

Speaking of EV...

The Newsletter for EV Speaker Users

September 10, 2001

Vol. 2 No. 10

EV[®] @ the worlds[™]



Edmonton
08.03-12.2001

EV® Wins Smashing Victory at 2001 IAAF World's™

The third largest sporting event in the world (after the World Cup and the Olympics) is the International Amateur Athletic Federation's World Championships in Athletics. This year, the World's™ was held in Commonwealth Stadium in Edmonton, Alberta from August 3 to August 12, making it the first North American hosting of the event and the largest held in North America this year. Spectacular opening and closing ceremonies set apart ten days of 46 medal events and six events for athletes with disabilities, with 1,766 competitors from around the globe and a total attendance around 400,886. The Festival of the World's™ stage in Kinsmen Park hosted free nightly entertainment for crowds of up to 27,500 cheering athletes and spectators, with an estimated total attendance of 205,000. And the undisputed winners in the audio championships were Electro-Voice® X-Line™ and X-Array™ loudspeaker systems and other EV products, all supplied by Dave Cousins and Sound Art Calgary, Inc.

For the opening and closing ceremonies, Cousins deployed six X-Line clusters along the long sides of the infield in the elliptical stadium, three to a side. Two Xvlt cabinets stacked on one Xvls cabinet comprised each cluster, and each cluster rested on a custom cart that angled the cabinets up a further 25 degrees. Six single Xi-1152 speakers covered the seats at the end of the stadium opposite the media area. To fill the field, Cousins used 24 Sx300 boxes facing inward around the perimeter. The system received power from twenty-six of EV's celebrated P3000 amplifiers. Networked Klark Teknik DN9848 speaker processors, DN300 and DN3600 EQs, and a Midas Heritage 1000 mixing console rounded out the roster of EV equipment at the stadium.

Cousins mentioned to SOEV that the biggest challenge of providing sound in the stadium was getting the sound to the farthest seats—450 feet away from the field—without blasting spectators 40 feet away in the nearest seats, and without blocking sight lines with large arrays. Even

without the advantage of line-array coupling, the X-Line clusters handled all three challenges easily and obviated the need for delays. Cousins attributed this to the power control and output of the X-Line cabinets. "We never saw a limit light flash on," he said, "not even with heavy percussion. I can't say enough good things about this system's performance. We were limited to one half-hour for setup and tuning, and it was just a matter of firing up the boxes and fine-tuning the factory presets. And the event coordinators too were ecstatic about the quality and performance of the system. Getting over the top of 60,000 screaming fans at the end of the marathon was no problem, even at 450 feet."

For the Festival of the World's stage in Kinsmen Park, Cousins assembled another spectacular Electro-Voice PA. He flew two main X-Array clusters, each of which included eight Xf, eight Xn, and eight Xb cabinets.

Thundering low bass came from eight X-Line Xsubs per side, and four Xi-1152s per side provided front fill. Cousins used three Xvls and one Xvlt enclosures for each delay station in the thousand-foot-deep space. Monitors included 24 Xw12 wedges fed by a Midas XL250 console. FOH electronics incorporated Klark DN3600 EQs and were capped off by two Midas Heritage 3000 mixing boards. The Festival's acts included Rita Coolidge, Colin James, Barrage, Paul Brant, Chantal Kreviazuk, Andre Philip Gagnon, Luck Mervil, and the Edmonton Symphony Orchestra, and once again, according to Cousins, "we got rave reviews on the sound system, from the artists to their sound crews to members of the audience to the event organizers."

Electro-Voice salutes the athletes who competed in the World's, the event organizers, and Dave Cousins and his crew at Sound Art Calgary for their accomplishments this August. We are very proud that our products enhanced the high quality of this prestigious event. **EV**
Thanks to Dave Cousins for assistance with this article.



Three X-Line stacks on custom carts line the track at the 2001 IAAF World's.



Closeup of the X-Line stacks with amps.

Sound Art Canada's Climb to the Top

Supplying audio for the world's third largest public event this year called for more than having the right equipment. It also required long experience, a sterling reputation, and the confidence that comes from being tested by innumerable audio production challenges in a wide range of venues. Sound Art Canada possesses these qualities abundantly. That fact, and the company's selection as audio provider for the 2001World's™, are due chiefly to the energy and vision of founder and president Dave Cousins.

In 1981, Cousins, a self-described "raging Supertramp fan," decided that it would be cool to produce audio for concerts. So he went out, bought his first system, and spent the next seven years as an independent owner/operator. Since then, he's expanded the company to 30 employees in three offices across Canada, in Calgary, Winnipeg, and Toronto. He's also expanded the repertoire of the company to include installations as well as live sound. The large number of Electro-Voice® Xi-1152 speakers installed in the big nightclubs throughout Winnipeg attest to his success in that field.

Cousins first encountered Electro-Voice products in 1991 when he listened to a Deltamax™ system and was, as he puts it, "very impressed." At first he used EV boxes for small festivals, but gradually moved up to larger events. He remembers using 5 × 5 flown clusters of 1152s at a 25,000-person event headlined by Pearl Jam, "a baby PA, but it did the job really well." After listening to a shootout between prototypes of EV's DMS system (a precursor to the X-Array) and speakers from four leading competitors at the largest convention hall in Winnipeg, which he describes as "an extremely valuable learning experience," Cousins felt that the Electro-Voice boxes offered the best subs and the best sound output for their size and weight. Not wanting to wait until the official release date, he ordered 48 speakers right away and leaned on the engineers at EV to get them out as soon as they could. Nor

did Cousins' involvement stop there. When the more refined X-Array system was released, he made sure that Sound Art upgraded all their old speakers to the new ones. Cousins also stayed abreast of EV's development of its X-Line linear array system, and is now immensely pleased with the results. Recently, he took careful note of the X-Line's elimination of comb filtering, calling it a "dramatic improvement" over other linear arrays.

Cousins doesn't hesitate to credit EV with a strong role in the success of his business. He says that the range of EV products gives him the flexibility to handle the full range of events that he's asked to do year round. This is especially important in Canada, where audio production companies must be able to cover both summer events like outdoor festivals for 70,000 or more people and winter events like corporate functions and indoor concert tours. Cousins is especially happy that the X-Line speakers enabled him to produce the World's in August. "In 1997, I was awarded the audio contract for the Canada Summer Games in Brandon, Manitoba," he said. "I'm sure that experience helped me get into the running for the World's. To be involved in the third largest sporting event in the world is a big deal. It opens the door to a wider range of large-scale events in the future. Thanks to the quality of EV products and the flexibility they give me, my business is flourishing, despite the slow economy." According to Mark Kulas of Pro Audio Group Canada, "Sound Art's success at the World's already has the Canadian pro audio industry buzzing. Positive feedback has appeared on industry websites, and local dealers are getting more requests for EV speakers." In turn, Electro-Voice can be no less than grateful to leaders like Dave Cousins for showing the world that there's no limit to what can be accomplished with EV products in the right hands.**EV**

Thanks to Dave Cousins and Mark Kulas for assistance with this article.



The Midas Heritage 1000 mixing console hard at work in the stadium's sound booth.



Full coverage to the top row from an X-Line stack during a ceremony at the World's .



Aerial view of the Festival of the World's™.