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News Release

MIAMI-BASED INFINITE AUDIO HOSTS OFFICIAL LAUNCH PARTY FOR INTRODUCTION OF DYNACORD® ALPHA CONCEPT SYSTEM TO U.S.

Club Space, Super-DJ Paul Van Dyk, and MTV Rock the Vote Kick Off Introduction of the Dynacord alpha concept System to the U.S.



Red Carpet Entrance to Dynacord® alpha Concept System Launch Party at Infinite Headquarters, Miami



MIAMI, FLORIDA (March

2004): Miami's most-renowned full-service audio/visual installation firm, Infinite, recently threw a VIP-only product launch party to celebrate the introduction of the German-manufactured Dynacord® alpha Concept System to U.S. soil. Attendees traveled from as far away as Eastern Europe, Germany, New York City, the west coast and all points in between to hear and experience the origins of much club-industry buzz. Needless to say, the VIP party at Infinite and after-party at Club Space dazzled with the beautiful and talented club professionals. The rumor had been spreading for weeks, namely that there was definitely something happening in Miami, what with the biggest name in Miami clubs, Club Space and

Spin owner Louis Puig, totally reinstalling his flagship club, Club Space, with a Dynacord alpha concept sound system after only one critical listening session.

As anyone who knows Mr. Lord Touissant, president of Miami's Infinite, can attest, Lord is not a man of meager tastes. Lord is a true *bon vivant*: he enjoys fine food and drink, automobiles, and conversation. Yet, while he possesses the kind of *joie de vivre*

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that recalls another era, he is by no means an antiquarian. Lord only deals in the finest and most technologically innovative equipment money can buy – ultimately, equipment that serves the varying needs of his ever-expanding customer network. And the newest addition to his impressive roster of manufacturers' products is the much-lauded Dynacord alpha concept system, a club/discotheque sound system of incredible caliber that has been known for a few years in Europe and the rest of the world, but until now, was previously unavailable in the U.S.

Lord's company, Infinite, comprised of a dozen equally talented and uniquely qualified employees, has completed over 300 installations since its inception in 1984, the year Lord incorporated at the age of 22. Given his – and his staff's – impressive curriculum vitae, it's easy to surmise that Lord and his staff know sound... and lighting... and video... after all, his town, Miami, has perhaps the most critical standards in club installation in the entire world.



Pictures at an Exhibition: Infinite's Showroom



Attendees to Lord's VIP-only party were treated to listening tests and critical demonstrations between the Dynacord alpha and other club sound system manufacturers' products on site in Infinite's 12,000-square-foot facility. The response was emphatic: What the hell are these loudspeakers? Where did they come from? How can we get them? These A/B tests with other manufacturers' products served as fodder for much of the evening's conversation as club owners, DJs, and sound contractors talked with Dynacord, Sales Force, and Infinite representatives.



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After attendees to the Infinite/Dynacord V.I.P. party were treated to listening tests, the beautiful spread of culinary delights and cocktails, a viewing of Mark Diamond's timeelapsed video of the Club Space installation on Infinite's own mobile video truck (see www.DiamondImages.com), and the Dynacord/Sales Force award presentation for the first alpha installation in the U.S., it was time to board the extended Hummer limousine for Club Space. Three trips later 100 Infinite V.I.P.'s were admitted to Club Space with preferential treatment, ducking in front of 300 person-plus lines of club-goers waiting for their chance to get in and dance to the MTV-sponsored Rock the Vote party featuring Marco V., Edgar V., Duane King, and Super-DJ Paul Van Dyk.





The result was unanimous: Infinite's installation of the Dynacord alpha concept system in Miami's Club Space was the most impressive club installation anyone had ever heard on U.S. turf. Two young and single Miami entertainment lawyers (who preferred to remain anonymous) went on record saying, "There's nothing in Miami that can compare to whatever was just installed here for sound. We've also spent a lot of time in New York, L.A., Europe, and this takes it... Unbelievable. It sounds unlike anything I've ever heard."

