News Release

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SOUNDING OFF THE NEW YEAR: MIDAS® LEGEND 3000 CONSOLE AT TAMPA'S "OUTBACK BOWL"

Tampa, FL (January 1st, 2004): The Outback Bowl kicked off 2004 in sonic style on New Year's Day, featuring sound reinforcement equipment from Midas and Electro-Voice. The annual game features the third pick from the Big Ten and Southeastern conferences, and takes place after a week of festivities around the Tampa Bay area. This year saw the Iowa Hawkeyes successfully take on the Florida Gators with a comfortable 37 to 17 victory – their first in the state of Florida. Owens Audio Video Design (owensavdesign.com), of Orlando, FL, were asked to review the current sound system at Raymond James Stadium, and recommend changes to make it more dependable. A Midas Legend 3000 mixing console was selected to begin this improvement process. Owens A/V Design worked closely with Telex Pro Audio Group reps Sales Force and Associates' Dan Shawgo to make the Legend a reality.

Design director and Technical Consultant Bob Owens has almost 30 years of experience in professional audio and visual design and installation, specializing in the themed entertainment and House of Worship industries. Bob was formerly Audio Director for Walt Disney World's Creative Entertainment Department, consultant for several A/V consulting firms, and his reputation continues to grow with his new company, which goes from strength to strength in this competitive regional hotspot of pro A/V activity. Bob described how the Legend 3000 made a difference in this particular application:

"This was a great sounding way to start the year! The Legend represents the core element in solving certain sound reinforcement problems at this stadium. The house PA suffered from a poor gain structure, partly as the result of an inadequate mixing console. The house speakers were fine, but weren't really getting the quality of signal they needed. I worked with BRS electronics to get the system up and running after it was damaged again, the idea being to evaluate the system and ways in which to ensure it would be more reliable and capable. BRS asked me to come over after they replaced all the components, to put the system in a square one position."

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Owens continued: “One of the first things I said was ‘If you really want to see the system work better, put in a good quality console’. I recommended the Legend 3000 for this application because they need the 12 busses, along with the other features that make it the most intelligent way to mix at that price. As is often the case, it’s not the $80,000 console they wished they could buy, but it offers Midas’s legendary professional quality sound, levels, automation, muting, assignments and design at a price point that many customers might not associate with a ‘big Midas sounding’ console. The EQ and preamps are simply superb. They’ll actually end up with a 32-channel version as opposed to the 48 we used for this event. That will be ample; the Legend has an abundance of aux sends on every channel, plus all the sub mixes you can create. You can create 20 separate sub mixes if you want to, plus your stereo mix.”

Paul Kirk, Dan Shawgo and Bob Owens

Owens concluded: “As soon as we put this console in, the whole system improved in leaps and bounds. It was that simple – like taking a blanket off the existing PA. There was an immediate, huge difference in clarity and separation between feeds. The console they had in there before could be equated to a Volkswagen engine running a Mack truck. It simply didn’t have the control or the power. Another key factor is that the Legend was designed to be operated by someone without a huge amount of experience. It’s really easy to learn how

to set up a simple assignment routine and have a novice handling what sounds like a $100,000 console."

Paul Kirk and Ralph Davis at the Legend 3000

(more)

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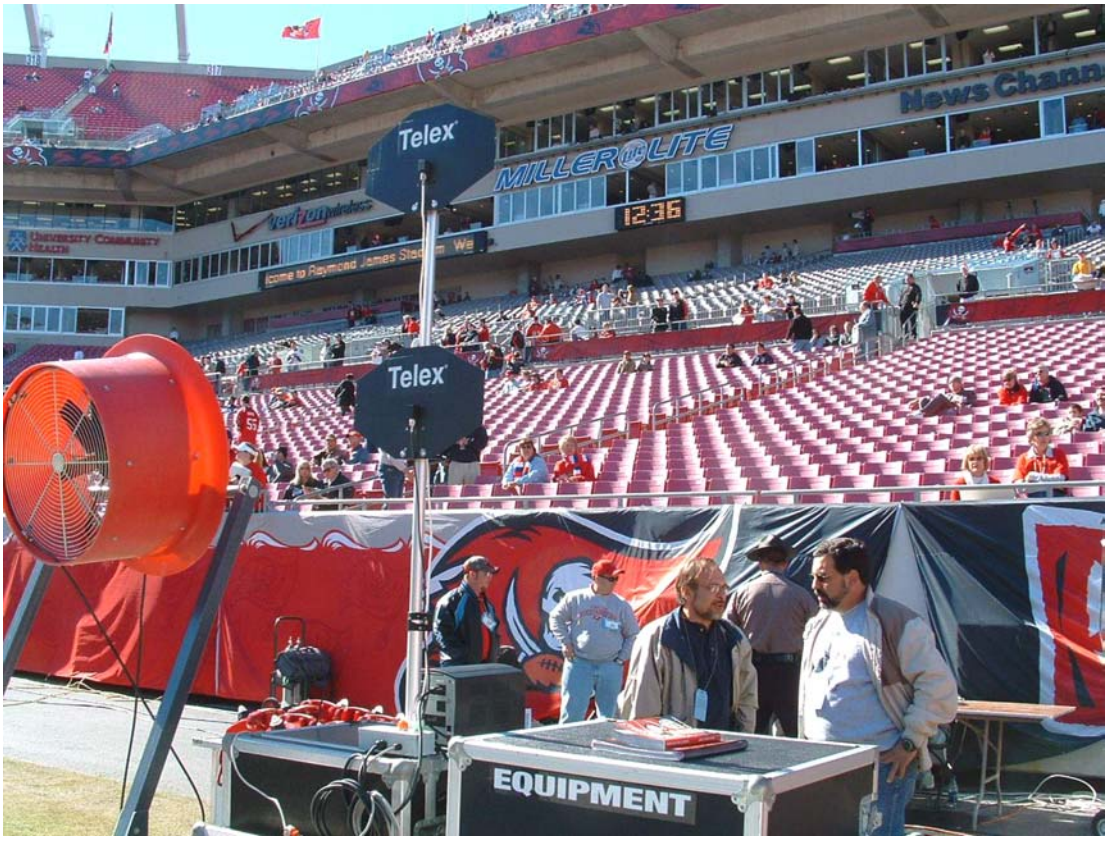

Telex BTR and other assorted wireless can be found on the field at Raymond James stadium

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An EV SxA100+powered speaker at the press conference

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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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