

Telex Communications, Inc.

# PRO AUDIO GROUP

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TELEX®



RTS™



ISSUE 2

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

## TELEX ACADEMY

### A Room of Your Own

Telex Communications Inc. is in the initial stages of instituting a new program, Telex University, which will offer a variety of business-based educational opportunities to its employees. Framed within the broader vision of Telex University is Telex Academy, a full-scale rep/dealer/distributor/contractor training program whose goals include the provision of information to enhance knowledge of product application and differentiation, the acquisition of customer input, and establishing relationships in a fun, social, and exciting environment. The newly created position, Vice President of Professional Development, will oversee all activities and programs associated with Telex Academy.

Specifically designed as a learning center/critical listening room for dealer and contractor training, numerous classes will take place in the newly constructed 2300 square foot, fully dedicated training facility. The proposed curriculum includes everything from MI merchandising to technical classes on complex array configuration. Housed in the larger 115,000 square foot Telex Communications, Inc. corporate headquarters, the Academy has a seating capacity for eighty people. It includes programmable light scenes, fiber-optic links to a built-in performance/demonstration stage, speaker flying capabilities, video presentation technology, a dedicated Midas Heritage 3000 mixing console, 16 track high-resolution

recording and playback DATs, professional grade CD players, and DVD/VHS capabilities.

Designed by Bob Coffeen, Professor of Acoustics and Engineering, University of Kansas, the room not only provides EV customers with an accurate critical listening room to personally audition new loudspeakers, system accessories and components, it also serves as an environment that allows confirmation and redefinition of existing products and product lines. Built immediately adjacent to a large-format 62 Hz anechoic chamber, the training room is one of the most state-of-the-art facilities in the world of professional audio.

Technical training sessions were inaugurated with the well-attended "Radiation of Sound" seminar, a technical learning program led by Mike O'Neill, Vice President/General Manager for EV's loudspeaker business, that focused on the higher-level intricacies of integrating multiple systems into a single application. The curriculum for this level of training was targeted at the major design/build contractors, to provide them with detailed engineering specifications of multiple box arrays as well as product-specific criteria to facilitate better design and application of EV products. Classes and programs like these will continue throughout the year, with a proposed schedule of 3-4 sessions a month. For more information on Telex Academy, please visit our redesigned web site.

## EMPLOYEE FOCUS: CUSTOMER SERVICE LEADERS



Barry Despard



Sarah Orum

To further streamline the ordering and shipping process, the Telex Pro Audio Group will transition all ordering, billing and shipping procedures from AS400 to Oracle database management on November 1st. The new system promises greatly improved and expeditious ordering, shipment tracking, stock information, and order confirmation.

As team leaders in customer service, Barry Despard and Sarah Orum figure largely in making this transition seamless. Described by his peers as a "go to guy," Barry oversees all aspects of EV customer service, including order entry, managing stock availability, shipping coordination, and order expedition. His number one priority is to ensure sales staff, customer, and employee sales are routed smoothly and efficiently.

Barry brings over 8 years experience with a reputable, national music retailer to his position. As a guitarist for over 20 years, former owner

of a 24-track digital recording studio, live sound engineer, and experienced retail pro sound/keyboards salesperson, Barry comes to the position with extensive industry knowledge.

Sarah Orum, a Telex employee of 8 years, began working at the switchboard and was promoted to Telex customer service (RTS digital products) within a year. In 1998 she was again awarded for her outstanding service and commitment to customer needs with a management position. As customer service team leader, Orum has a unique perspective on handling customers: "I see customers as people [...] and I've formed some very strong relationships with these people over the years. We do the very best we can for these customers and they respect our company for that."

Thanks to Barry, Sarah, and all customer service staff at Telex Pro Audio for their excellent work and commitment to excellence!

## UPCOMING SHOWS

Oct. 12-14 Showeast (Cinema Show)  
Orlando, Florida

Oct. 20-22 LDI  
Las Vegas, Nevada

Oct. 23-26 ITC (Intercom Show)

Nov. 29-30 Government Video Technology  
Expo 2000 (Intercom Show)



## NEW WEB SITE!

## EV WEB SITE PROGRESS REPORT

Continuing with the EV Pro Audio group redesign, several new features have been implemented. Following a successful launch in August, the site is still expanding, and currently includes:

- Full site search capabilities
- Product area with complete archives of EV loudspeakers, including all pertinent literature available (e.g. engineering data sheets and brochures) for loudspeaker products
- Updated press release gallery, including magazine article reprints

- New EV Pro Sound Reinforcement Products catalog in PDF format
- Trades Only area includes information on N/DYM Wired and Wireless POP displays
- Promotions section features end user DJ Expo and Warped Tour promotional programs

Upcoming changes and implementation will include completed wired, wireless, power amplifier, and mixer product archives. Also look for continued work on the dealer/rep locator, post-tech support FAQs, employment opportunities, chatrooms, etc.

