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MINNEAPOLIS' LEGENDARY ROCK CLUB, FIRST AVENUE/SEVENTH STREET ENTRY, REVAMPS LIVE MIC COLLECTION WITH MODELS FROM ELECTRO-VOICE®

Minneapolis, MN (August, 2003): Infamous live rock venue, First Avenue/7th Street Entry, immortalized in Prince's 1984 movie classic, *Purple Rain*, recently revamped its live mic collection with numerous microphones from Electro-Voice®.

Known throughout the country as Minneapolis' premiere live rock venue – mentioned in the same breath as NYC's CBGB's and L.A.'s The Whiskey – First Avenue/7th St. Entry hosts more than 1500 acts a year on its three stages: the Main Room stage, VIP Lounge, and 7th St. Entry. The latter stage, known as the club's side bar on 7th Street, features a weekly "new band night" as well as hosting national touring bands who prefer a smaller, more intimate venue for their performances. Stories abound about talent first seen at 7th Street before they "made it big": The White Stripes, The Replacements, Soul Asylum, Hüsker Dü, The Cows, etc. In fact, punk rock icon Henry Rollins recently told a story – with much nostalgia and fondness – at a First Avenue Main Room gig – about the infamous 7th Street Entry. It seems that Henry Rollins' second gig with Black Flag was on the 7th Street stage over some 20 years prior. Stories like these are not rare.

So what makes the 7th Street Entry unique? Well, for one, it only holds about 200 patrons at full capacity; although the venue has a kind of *Encyclopedia of Rock 'n' Roll* history, it is not a large. Oh yeah, there's also the volume – the place is loud, punk rock loud. Because of the SPL, which is usually the result of the bands' insistence of playing at maximum Marshall-stack volume levels, the FOH engineer (inside a barricade of chicken wire) has a most difficult job of making the band and the room sound good. A bit of psychology enters in (when dealing with the bands), no doubt, as does a fair amount of equipment that is designed specifically for high-SPL environments. *Enter the Electro-Voice N/D967*.



"New Band Night" Performers The Threat is Real Put the EV Mics to the Test

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FOH Engineer/Rock Monster/Technician/Master Speaker Re-coner/Bill Batson and the Venerable EV N/D868 Mic

Designed specifically for high-SPL environments, the Electro-Voice® N/D967 is a favorite among monitor engineers, as well as musicians who favor clear, loud monitor mixes. With unparalleled gain-before-feedback and stunning vocal clarity, the EV N/D967 has solved much of 7^{th} St. Entry's problems with feedback. FOH engineer Bill Batson commented: "Right off the bat, the EV N/D967 – when A/B'd with other mics – is much hotter and its feedback rejection is far better than any competitive mics. What that really means in a room like 7^{th} St. Entry is that I can run the monitors at 20-30% less the level than prior to spec'ing the N/D967. I can always get what I want from the mic. I've been using it religiously."

First Avenue/7th St. Entry also expanded its live mic arsenal to include several N/D468, N/D868, Cobalt Co4, and RE200 mics.

Batson commented on the other EV models: "The N/D868 has a whole bunch of usable low end – and I'm running it flat, you don't need EQ. It really provides a fantastic kick drum sound. The EV N/D468 is also great for all of the positions that the swivel-head allow. I can get in really close to toms, even the snare, and I've also used it on the entire backline – guitars, bass, etc. One of the real surprises I've discovered from EV is the Cobalt Co4, which is hot and flat. It's wonderful on guitars and snare. And as far as condensers are concerned, the RE200 on cymbals and percussion is great. I wouldn't use anything else."

(more)

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Electro-Voice® 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.

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: James.Edlund@telex.com

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