two:

- Sales Representative Update
- EV Launches New Web site
- Engineering Update

Page Three:

- New Plants
- New Product Launch
- Olympics

Page Four:

- Recently Introduced Products

Page Five:

- New Dealer Support Materials

Page Six:

- U.S. Sales Representatives

Page Seven:

- Who’s Who in Pro Audio

Page Eight:

- Corporate Headquarters Relocate
- Q&A Spotlight: Alan Shirley

PRO AUDIO BRANDS STAY PROGRESSIVE THROUGH ALLIANCE WITH TELEX

The “New” Merged EV/Telex Professional Audio Group

To better serve our customers, we will be striving to bring an increased focus on specific customers and markets – utilizing a “one-company” approach that breaks down the barriers that may make it difficult for a customer to do business with us. Bringing the U.S. pro audio sales responsibilities under a revised leadership structure will enable us to rise to these challenges and achieve all of our goals. The U.S. pro audio sales organization is now known as the Telex Pro Audio Group, with responsibility for the sale of all products sold under the Electro-Voice®, Telex®, RTS™, University Sound®, Dynacord®, Midas®, Klark Teknik® and DDA® brands. The Telex Professional Audio Group is split into two customer/market-focused units: 1) Live Sound; and 2) Installed Sound.

Recognizing the need to place an even stronger emphasis on product research, development and market/end-user support, Telex® Communications, Inc. has also formed a new marketing/product support organization responsible for worldwide marketing of all the company’s speaker, microphone, and electronics products sold under the Electro-Voice®, Telex®, University Sound® and Dynacord® product brands. This organization is also responsible for U.S. marketing of the Midas®, Klark Teknik® and DDA® brands. Total marketing responsibilities are divided into Product Management, Market Development, Marketing Communications, and Technical Support departments. This realignment is the most recent of the continuing effects of the 1998 merger between Electro-Voice and Telex.

“Several aspects of our company have changed, but one thing hasn’t,” says Alan B. Shirley, vice president of marketing for the speaker and microphone group. “We are still committed to developing, distributing and supporting quality products that our customers want and need. Through the combined efforts of our marketing team and the newly formed technical support division, we can continue to keep our eye on the ball as we move into a new era of product offerings.”

In his role, Shirley is responsible for global product management and marketing of the company’s wired and wireless microphones and speakers.

Within Shirley’s product management group there are several professionals who handle specific segments. In addition to his role as concert sound sales manager, Steve Gittus also serves as the market development manager for concert touring sound market segments. He is responsible for such activities as sales promotions, distribution, dealer training and product assortment, as well as product launches and customer applications. Handling similar responsibilities, but for commercial sound products, is Gary Fisher, Market Development Manager for that segment. Serving as EV market development manager, music retail, is Chris Robinson.

Rounding out the marketing division are the product category managers: Jamie Bergen, Speakers; Joel Johnson, Wireless Microphones; Jerry Falk, Wired Microphones; John Hanson, U.S. Electronics. As product category

Continued on page 2

The "New" Merged EV/Telex Professional Audio Group

Continued from front

managers, their primary responsibilities include coordinating new product development, and working with customers, distributors and dealers to assess the needs of the marketplace. They will also handle the positioning of products for various market segments and oversee all operational issues related to each product line.

In addition to the restructuring of product development and market management departments, the marketing communications department has also undergone a change in responsibilities. The department, led by Lou Vlahos, director of Marketing Communications, is now responsible for executing Telex Pro Audio Group's advertising, media placement, public relations and trade show management. From web site design and implementation to the coordination of industry shows, marketing communications plays a strong role in creating company visibility.

The formation of a new technical support division has also been instrumental in the success of the pro audio group. According to Jim Tasse, director of Technical Support, "The formation of my group and the scope of its operations and capabilities literally rewrites the traditional definition of a technical support group. The department has expanded beyond the handling of traditional audio triage phone calls, which typically are product specification requests, to also include training programs involving products, concepts and techniques, as well as supplying application assistance to our customers to help them be more successful in their use of our products."

In addition to Tasse, the technical support department comprises Jay Easley and Robert Deyarmond as technical support specialists. Further supporting the group will be Jim Long, who will remain with the company as director of strategic projects.



www.electrovoice.com

EV LAUNCHES NEW WEB SITE!

