News Release

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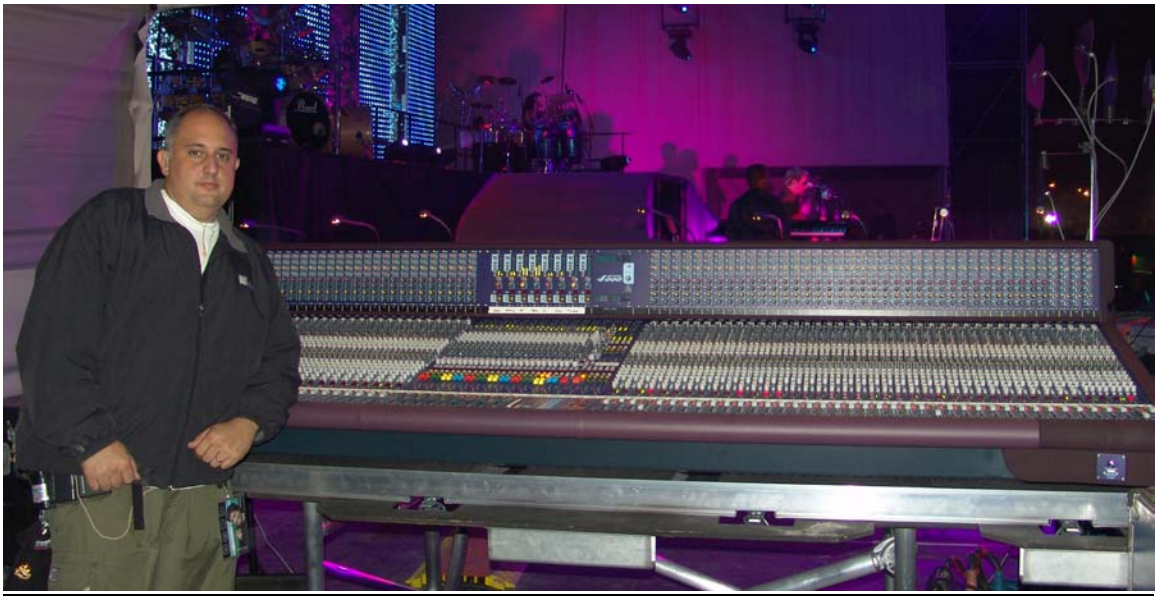
MIDAS® HERITAGE 4000™ CONSOLE ACCOMPANIES LATIN MUSIC STAR CHAYANNE ON WORLD TOUR



Miami, FL (July 2004): Monitor engineer Joe Lizano **(above)** has been working with Puerto Rican superstar Chayanne for 15 years, and is more than familiar with the rigors world touring can exert upon a mixing console. Joe's company, Lizano Audio Services Corporation (lizanoaudio.com), recently took delivery on a 68-channel Midas Heritage 4000 mixing console - the world's most powerful monitor console - to meet the demands of Chayanne's elaborate stage show and busy touring schedule. The console was purchased through Acoutech (Hollywood, FL).

Lizano commented: "I have a lot of experience with Midas consoles, particularly the Heritage 3000, the XL3, the XL200 and XL250. The Heritage 4000 represents the evolution of these workhorses, and it made sense for me to step up to the new level of flexibility it offers – up to 40 mixes! We were using an H3K on the last tour, and everybody fell in love with the sound. Midas was the only option when it came to shopping for a new console – and no one else is making anything that comes close to the Heritage 4000. We've had it out on tour since the end of April, and are making it work hard – we're on the road until the middle of December and will be heading to Europe in a couple of weeks, then it's off to Australia and back to Latin America."

"This is a nine-piece band, with everybody on in-ear monitors," Lizano continued. "The H4K accommodates everybody with a made-to-measure mix: the drummer has six mixes into a submixer plus a 'thumper mix', there are live side-fills, a stereo wedge mix for the keyboard player, a sub mix, a tech mix, seven effect sends - the list goes on. It's great being able to route all these

mixes – we have so much more control at the desk, and the band is more in touch with each other on stage. I eat up a lot of auxes: where before, with a 24-buss mixer, conserving auxes was a big issue, now it's not even a consideration – 40-aux sends equals one less headache! Having the flexibility of what seems like limitless ins and outs simply helps me do my job better than ever before – with the Heritage 4000, monitor engineers no longer have to be frustrated by technology that is out of step with the demands of modern monitor applications."

Joe Lizano and the world's most powerful monitors console – the Midas Heritage 4000

In conclusion, Lizano echoes the opinion of sound engineers across the world: nothing else sounds – and tours - like a Midas: "The flexibility aspect aside, the Heritage 4000 is a great board because it sounds like a Midas. It doesn't get much better than the XL4 mic pre amps and EQs – so responsive. The mix fuses together seamlessly, the EQ doesn't color the mix, and that warm 'British' sound is the best. I was looking at the large format digital consoles available, and chose not to go with any more automation than is found on the Heritage 4000. We travel to a lot of countries with unstable power, and our equipment gets tossed around in cargo a lot, so worrying about a sensitive computer system is the last thing I need. I know from experience that a roadworthy

analog console – one you know is going to work night after night - is the only way to go." Joe Lizano can be reached at lizanoaudio@aol.com

Midas has a reputation of listening to the needs and desires of their customers – live sound engineers – and then incorporating those requirements into new and innovative products. As monitor applications have become more demanding, specifically with the increased usage of in-ear systems, it is now common to see multiple consoles bussed together, in order to achieve the required amount of outputs. The Heritage 4000 allows an engineer to run up to 40 mixes (plus stereo masters) from a single console, benefiting from the world-renown Heritage buss flexibility, and "road proven" digital assistance.

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

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