News Release

Pro Audio Group
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SOUNDING OFF THE HOLIDAY SEASON: ELECTRO-VOICE®, MIDAS® AND KLARK TEKNIK® HELP HALF-TIME EVENTS AT DETROIT'S FORD FIELD

Detroit, MI (November 27, 2003): This past Thanksgiving the Detroit Lions and the Green Bay Packers tore up the turf at Detroit's Ford Field, kicking off the holiday season with some serious football. Equally spectacular was the sound during the half-time show, featuring R&B/Urban superstars Mary J. Blige and Wyclef Jean. Things sounded as smooth as the performers themselves thanks to Creative Audio's PA, a system chock full of Telex Communications brands. Creative Audio's (creativeaudio-usa.com) owner Greg Snyder described the event and the sound reinforcement:

Greg Snyder and the "Superbowl Setup" of EV X-Line boxes

"This was the Fox Sports, United Way sponsored, half time event, featuring Mary J. Blige and Wyclef Jean. The game itself was the annual rivalry match between the Detroit Lions and the Green Bay Packers. We used Klark Teknik DN360 Equalizers, DN9848 loudspeaker processors, a Midas Heritage 2000 mixing console, and Electro-Voice X-Line Xvls and X-Sub boxes. The loudspeakers were arrayed on carts in a ground support configuration ideal for a football stadium, arranged in what I like to call the 'Superbowl Setup'. This approach really demonstrates the versatility of the X-Line, both in terms of

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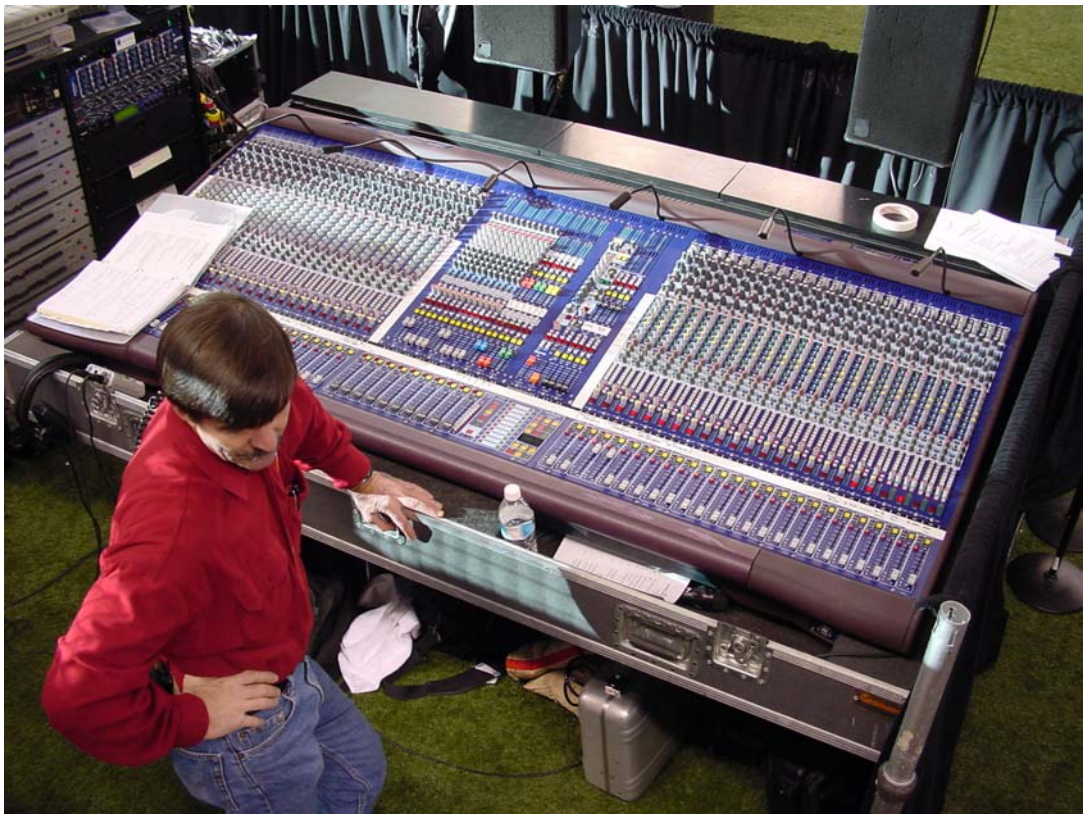
sound coverage and setup options. The Heritage 2000 is ideal in this situation: it's a console designed specifically for FOH duties, and is therefore ideal for outside broadcast applications like this, having no superfluous monitoring controls. Midas designs a wide range of consoles for various applications and at various price points, all with an uncompromising level of quality. This means high-end preamps and EQ's can be utilized in specific applications without the unnecessary expense, weight or size of a larger board. I think this whole rig represents that kind of attention to detail."