EV Pro Audio Group formally launched phase one of their newly redesigned web page on August 25, 2000. The new web site features a dynamic PDF library, product pages with literature downloads, a complete press release gallery, technical support contact information, and promotions section. Future implementation will include a dealer/rep locator, post-tech support FAQs, historical archives, employment opportunities, trade only areas, rep/dealer bulletins, chatrooms, special webcasts, rep/dealer training, and full site search capabilities. All literature will be available electronically in PDF format for your convenience.

SALES REPRESENTATIVE UPDATE

As you may be aware, we recently announced the formation of a new U.S. sales organization, Telex Pro Audio Group, which is responsible for all U.S. sales and customer service support for the Telex®, Electro-Voice®, Midas®, Klark Teknik®, DDA®, Dynacord®, and University Sound® brands.

Our goal with all of these changes is to place a stronger emphasis on what we believe to be the most important link in our supply chain — the customer, as well as to streamline and realign out internal sales and customer service support efforts in order to create more open lines of

communications between the company, reps, dealers, and customers. Also, as a result of the internal- and rep force restructuring we believe that the new Telex Pro Audio Group is now even more fully equipped to respond to the changing needs of the pro audio end user.

We would like to take this opportunity to thank the previous Telex reps for their help in promoting Telex products and wish them the best of luck in the future. Their efforts have been instrumental in helping us manage and grow our business throughout the past.

ENGINEERING UPDATE

The loudspeaker- and wired microphone-engineering groups have completed relocation to the new corporate facility near Minneapolis, Minnesota. Both engineering groups have strengthened their core capabilities with new additions, both in terms of new engineers and new equipment/facilities. A new anechoic chamber is being built and work is being completed on a large listening room/classroom

facility that will enhance subjective evaluation of our new product offerings.

And speaking of new product offerings, new loudspeaker and microphone product development will accelerate as a result of our move, and we expect to continue to make further advances in state-of-the-art loudspeaker and microphone systems.

NEW SPEAKER MANUFACTURING PLANT IN MORRILTON; NEW MICROPHONE MANUFACTURING PLANT IN LINCOLN

Progressive Moves and Consolidation Promise Greater Efficiency and Streamlined Production

Telex Communications, Inc. recently announced the purchase of a new 202,000 square foot facility in Morrilton, Arkansas, to replace our Austin, Texas plant. To remain competitive in our speaker business, we are consolidating our speaker production into the new plant to take advantage of vastly improved layout, more flexible space utilization, reduced inventories, freight and shipping advantages and the combination of management and administrative staff. This change in the nature of our manufacturing operations and the scope and direction of our company will result in an increase in our efficiencies.

Consolidation of microphone production into our Lincoln, Glencoe and Hermosillo facilities makes better use of manufacturing capacities and a streamlined supply chain. This consolidation eliminates duplication in operations and administrative and management staffs, allows for improved plant layout and reduces unnecessary overhead.

The new facility in Morrilton is expected to create approximately 225 new jobs. The initial transfer of products and operations began in June 2000, with the transition scheduled for completion in 2001.

To ease the transition between sites and ensure that no disruptions in service, delivery or quality occurs, Telex has created dedicated teams focused on maintaining plant operations. This new manufacturing strategy represents a significant change in the scope and direction of the business and is the latest example of Telex's continuing effort to build a more competitive organization, and further strengthen its reputation for providing quality products and services to customers.

NEW PRODUCT LAUNCH: BTR-300

You asked for it, and we listened. You said you wanted a more RF robust, yet still cost effective VHF wireless intercom system. Because the available RF spectrum is becoming more crowded at an alarming rate, the new BTR-300/TR-300 wireless intercom system is the first wireless intercom designed specifically with DTV band allocations in mind. Because you said you wanted it to be easier to interface to existing hardwired intercom systems, the BTR-300 now offers advanced intercom audio interface circuitry that allows simple, seamless two-way operation with all major intercom brands. Combine this with a new ergonomically designed user interface and you have a device that can truly simplify your business life.