## SOUTH AFRICAN SUN CITY UPGRADES SUPERBOWL SOUND SYSTEM

To meet the high audio demands of a Sting concert in late September, the Sun City Superbowl underwent a major re-build of its installed sound system, in which EV figured prominently.

EV's involvement with the South African venue is nothing new — 12 years ago the Sun City Superbowl was fitted with state-of-the-art Electro-Voice MTL-4 loudspeakers. Realizing the significant leaps EV engineering has made in acoustic design since that time, Sun City Head

of Sound, Alan Barry, met with the chief of EV engineering, Mike O'Neill, to discuss the possibility of introducing RMD (Ring Mode Decoupling) to the existing MT-4 system. O'Neill sanctioned the modifications and Sun City commissioned the South African EV representatives, Prosound, to carry out the work.

The change included rebuilding 100 bass and mid drivers, mechanical work in the speaker enclosures, electrical checks on 50 high frequency drivers and wiring modifications - approximately 300 man hours.

Terry Acres, Managing Director of Prosound, observes that the Superbowl upgrade is indicative of what a high quality professional sound system should be. Regardless of the age of the existing MTL-4 sound system, the loudspeakers are virtually new with retrofitted RMD. For one fifth the cost of a new system, the loudspeakers are now at maximum operability.

This is only one example of how RMD has been selectively applied as a "retrofit" to some of the older, yet well-established EV loudspeakers.

## ARTIST ENDORSEMENT PROGRAM UPDATE

EV Marketing Manager/Artist Relations, Chris Robinson, is proud to announce several new additions to the recently instituted artist endorsement program for microphones. Working hand in hand with Minneapolis' Tour Supply (a company dedicated to serving touring professionals) to leverage their existing relationships and supplement EV endorsement activity, EV has been able to add the following artists and engineers to our expanding list of endorsees (which already include chartbusters Papa Roach and Static-X):

### **Artists**

8stops7

Ultraspank

Karl Denson's Tiny Universe

*(Jazz fusion or "jambands" genre: just played at Monterey Jazz Festival)*

Mitch Malloy

Slipknot

### **Engineers**

Rocky Holman - Bon Jovi, John Mellencamp

Brad Divens - Machine Head, Fu Manchu

Jim Baker - John Berry (Country)

Currently, the goal of the new Artist Endorsement Program is to make a real push toward contemporary acts that are building an active fan base (e.g. 8stops7 and Slipknot). EV is also targeting newer and edgier bands that musicians unfamiliar with EV products will recognize. Product association through artist endorsements is at the heart of the new growth potential in MI.

Only two months 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.

## NEW EV PROFESSIONAL SOUND REINFORCEMENT PRODUCTS CATALOG AVAILABLE

*New professional sound reinforcement products featured; EV revitalizes image, design and content - EV demonstrates a salient presence in professional audio*

*To keep up with the introduction of several new product lines, EV has made available the new professional sound catalog. From the X-Array™ Xi-Series™ Systems to the FRX and FRi Series and the very best power amplifiers, powered mixers, wired and wireless microphones available, EV brings a whole new world of professional sound reinforcement products to you.*

*Join the Sonic Revolution. E-mail or call for your copy today!*



## THE WORD ON N/DYM WIRELESS

In response to questions, comments and concerns voiced at the National Sales Meeting held at Telex Communications corporate headquarters in September, the following is a summary of issues related to N/DYM Wireless.

In addition to pro sound contractors, the SCU - NRSCU receiver is now available to music industry dealers. The SCU will also be available in several different system configurations, including:

- **NRSCU-N7:** NRSCU Receiver and NHTU-N7 handheld transmitter with N/D767a element
- **NRSCU-L12:** SCU Receiver, NBPU bodypack transmitter, and ELM-22 omnidirectional lavalier microphone
- **NRSCU-Combo:** SCU Receiver, NBPU bodypack transmitter, NHTU-N7 handheld transmitter, and ELM-22 omnidirectional lavalier microphone
- **NRSCU-BP:** SCU Receiver, NBPU bodypack transmitter (no microphone included)

\* All products will begin shipping in October

POP - N/DYM Wireless Point-of-Purchase display, which is first available to all N/DYM Level 3 Program participants whose sales are on target to hit their annual commitment, is now ready to ship. Please contact your EV Sales Manager for info on how you can get this piece to your Level 3 dealer. As a lagniappe, the dealer will be awarded 5 EV ClearScan t-shirts as thanks for participation in the program.