Midas Heritage 2000 at FOH

Snyder described the how minimal X-Line hardware provided maximum punch at the when the performers took the stage: "We used four of these carts for this particular event. Each cart had three stacked Xvls long-throw boxes angled up towards the seating, with one X-Sub on each side. Each cart was on the 30-yard line, two facing the home team side, two facing the away side. Things sounded great, as they always do with this rig, and the customer was very happy. The interface with the stadium system was flawless, the broadcast interface with Fox Sports was flawless, and the coverage was flawless. We tuned the system so the X-Line covered from the five-yard lines on each side all the way up to the first balcony. We time aligned the house system accordingly to cover the end zones and the upper balcony, and shut everything else off. The X-Line was remarkably efficient proportionate to its size,

emphasizing the advantages of line array technology beyond the flown configuration."

The Production Solutions team with Greg

(more)

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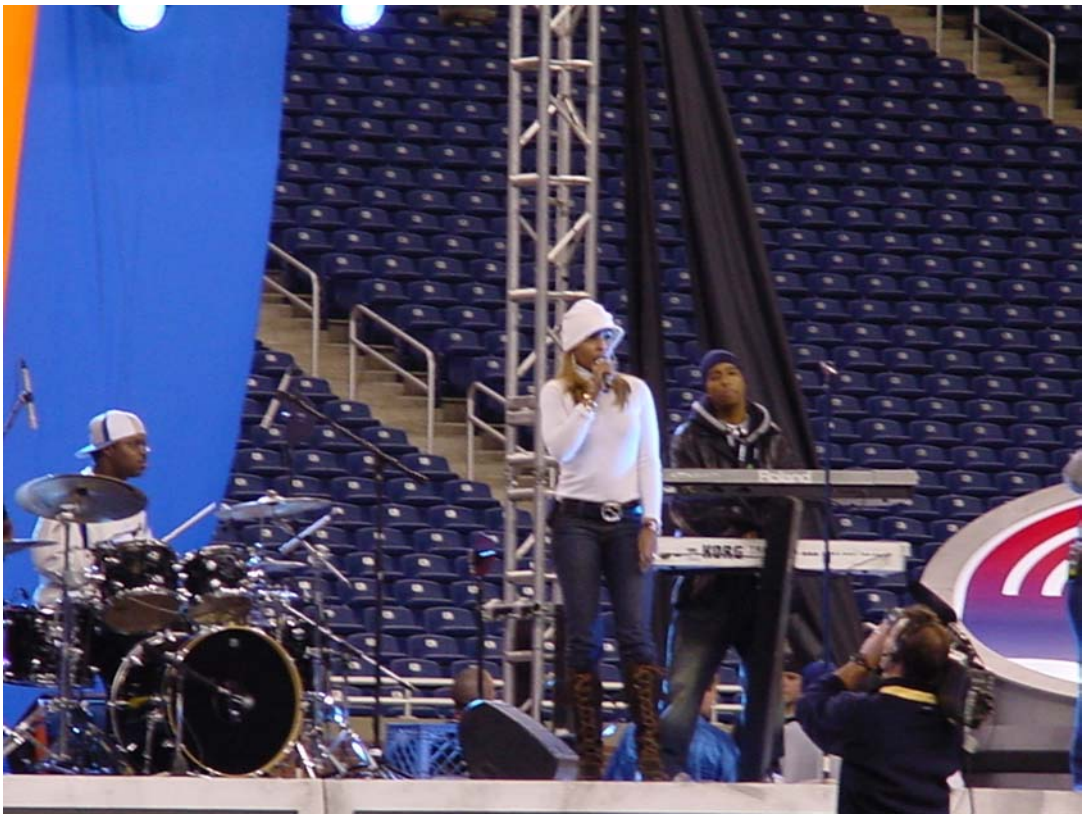