RTS/TELEX COMMUNICATIONS UTILIZED BEHIND-THE-SCENES AT SUMMER OLYMPICS

Looking for the most innovative and efficient broadcast equipment available, the NBC Olympic engineering department chose RTS/Telex Communications to keep track of 3,500,000,000 viewers, 9,200,000 spectators, 11,000 athletes, 842 medals, 700 cameras, 420 miles of cable, 279 hours of air time, 135 events, 70 production trucks, 35 sports, 30 venues, 17 days, and 6 continents.

According to engineers on the project, it was not difficult to choose the ADAM intercom system. RTS/Telex intercoms are widely used in NBC facilities throughout the U.S. and have an excellent track record for providing error- and disturbance-free operation. Ease of use was also a significant factor in

the decision to go with RTS/Telex, as most freelance production and engineering personnel were already familiar with the intercoms and their panels.

The Olympic unit also utilized the new and advanced RTS/Telex 32-button key panel, the KP-32. Featuring more keys than other industry current key panels, the KP-32 features 32 keys in two rows above and below an electro-luminescent display.

According to Andrew Morris, consulting engineer and project manager for the NBC engineering department, the industry-leading innovations of RTS/Telex Communications earned a shining gold medal.

REVIEW OF RECENTLY INTRODUCED PRODUCTS

N/DYM® with VOB™

As the first to use a neodymium-based magnet structure in a microphone and the only manufacturer to offer VOB™ (Vocal-Optimized Bass) technology, EV has continued in the design, manufacture, and marketing of innovative microphones with the recent launch of the N/DYM Wired microphone series. With these revolutionary technologies every note and every word is heard without the proximity effect common in other models. Condenser-like characteristics allow clarity through all frequencies, reducing boominess, sibilance, and P-popping associated with other dynamic microphones in its class. Truly a sonic revolution.



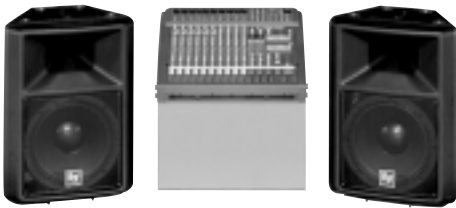
N/DYM® ClearScan™ Wireless

EV wireless now features ClearScan™, the latest in wireless technical innovations. With the simple touch of a button, ClearScan™ automatically scans the airwaves and quickly selects the best of 10 UHF channels. The entire process takes the guesswork out of frequency-agile channel selection and system set-up, enabling the performer to give his/her best, worry-free performance.



PSX Powered Mixers

EV's stunning line of PSX power mixers are perfect for consumers who already play top-of-the-line equipment. PSX mixers feature more power, effects, and extras than any other powered mixers on the market. German engineered components, invaluable dynamic limiter circuitry, dual 32-bit algorithm digital effects processors, dual 7-band graphic EQ, feedback filtering, Neutrik® connectors, and an ergonomically and structurally designed metal cover make this any musician's workhorse.



CPS Power Amps

The CPS Series consists of 4 models ranging in power from 450 to 1,300 watts per channel. All models incorporate a unique 5-way protection/safety system with exceptional dynamic range capability and a rugged design to meet the audio requirements of any sound contractor application in the fixed installation market, including houses of worship, auditoriums, stadiums and entertainment complexes.

Force® and Eliminator® Speaker Systems with Matching Power Amps

The **Force®** System represents the very best mix of value and performance without a sacrifice in sonic quality and performance. EV engineers took the classic EV sound and put it in a speaker, amp, and sub that anyone could afford. EV's unique RMD™ (Ring-Mode Decoupling) technology (utilized in EV's X-Array™ big concert touring systems) endows the system with crystal clear highs, detailed mids and thundering lows — resulting in exceptional vocal clarity and musical intelligibility.



The **Eliminator®** 3-way, concert-style "top-box/bottom-box" sound system with matching power amp delivers unparalleled sonic integrity. It delivers "bi-amp" sound — without the expense of two power amps plus electronic crossovers — to provide unprecedented value in a system for working DJs and musicians. Featuring EV's unique RMD™ (Ring-Mode Decoupling) technology, the system provides unbelievable clarity even at maximum SPL(s).

FRX and FRi Contractor Speakers

High-performance and flexibility make the FRi Series a heavy contender in the contractor market. Multiple suspension points allow for vertical and horizontal orientation, a trapezoidal cabinet design creates a variety of installation options and RMD technology offers incredible sonic performance. The FRi Series literally has something for every fixed installation application.

