

NORRIS AUDIO/VIDEO INSTALL ELECTRO-VOICE® FRX™ LOUDSPEAKERS, CPS™ POWER AMPLIFIERS AND A MIDAS VENICE™ 320 CONSOLE AT AMARILLO CHURCH

Amarillo, TX (March 17, 2003): The house of worship marketplace is one of the healthiest in the A/V installation industry. Churches and congregations are getting larger and more technologically demanding, requiring a level of A/V quality that reflects a new dynamic in contemporary worship. Michael Norris of Norris Audio/Video, Amarillo, TX, discussed how Electro-Voice has a sound solution for every challenge found in this flourishing part of the pro audio world: "The company was started in 1996. My experience prior to that was as a music minister, a choral director in public schools and as a musician, so I've seen this business from all angles. I toured as a sound technician/engineer during my college years, which gave me my hands-on experience. I've always been a fan of Electro-Voice microphones – when I inquired about their mic's from my rep I learned about the other EV lines – such as Midas – and became interested." Michael talked about how EV and Midas are working together to provide top quality sound at a local church with a particularly impressive vocal congregation, and a particularly reverberant room:

"This 1500 seat installation at the South West Church of Christ in Amarillo was completed in early 2002. We used Electro-Voice FRX reverberant space loudspeakers and a Midas Venice 320 console. It's a year later now, the gear has settled in, and client feedback continues to be very positive. This particular church was built in the late '70's. The sanctuary is a very large round room – all the sound concentrates in the middle. It's a tricky room, and this is the fourth sound system they've been through. The FRX's are the end of a long journey towards coverage and clarity in this space. The first system was just ceiling speakers, way up there, which was nowhere near sufficient to cover the room. They then put in some horns. This configuration I call the 'wrong stuff put in right'. The next system was comprised of Electro-Voice horns that weren't set up or aimed correctly, as they were behind the stage in the wall with the woofers. That was the 'right stuff put in wrong'. The third system was the 'wrong stuff put in wrong!' This time the issue was the inadequate coverage 90-degree horns that weren't aimed correctly. That was still behind the stage, and the back rows got no coverage. With this installation we used the FRX boxes. We put steel between two of the large roof beams and used the five FRX cabinets to cover the entire room from that single point, which is above and in front of the stage. We had the supports built by a structural engineer. They designed and built a bridge between two I-beams in the roof space. Along with the FRX's design being specific for reverberant space, this mounting has allowed us to solve the sound problems at the church. Fourth time lucky!"

"The Church of Christ has a traditional chorus, without music. However, they have begun to use music for special events. We put in three FRX 640's for a longer throw and two FRX 940's for 90-degree coverage. We're using two QRx 218's as subs. For downfills we're using four EVID 4.2's in a space just under the lip of the stage. Those work really well in giving a little downfill sound to the first few rows. We use a Dx38 processor with two CPS 2 and two CPS 1

amplifiers. The budget guidelines were based around the fact that they wanted to step up a notch higher in terms of their mixer. The compact Venice series had just come out, and it was the first one I had put in anywhere. They love it, and of course it's nice to be using a brand with such prestige and a reputation for reliability. The warmth of the mic pre amps and the quality of the EQ's really compliments the congregational singing. The Venice makes sense at this church because of this emphasis on vocal music. Other consoles in this price range can't deliver such impressive vocal sound. They're also using Electro-Voice N/DYM NRU wireless microphones. The church has eight people on microphones, leading the congregational singing, and those are mixed so they're just a bit louder than the congregation. The music leader is turned up just a bit above them. It's a simply fabulous sound; just about the most amazing congregational singing I've ever heard. The Midas Venice, combined with the FRX speakers, has finally delivered the sound this congregation deserves."

For more information, call 1-800-392-3497, or visit www.electrovoice.com.

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