## MIDAS' MATT LARSON HELPS BLOOMINGTON, MN, CHURCH GET THE MOST OUT OF THEIR MIDAS® LEGEND 3000

Bloomington, MN (September 29, 2003): The Midas Legend 3000 mixing console's reputation continues to grow in the world of church installation, with positive feedback coming in from all corners of the United States to right in the backyard of Telex world headquarters in Burnsville, Minnesota. The Cedar Valley Church in Bloomington, MN recently worked Telex Pro Audio Group sales representatives Starin Marketing, Inc., and premier Minneapolis-based AV system design, sales and installation specialists Audio Video Electronics (www.audiovideoelectronics.com) to select and install the Legend 3000 as the sound mixing solution at their worship center, formerly a suburban school. Midas/Klark Teknik US Sales Manager Matt Larson spent an afternoon giving a tutorial on the Legend's considerable capabilities to the staff and volunteers who will be running the console in the 1800 capacity sanctuary. Matt's priority was to communicate the user-friendly aspects of the console, a tool that might look impressive enough to be a little intimidating to the novice volunteer user. In this sense the thorough demonstration demystified Cedar Valley's Legend 3000, and emphasized the precise sonic control that an engineer of any skill level can quickly have over a room.



L-R: Jon Krueger (AVE), Troy Long (AVE), Chet Lenthold, Stefan Svard (AVE), Matt Larson, Steve Dahlen (Starin), Dennis Stack (Starin)

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Matt commented: "When a customer invests in a Midas console, they are also investing in a dedication to service, support and information. That's why we're here today at Cedar Valley. Although people inevitably associate the name Midas with upper echelon live sound engineers and big tours, Midas is now making boards for applications of all shapes and sizes. That's where the Legend and Venice series come in. Obviously, not a lot of users can justify the cost of a Heritage or XL4, but that doesn't mean they couldn't benefit from the same sound quality and controls on a smaller scale. The Legend is perfect for a space like this: the new generation of churches really demand equipment that can open up possibilities for more sophisticated productions and more effective interaction with the congregation."



The Sanctuary at Cedar Valley Church

Larson continued: "In a 'mono room' like this, with a center cluster of loudspeakers, the Legend can create an entirely new sonic profile using spatial imaging control, and has enough sub groups and aux sends to place sound where it is wanted without compromise, in real time, dialed in, wet, dry, or any combination of the above. In fact, this demonstration is largely about showing the guys the pathways to possibilities that other consoles can't match. Although today we're just a stone's throw from company headquarters and the Midas service center, I'm often all over the country helping people get the most out of their Midas consoles, be it with demonstrations of the fundamental paths

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and functions, or how a console's capabilities can be further maximized with external equipment like the Klark Teknik® Helix™ digital equalizer."

The Midas Legend 3000 is the most powerful FOH console in its class, and allows the engineer to mix monitors from FOH with no compromise. It is simply peerless as a multi-application console, with features including XL4 mic preamps, XL3 EQ's, 12 full-time aux sends, 8 full time audio sub groups, 10 VCA sub groups (10 VCA chips for every channel on both FOH and monitor mixes), 12 into 6 matrix outputs, snapshot automation, a spatial imaging system. Heritage series derived automation, 24 full-time output meters, and 2 PSU's, all delivering the legendary "Midas sound" at an unbeatable price.



Matt Larson: the Midas-Meister in action

Chet Lenthold will be responsible for manning the Midas at Cedar Valley, having gained prior experience in the field at nearby Wooddale church (Eden Prairie, MN) with their media director Peter Greenlund, who now also heads the live music program at Saint Paul's Musictech College. Chet commented: "The Legend is phenomenal. We were already impressed with the sound and performance, and after Matt's demonstration today we'll be able to use it to the fullest of its abilities. He did a great job in communicating the convenience and control that the board offers, and how it can work for us in a wide range of applications. Though we'll be primarily concerned with running sound for

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services and live music, we'll also be able to help make seasonal productions live up to the highest expectations of the congregation, having precise control over the room with such features as the VCA sub groups and spatial imaging, which help add subtle sonic dynamics to these events and really bring the room to life. In this sense, it's worth mentioning that the Legend changed the way the room sounded before we even began the tweaking process. Midas preamps and EQs make all the difference in the world – the legends are true! Having the control and capability to mix monitors from front of house is an added bonus. We do two services on Sundays and one on Wednesday, and so far the response has been fantastic."



The Midas Legend 3000

For full details on all Midas products, please visit www.midasconsoles.com *(more)* 

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**James Edlund** 

Public Relations Manager Telex Communications, Inc. 12000 Portland Ave. South Burnsville, MN 55337

Phone: 952-736-3901 Fax: 952-736-4582

E-mail: <u>James.Edlund@telex.com</u>

Guy Low Public Relations Writer Telex Communications, Inc. 12000 Portland Ave. South Burnsville, MN 55337

Phone: 952-736-3935 Cell: 612-710- 0829

E-mail: Guy.Low@telex.com

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