Other features of the FRi Series include a passive/bi-amp design with tamper-resistant simple jumper design for easy change-over, rotatable 60° x 40° horns and DH2t drivers for increased performance and durability.



New to the EV fixed installation line is the FRX Series, which sports EV's proven coaxial point-source technology to enhance speech intelligibility and musical definition. Coupled with a variety of available coverage patterns, passive or bi-amp operation, compact factory-rigged enclosure and our choice of enclosure finishes, the FRX Series offers real solutions for many applications requiring the best possible sound in a great looking package at a very affordable price. No other system on the market today gives you rated control to 500 Hz in such a compact package!

NEW DEALER SUPPORT MATERIAL

New Music Products Catalog

EV's back with a brand new image and a hot new professional music products catalog! We feel our new products and new image amounts to nothing less than a "Sonic Revolution"! Focusing on innovation, performance, versatility, and value, the catalog features everything the working, discerning musicians could ask for: N/DYM® Wired mics, PSX powered mixers, "matched" sound systems (Eliminator®, Force®), guitar cabinet speakers, etc.

New Commercial Products Catalog

The ethos of the commercial products catalog lies in EV's commercial sound system solutions: "one-stop shopping," proven product reliability, and a commercial sound product line that represents a complete solution. The end result is a total system philosophy from initial specification to final installation. From schools and restaurants to shopping malls and the workplace — clear, intelligible sound is becoming an increasingly important part of everyday life, and in places where it previously was given little or no consideration at all. Distributed sound systems are now being viewed as a priority, not an afterthought.

New Pro Sound/Fixed Install Catalog

Focusing on EV's remarkable heritage and history of innovations, the new Pro Sound catalog sets forth the unique innovations of EV's current installation products. By providing clear and accurate information on these innovations, the pro sound catalog is designed to assist the contractor in making decisions from various product choices. Detailed specifications serve the contractor; it also functions as an effective presentation piece to potential customers. Ultimately, this catalog is the contractor's one source for the most product information in an easily digestible format.

New Data Sheet Format

We have further streamlined our literature by revising the format for all Engineering Data Sheets (EDS). Simplification of the EDS allows it to now be used as a sales tool, replete with basic, pre-purchase product information. For those who may require more detailed technical information, new product family (vs. product specific) user manuals will be available. All traditional specifications, charts, and data related to pro audio products will be found in these product family user manuals. As rationale for these changes we believe that the new format for these documents more easily lends itself to easy and expeditious electronic adaptation on our web site — which has come a long way from its inception — to enable your access to all current product information.

N/DYM® Wired and Wireless POP Displays and EV Brochures

Now available to accompany EV N/DYM wired and wireless microphone products are newly designed, attractive and functional Point of Purchase (POP) displays and end user brochures. Featuring an aesthetic theme that extends through the MI catalog, the fixed installation catalog, and other literature, the POP(s) and brochures are vibrant, eye-catching, and contemporary with the bold images seen in contemporary, pro audio industry advertising and marketing. The salient design of these pieces is a significant step toward revitalizing our product lines. There is also new end user advertising for the SX300, N/DYM, ClearScan™, and Eliminator®, as seen at recent industry shows and in industry publications. Look for more in the future.

Beginning in early September, POP(s) and brochures will be available by contacting sales reps directly. Once ordered, your nearest EV sales representative will deliver the items and assist in the installation. Promotional T-shirts will be awarded when N/DYM wired and wireless and Eliminator POP(s) are ordered and set up on the retailer's floor.

New Artist Endorsement Program for Microphones

Recently instituted by Chris Robinson, EV Music Development Manager, is EV's new artist endorsement program for microphones. To help kick-start the program, EV has partnered with Minneapolis' Tour Supply, (a company dedicated to serving touring professionals) to leverage their existing relationships and supplement EV's endorsement activity.

Targeting N/DYM wired and wireless microphone users, one of the first goals of the program is to build a base of user evaluation for direction in product development, improvement, and design. Artist comments will also form the basis of a revitalized advertising campaign, through the use of artist quotations and photo opportunities. Professional artists have been using EV products for years — now is your chance to find out who they are and why they rely on EV. For example, contemporary chartbusters Papa Roach and Static-X are currently using EV wired microphones.

