News Release

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MIDAS® VENICE™ 320 A MAINSTAY ON REALITY TV PRODUCTIONS

New York, New York (August 2004): Sound Engineer Michael Alexander has used his trusty Midas Venice 320 mixing console on the mobile units of most of the "Reality TV" shows to hit the airwaves in the last two years. Like it or loathe it, the Reality TV format continues to attract vast numbers of viewers around the world, and part of the appeal lies in the locations used - for which quality mobile sound is essential.

Los Angeles-based Alexander has mixed mobile audio on "Temptation Island", "Meet My Folks", "Who Wants To Marry My Dad", "Paradise Hotel", "Playing it Straight", "The Player", – the list goes on and on. He is currently working on the tentatively titled "Hilton Project", an NBC show in which Kathy Hilton, matriarch of the famous Hilton hotel empire, will immerse contestants in the rarified world of a New York socialite, seeking to socially transform the winner in preparation for a fitting grand prize. With the Midas Venice at the heart of the audio production, the show will sound as good as it looks.

"Today is an elimination day on the show. As most people probably know, these usually take place at remote locations like bars or restaurants, in a gazebo, etc. I have my Venice 320 set up on a Magliner cart with an extra-wide shelf (see above), so it's mobile and helps keep setup quick and easy.

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The idea is to have as high quality a rig as possible in as compact package as possible. Essentially we're setting up a 24-track remote recording studio. I really love this board; it's perfect for what I do: the producers know exactly what how they want things to sound, and the Venice preamps and EQs are the starting-point to delivering that as quickly as possible. Other consoles might have more automation, but they simply sound inferior and require far more tweaking. With the Venice, I have the capacity to both provide a great sounding mix and keep the production team and cast in communication with each other via wireless in-ears – there are plenty of inputs and mix sends to cover the needs of recording the cast and keeping audio communications seamless behind the scenes. I also use in-ear monitors for monitoring my mix, which enables me to walk away from the console if need be, whilst still allowing communication between me and my A2. We are also using an in-ear IFB for the talent. I track every open mic in the room, I send a sub mix to the control room, and I have my own comp mix with everything in. We are sending the 20 contestants to 3 Tascam DA-78HRs digital 8-track recorders. I then run those through a few DBX compressors – sometimes those are necessary to tone down some of the louder contestants! The Venice is an invaluable piece of equipment, and to say it has proven itself in this 'real world' application would be a severe understatement!"

For full details on all Midas products, please visit www.midasconsoles.com

Midas® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS™, Dynacord®, Midas®, Klark Teknik®, University® and others.

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