Lord Touissant remarks: "Our approach to club installation has always been to offer the owner exactly what he/she wants. With Luis, the first time he heard the Dynacord alpha concept system he had to have it. It really is that good that far ahead of what other manufacturers are

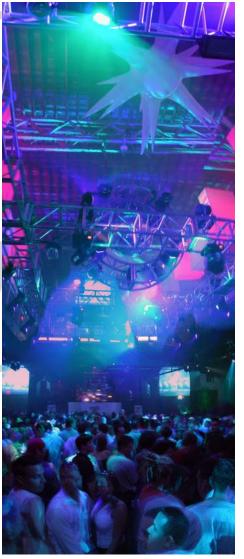
offering... So, we came in as we often do, with that kind of Special Forces approach, and did in a few days what would take other companies weeks. As I've said in other interviews, my guys are 'killers' when it comes to speed and accuracy. We thrive on critical operations. With the kind of staff I have and the products/services we offer, I am willing to take on just about any deadline, no matter how short – that's how confident I am in the way we do business. Everything came off without a hitch and it really sounds

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unparalleled. Of course, we also had a very positive experience with the representatives from Dynacord, especially the hands-on training provided by Jeff Taylor (U.S.) and Reinhold Wagersohn (Germany)."

Dynacord product manager Jeff Taylor remarks: "Finally, the U.S. club market will be able to experience what the rest of the world has known for a couple of years – namely, that the Dynacord alpha concept system is the de facto club sound system for critical, high-end, big money clubs that demand the world's best system. There's nothing that comes close. It was really no surprise that the country's, and perhaps the world's finest installer – Lord and Infinite – fits so well with the product... As the plague we presented him states, 'The world's best at what they do...And now with the world's best system.' Similarly, who's going to step up to bat first in terms of clubs? Of course, that was no surprise because it's well known throughout the industry that Louis is perhaps the most selective and opinionated club-owner in the industry. What with his track record of successes and raising the bar for everyone else, it's no huge surprise that he was the first U.S. customer of the system. We are ecstatic to do business with professionals like Lord at Infinite and Louis at Club Space. Believe me, the pleasure is entirely ours..."





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alpha concept - Philosophy

alpha concept by Dynacord is synonymous with high-end audio in clubs and discotheques. Alpha concept stands for superior performance and reliability. Installations using alpha concept represent a reference point for the industry by which all others are measured. An alpha project stands out from the rest. alpha projects are professional audio installations at the highest level. alpha concept marks the standard for outstanding sound reinforcement in discotheques.

With the loudspeaker cabinets alpha X-1 and alpha B-2, alpha concept became the reference for the best sound in major clubs. Numerous well-known clubs and discotheques have successfully used alpha concept systems for years in Europe and around the world. Only now is alpha available in the U.S. Their outstanding reliability, enormous output power capacity and their truly breathtaking sound have set a new standard for club and discotheque applications.

The alpha X-1 system is a horn-loaded, active 3-way loudspeaker system. The bass-reflex tuning of two 15-inch drivers, coupled with a Constant Directivity[™] horn, provides extremely precise and punchy reproduction of the Lo-Mid frequencies down to 80 Hz.

In the range of 800 Hz to 8 kHz, the truly dynamic and clear reproduction of Mid-Hi frequencies is handled by a 2-inch high-performance drive unit with a True Constant Directivity horn (90-degrees x 40-degrees or 60-degrees x 40-degrees). The brilliant Hi-frequency reproduction is provided by two diffraction or ring radiators (90-degrees or 60-degrees model, respectively). The alpha X-1's trapezoidal shaped cabinet allows convenient arraying of several systems.

The alpha B-3 system incorporates 2 x 18-inch PWH − Planar Waveguide[™] technology (patented) subwoofers. The patent specification defines "PWH" as Planar Waveguide with a Helmholtz resonator, placed inside the waveguide. The 6 to 7 dB gain in the SPL of low-frequencies results from the relation between the resonance of the waveguide and that of the Helmholtz resonator. The PWH subwoofer's construction additionally limits the cone's excursion, guaranteeing truly faithful impulse reproduction, excellent dynamic capabilities, very low distortion, and continuous reliable operation. Alpha B-3 systems provide extraordinary directivity in the low-frequency range down to 35 Hz, combining the advantages of direct-radiating and horn-loaded system principles. The unique PWH-design makes the B-3 system superior to any conventional subwoofer design.



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For full details on all Dynacord products, please visit www.dynacord.com

For full details on Infinite, please visit www.goinfinite.com

All photos courtesy of Mark Diamond. For information on Mark Diamond and DiamondImages, please visit www.DiamondImages.com

Dynacord® 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.

Infinite Audio Systems, Inc. is one of South Florida's finest audio, video, lighting, and computer display systems contracting firms. Their services consist of the design, sale, installation, and maintenance of commercial, professional and residential audio, video, computer display and control systems.

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