Only one month into implementation, look for a more active presence in the form of new artist endorsements in upcoming press releases, literature, and on our new web site.



U.S. SALES REPRESENTATIVES

WESTERN REGION

Loppnow and Assoc.

1420 NW Gilman Blvd
Suite 2857
Issaquah, WA 98027
Tel: 425-392-3936
Fax: 425-392-3973
loppnow@loppnowassoc.com

The TK Group, Inc.

PO Box 867
Bountiful, UT 84011-0867
Tel: 801-298-8902
Fax: 801-298-8906
Shipping Address:
331 S 1350 East
Bountiful, UT 84010
sam@tkgroup.com
www.tkgroup.com

Western Audio Sales

3100 Airway Ave, #110
Costa Mesa, CA 92626-4604
Tel: 714-444-9200
Fax: 714-444-9210
www.westernaudio.com
waudio@flashcom.net

Progressive Audio Sales & Marketing

Shipping Address:
903 First Ave
Benicia, CA 94510
Tel: 707-751-1626
Fax: 707-751-1697
danamoody@earthlink.net
skipgodwin@mac.com

Jones Sales Group

PO Box 270506
Flower Mound, TX 75027
Shipping Address:
4801 Lusk Lane
Flower Mound, TX 75028
Tel: 817-224-9000
Fax: 817-224-9030
charlie@jonessalesgroup.com
5309 SE 82nd St
Oklahoma City, OK 73135
Tel/Fax: 405-677-3449
gary@jonessalesgroup.com
7401 NW 113th St
Oklahoma City, OK 73162
Tel/Fax: 405-720-0478
john@jonessalesgroup.com

CENTRAL REGION

Starin Marketing, Inc.

1531 South Calumet Road
Chesterton, IN 46304
Tel: 219-929-4127
Fax: 219-929-4377
bill@starinmarketing.com
1415 Althea Drive
Mount Prospect, IL 60056
Tel: 847-827-1490
Fax: 847-827-1492
edward@starinmarketing.com
10798 Pine Valley Court
Fishers, IN 46038
Tel: 317-577-4290
Fax: 317-577-4291
neal@starinmarketing.com
512 Christy Circle
Grayslake, IL 60030
Tel: 847-548-2129
Fax: 847-548-2058
joe@starinmarketing.com

14272 Flora Way
Apple Valley, MN 55124
Tel: 952-432-6641
Fax: 952-432-5669
scott@starinmarketing.com
10271 Thistle Court
Broadview Hgts, OH 44147
Tel: 440-546-1194

RP Sales, Inc.

23735 Research Drive
Farmington Hills, MI 48335
Tel: 248-473-0011
Fax: 248-476-3162
rpsales@rcmerchant.com
7724 Garden Lane #2
Portage, MI 49002
Tel: 616-323-7160
Fax: 616-323-7161
dhahn@rcmerhant.com

815 Main Street
St Joseph, MI 49085
Tel: 616/983-7378
Fax: 616/983-3506
dhosbach@rcmerchant.com

CL Pugh & Assoc., Inc.

21510 Drake Road
Cleveland, OH 44136-6617
Tel: 440-238-1777
Fax: 440-238-1776
www.pugh.com
btevs@pugh.com
2144 Riverside Drive
Columbus, OH 43221-4053
Tel: 614-486-9678
Fax: 614-486-0629
gfalkenbach@pugh.com

BC Electronic Sales

11005 W 59th Terrace
Shawnee, KS 66203
Tel: 913-962-1990
Fax: 913-962-0718
lori@bcelectronics.com
www.bcelectronics.com
35 Crestview Drive
Salina, KS 67401
Tel: 913-825-1196
Fax: 913-825-1188
rick@bcelectronics.com
12025 Manchester, Suite 10G
St Louis, MO 63131
Tel: 314-821-8689
Fax: 314-821-1525
tony@bcelectronics.com

EASTERN REGION

Metro North

1090 Amboy Ave
Edison, NJ 08837
Tel: 732-225-0050
Fax: 732-225-7977
metro679@aol.com

Dimodica & Assoc.