Product Improvements - Quiet turn-on: A redesign has been implemented in production to give the N/DYM Wireless a "quiet" turn-on. All B-Band and SCU's currently include this improvement. In addition, all N/DYM microphones (A-Band) manufactured after September 1st feature this improved design.

Check the date code on the box end for the date of the effective upgrade. A-Band products with a date code prior to 9/1 can be sent to the Lincoln factory for a free upgrade. Please send to the attention of Jim Wilson, with the words "Quiet Turn-On Upgrade" clearly marked on the outside of the box.

Accessories - The Crown CS-311 headworn mic will now be available as an accessory. Features include a TA4 connector hardwired for use with either EV or Telex bodypack transmitters. Please refer to model number HM-311.

Should you have any questions or comments, please call Joel Johnson, Product Manager - Wireless, directly at 952-887-7432.



## PRODUCT OF THE MONTH : PSX POWERED MIXERS



EV PSX mixers put tour-grade power, studio-quality effects and heavy-duty durability together into one unit. PSX is a professional quality system that is easy to operate and has the added benefit of portability. Digital signal processing, dynamic limiters, Neutrik in/out connectors and Alps faders are a few features of the PSX. For added protection and safety, PSX mixers feature rugged metal locking lids and handles. The family includes:

- PSX600 — 6 microphone and 2 stereo line inputs; 2 x 340 watts
- PSX1000 — 10 microphone and 4 stereo line inputs; 2 x 570 watts
- PSX1600 — 16 microphone and 4 stereo line inputs; 2 x 570 watts
- PSX2200 — 22 microphone and 4 stereo line inputs; 2 x 760 watts

The PSX features high-end, quality components usually found in world-tour or professional studio audio equipment. For example, the power amp section contained in PSX mixers is identical to that used in the Precision Series™, the amplifiers of choice for the Rolling Stones' "Bridges to Babylon" Tour. The amplifier incorporates protection against thermal overload, short circuit, HF-interference, and the occurrence of DC at the outputs. Further protection against dangerous back-EMF is also provided. The PSX also features state-of-the-art 32-bit algorithm effects processors with studio-quality reverbs, delays and multi-effects, the algorithms taken directly from the highly acclaimed EV/Dynacord DRP-15 multi-effects processor.

The PSX, unlike many other powered mixers on the market, is absolutely professional-grade. Known for its reliability, performance, and ease of operation, the PSX is the perfect sound system solution for many situations. Many A/V contractors have come to realize the value of the PSX because of its durable construction, long-life components and protection features. Houses of worship greatly benefit from the versatility, ease-of-operation and performance, including applications for special events, break-out sessions, choir rehearsals, and sanctuary sound reinforcement. Schools and

community organizations also benefit from the performance, portability and easy set-up of the PSX. And for those music performers who already play top-of-the-line equipment and demand the very best from their gear — reliability, portability and top quality sound reproduction — the PSX fits the bill.

The PSX also features a complete, entirely balanced patch bay. The PSX contains three separate circuit boards completely shielded and isolated from the power amp and transformer section by two sheets of steel to prevent damage. The DSP sections are also isolated, which results in unparalleled low operating noise. The completeness of the PSX patch bay facilitates any of the following installation alternatives: 1) Connection to an external power amplifier; 2) Connection to an additional mixing console; 3) Use of internal power amplifier for monitoring or side-fill purposes; 4) Monaural sound reinforcement with monitoring; 5) Six speakers in a passive configuration; and, 6) Active stereo 2-way configuration. Simply, with the PSX, obsolescence is not an issue.

EV Sx loudspeakers are the perfect complement to the PSX because of their high-performance and portability. Sx speakers are 100% fully matched to operate with PSX

mixers without the hassle or guesswork when deciding on a system. Eliminator® and Force® loudspeakers, doubles, subs and monitors are great companions to the PSX. With the versatility of the PSX, many different configurations are possible to supply high-performance sound for nearly every application.

What separates the PSX from many other powered mixers is its world-leading German design. The PSX, as with all EV amplifiers and electronics, are tested and rated according to musical signal — not the misleading, theoretical lab signal commonly used by competitors. There is a significant difference between continuous signal and the kind of maximum bursts inherent to musical performance — and we recognize these real-world situations, having built 30% headroom into all of our amplifier power supplies. In addition, unlike the simple flashing LEDs of other powered mixers, the PSX contains German-engineered dynamic limiters that prevent clipping and accidental damage to speakers. This ensures greater acoustic quality and disturbance-free performance — not to mention worry-free and user-friendly operation.

PSX Powered Mixers — They Came, They Heard, We Conquered!

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 Keltensstrasse 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  
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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  
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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

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