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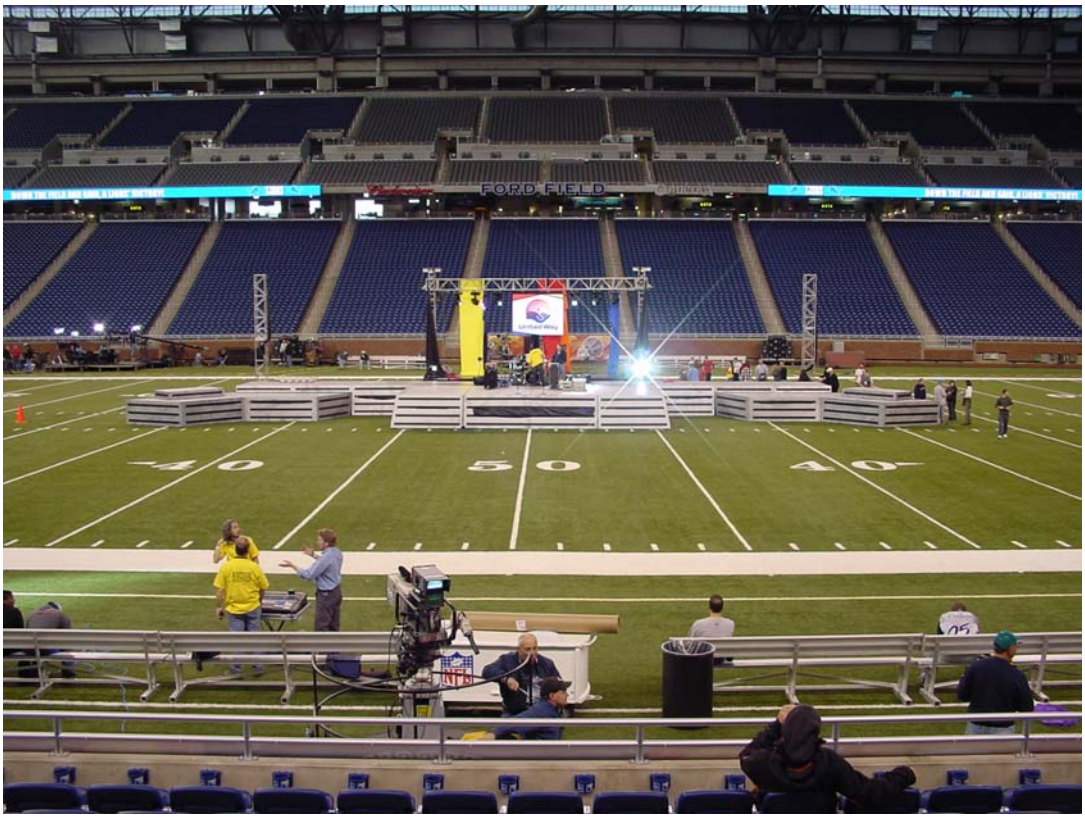

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