7041 W Commercial Blvd, 6C
Tamarac, FL 33319
Tel: 954/724-4409
Fax: 954/724-4419
dimodica@aol.com

RJ Marketing LTD

1010 Rockville Pike, #607
Rockville, MD 20852
Tel: 301-251-0330
Fax: 301-424-2035
800-938-0330
rjmkgt@aol.com
216 Central Ave
Woodbury Heights, NJ 08097
Tel: 856-845-9626
Fax: 856-845-9174
micmarr@aol.com
624 Valor Ct
Chesapeake, VA 23322
Tel: 757-546-7143
Fax: 757-546-8695

Wilson Audio Sales

5972 Asberry Ct
Nashville, TN 37221
Tel: 615-646-4477
Fax: 615-662-2536
www.wilson@bellsouth.net
1543 Woodhaven Dr
Sevierville, TN 37862
Tel: 423-453-1518
Fax: 423-428-0992
jlwhaley@worldnet.att.net
6044 Port Anadarko Trail
Hermitage, TN 37076
Tel: 615-883-6688
Fax: 615-883-6128
birdwell@mindspring.com

Ouzunoff & Assoc.

PO Box 646
Yorktown Heights, NY 10598
Shipping Address:
46 Granite Springs Rd
Granite Springs, NY 10527
Tel: 914-248-7888
Fax: 914-248-7874
gregouz@aol.com
74 East Rocks Rd
Norwalk, CT 06851
Tel: 203-847-3285
Fax: 203-847-3526
plengyel@aol.com

WHO'S WHO AT PRO AUDIO GROUP

PRO AUDIO SALES & MARKETING PERSONNEL

LIVE SOUND SALES

Steve Gittus

Concert Sound Sales Manager
(952) 887-7445
E-mail: steve.gittus@telex.com
Market Development Manager –
*Concert & Touring Sound: Midas,
X-Aray, Klark-Teknik, and DDA*

Gordon Nelson

Eastern Regional Sales Manager/
Live Sound
Sales Manager
(952) 887-5577
E-mail: gordon.nelson@telex.com

Michael Sipe

National Sales Manager/
Broadcast & Production
(952) 736-4273
E-mail: michael.sipe@telex.com

Garry Templin

VP of Sales/Live Sound
(952) 736-4207
E-mail: garry.templin@telex.com

Mike Torlone

Western Regional Sales Manager/
Live Sound
(952) 736-4219
E-mail: robert.deyarmond@telex.com

Monte Wise

National Accounts Sales Manager/
Cinema Sales Manager
(952) 736-4268
monte.wise@telex.com
E-mail: lifisart@aol.com

INSTALLED SOUND SALES

Dave Brewster

Western Regional Sales Manager/
Installed Sound
(952) 887-5576
E-mail: dave.brewster@telex.com

Tom Gillespie

Sales Training Specialist
(800) 234-6831
E-mail: tgillespie@qtm.net

Tom Hansen

Director of Sales/Installed Sound
(952) 887-5567
E-mail: tom.hansen@telex.com

John King

Eastern Regional Sales Manager/
Installed Sound
(952) 887-5555
E-mail: john.king@telex.com

Linda Torgeson

Inside Sales/Installed Sound
(616) 695-4711 (Buchanan office)
E-mail: ltorgeson@qtm.net
Commercial Sound products

Rob Varpa

Inside Sales/Installed Sound
(952) 887-5542
E-mail: rob.varpa@telex.com

Mike Webb

Central Regional Sales Manager/
Installed Sound
(952) 887-7402
E-mail: michael.webb@telex.com

INTERCOMS

Talal Aly-Youssef

Product Manager
Party-line Intercoms
(952) 887-7451
E-mail: talal.aly-youssef@telex.com

Ralph Strader

Director/Intercom Products
(952) 887-5568
E-mail: ralph.strader@telex.com

Tom Turkington

Market Development Manager
Party-line Intercoms
(952) 887-7446
E-mail: tom.turkington@telex.com

TECHNICAL SUPPORT

Robert Deyarmond

Technical Support
(952) 736-4219
E-mail: robert.deyarmond@telex.com

Jay Easley

Technical Support
(952) 736-4234
E-mail: jay.easley@telex.com

Jim Tassey

Director of Technical Support
(952) 736-4211
E-mail: jim.tassey@telex.com

MARKETING

Jamie Bergen

Product Category Manager
(952) 887-7482
E-mail: jamie.bergen@telex.com
Speakers

Jerry Falk

Product Category Manager
(952) 887-5543
E-mail: jerry.falk@telex.com
Wired Microphones

Gary Fisher

Market Development/
Product Manager
(952) 887-5524
E-mail: gary.fisher@telex.com
Commercial Sound Products

John Hanson

Product Category Manager
(952) 887-7460
E-mail: john.hanson@telex.com
Electronics

Joel P. Johnson

Product Category Manager
(952) 887-7432
E-mail: joel.p.johnson@telex.com
Wireless Microphones

Chris Robinson

Music Market
Development Manager
(952) 736-4287
E-mail: chris.robinson@telex.com
Live Sound

Alan Shirley

VP of Marketing
(952) 736-4260
E-mail: alan.shirley@telex.com
Speaker and Microphone Group

Lou Vlahos

Dir. of Marketing Communications
(952) 887-5522
E-mail: lou.vlahos@telex.com

INSTALLED SOUND

CUSTOMER SERVICE/ORDER ENTRY PERSONNEL

Sarah Orum

Team Leader/Sr. Cust Serv Rep
(952) 887-7425
sarah.orum@telex.com

Jennifer Jackson

Sr. Customer Service Rep
(952) 887-7441
jennifer.jackson@telex.com

Amy Valenziano

Sr. Customer Service Rep
(952) 887-5517
amy.valenziano@telex.com

Diane Knauss

Customer Service Rep
(952) 887-5558
diane.knauss@telex.com

Jane Wrolson

Customer Service Rep
(952) 887-5514
jane.wrolson@telex.com

Brian Skorseth

Customer Service Rep
(952) 736-4259
brian.skorseth@telex.com

Lisa Hankins

Customer Service Manager
(952) 887-5520
lisa.hankins@telex.com

LIVE SOUND

CUSTOMER SERVICE/ORDER ENTRY PERSONNEL

Barry Despard

Team Leader/Sr. Cust Serv
(952) 736-4290
barry.despard@telex.com

Karla Garvey

Customer Service Rep
(952) 887-7495
karla.garvey@telex.com

Tracy Ginsky

Customer Service Rep
(952) 736-4247
tracy.ginsky@telex.com

Ann Klarkowski

Customer Service Rep
(952) 887-5528
ann.klarkowski@telex.com

Reuben Thompson

Customer Service Rep
(952) 887-5545
reuben.thompson@telex.com

Lisa Wenger

Customer Service Rep
(952) 736-4257
lisa.wenger@telex.com

Adam Grath

Sr. Customer Service Rep
(952) 887-7444
adam.grath@telex.com

Bob Strenger

Sr. Customer Service Rep
(952) 736-4283
bob.strenger@telex.com

CORPORATE HEADQUARTERS RELOCATE TO MINNEAPOLIS



Telex Communications/EV (Electro-Voice®) Corporate Functions Move to Combined Headquarters

Corporate move to Minneapolis, MN offices gives the company improved communications, customer service and new product development for the new millennium.

EV, as a key pro audio product brand of Telex® Communications, Inc., moved its corporate headquarters to a new location in the Minneapolis area, effective July 17, 2000. The new building houses all sales, marketing, engineering and administrative functions for Telex Communications and its professional audio, wireless and multimedia communications products. The new address of Telex Communications is: 12000 Portland Ave. South, Burnsville, MN, 55337. The main telephone number remains the same, with a new area code: 952-884-4051.

The move, which significantly expands Telex's space to approximately 115,000 square feet, was brought about by strong performance across all the company's product lines and the need to position the company for future growth by continually strengthening its product development and customer service capabilities. Telex Communications, which employs 300 people in Minneapolis, will maintain its manufacturing facility in Buchanan, MI, which had once been the home of Electro-Voice and its related brands.

Q&A SPOTLIGHT: ALAN SHIRLEY

Answers to questions with key issues that I'm frequently hearing from dealers and contractors

You Just Discontinued 300 Product SKU's – How will I know that the EV model I just specified on a proposal will not be discontinued when it's time to install?

In several recent field trips, I've heard some reluctance with contractors to specify EV products in proposals for fear of the product being discontinued, with no notice, before the job is installed. Yes, we did discontinue approximately 300 SKU's several months ago, but most were Altec models that overlapped EV models, and we were prepping the product lines for the sale of the Altec brand name. Product lines will always require "pruning the dead wood," but the major purge has completed. Such radical surgery of the product line will not be required in the foreseeable future. However, to help "calm your fears" in this area, we are instituting the following pledge regarding product discontinuation advance notices:

We will give you a minimum 60-day notice before a product is discontinued and no

longer available to order. This gives you 60-days to place an order for the product, including orders for future shipments. Send us a copy of your previously accepted system proposal, and we will guarantee availability of that model or a functional, equivalent substitute. (And, if a substitute is required, we will even send your client a letter explaining that we have discontinued the product but guarantee the replacement model is acoustically equal to or better than the original product.)

OK, you just sold the Altec brand name – so what's your NEW brand strategy?

I have received numerous calls regarding questions and confusion regarding our brand strategies with the changes in direction during the past several years for Altec, University Sound, and EV. Yes, with several different managers and owners during the past few years, the strategic direction of the brands has changed. Well, like our SKU consolidation, the turmoil is behind us.

Here is the strategic positioning of our sound reinforcement speaker brands for the USA market:

Altec – Brand name has been sold. Current models will be transitioned to EV brand.

University Sound – Brand name will be phased out during the next several years. Current University Sound models will be transitioned to the EV Commercial line.

EV – Brand will remain the preeminent loudspeaker brand name for all speakers and microphones within the Telex Communications, Inc. portfolio.

EV Commercial – New "sub-brand" of EV that will be positioned as a leader in commercial sound markets and product categories. Transitioned University Sound products and new designs will appear during the next 2 years with this brand name.

- Alan Shirley
VP Marketing, Speakers & Microphone

USA	12000 Portland Ave South, Burnsville, MN 55337, Phone: 952-884-4051, FAX: 952-884-0043
Canada	705 Progress Avenue, Unit 46, Scarborough, Ontario, Canada, M1H2X1, Phone: 416-431-4975, 800-881-1685, FAX: 416-431-4588
Switzerland	Keltenstrasse 11, CH-2563 IPSACH, Switzerland, Phone: 41/32-331-6833, FAX: 41/32-331-1221
Germany	Hirschberger Ring 45, D94315, Straubing, Germany, Phone: 49 9421-706 0, Fax: 49 9421-706 287
France	Parc de Courcerin, Allee Lech Walesa, Lognes, 77185 Marne La Vallee, France, Phone: 33/1-6480-0090, FAX: 33/1-6480-4538
Australia	Unit 23, Block C, Slough Business Park, Slough Avenue, Silverwater, N.S.W. 2128, Australia, Phone: 61/2-9648-3455, FAX: 61/2-9648-5585
Hong Kong	Unit E & F, 21/F, Luk Hop Industrial Bldg., 8 Luk Hop St., San PO Kong, Kowloon, Hong Kong, Phone: 852-2351-3628, FAX: 852-2351-3329
Japan	2-5-60 Izumi, Suginami-ku, Tokyo, Japan 168, Phone: 81-3-3325-7900, FAX: 81-3-3325-7789
Singapore	3015A Ubi Rd 1, 05-10, Kampong Ubi Industrial Estate, Singapore 408705, Phone: 65-746-8760, FAX: 65-746-1206
Mexico	Av. Parque Chapultepec #66-201, Col. El. Parque Edo. Mex. 53390, Phone: (52) 5358-5434, FAX: (52) 5358-5588
UK	4, The Willows Centre, Willow Lane, Mitcham, Surrey CR4 4NX, UK, Phone: 44 181 640 9600, FAX: 44 181 646 7084
Africa, Mid-East	12000 Portland Ave South, Burnsville, MN 55337, Phone: 952-887-7424, FAX: 952-887-9212
Latin America	12000 Portland Ave South, Burnsville, MN 55337, Phone: 952-887-7491, FAX: 952-887-9212

U.S.A. and Canada only.

For customer orders, contact the Customer Service department at
800/392-3497 Fax: 800/955-6831

For warranty repair or service information, contact the Service
Repair department at 800/685-2606

For technical assistance, contact Technical Support at 800/392-3497