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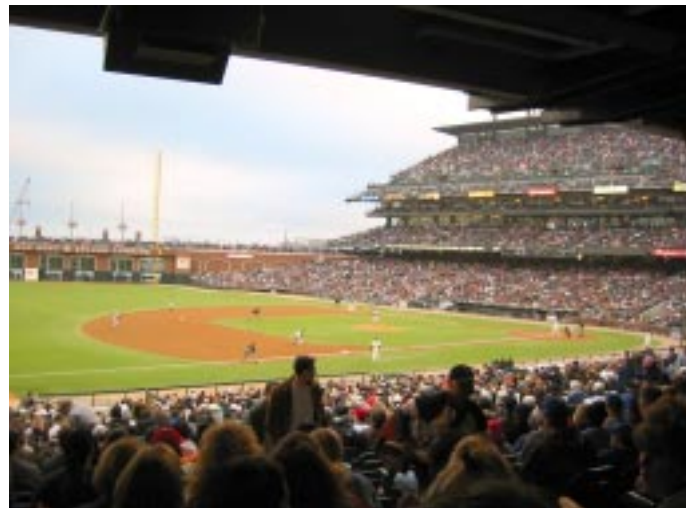
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JBL PROFESSIONAL PROVIDES SUPPORT TO EUROPEAN STADIUM SOUND DESIGNERS LOOKING TO IMPROVE SOUND INSTALLATIONS

LONDON, U.K. – September 7, 2003 – Stadiums have come to the realization that pumping music into a venue, throughout a sporting event, improves a patron's experience. Since the expectations from a full range music source are much higher than that of a typical voice-only PA system, more elaborate and expensive systems are required. Until recently, European stadiums have not featured nearly as much music as American stadiums, so the systems only needed to handle spoken word. As a result, American stadiums have traditionally installed higher performance sound systems than European stadiums, but that trend is starting to change. Sensing this shift, JBL Professional coordinated a visit to various U.S. installations for a group of European contractors and consultants. The tour included stops at Pacific Bell Park, Fresno Grizzlies Stadium, Oakland Coliseum, Candlestick Park (to see an older distributed system for comparison), Calvary Chapel Church, and the American Airlines Center in Dallas.

To understand the differences between European stadiums and American stadiums, two factors must be considered; architecture and entertainment value are the main reasons why American stadiums feature larger, more elaborate and more expensive sound systems than European stadiums.

Architecturally, European stadiums typically feature a single-angle deck of seats going up, forming a single bowl. Often they have a roof cantilevered out over the bowl so that all the seats are covered. The speakers can be placed at the front edge of the roof and they can cover the whole seating area, as they all have line of sight to the speakers, from first row to the last row.



**A ballgame at the three-tier Pacific Bell Park
in San Francisco, CA.**

American stadiums are built upward in a “wedding cake” of stacked-up decks to get seats closer to the field. These stadiums typically do not have a roof, and even if a roof existed, any speakers hung from it would only cover the top deck. These style stadiums require speakers for the top deck, middle deck and bottom deck. So for a European stadium where one speaker is needed, the same horizontal section of stadium in America would require at least three speakers.

Entertainment value is based on the notion that the more music a patron hears during a sporting event, the more excited he or she becomes, making the overall experience that much better. Happier customers buy more sodas and hot dogs. The higher the entertainment value for the customer during a visit to a stadium translates into additional income for the stadium.

“In the past, there were clear distinctions in Europe between entertainment and ‘voice-only’ PA systems,” stated Mark Bailey, JBL Professional’s Technical Support Manager for the European region. “However, European regulations have been tightened in recent years to ensure good speech intelligibility for emergency situations; now the power and coverage required for each application, speech and music, is nominally the same. Following our collaboration with a number of leading stadium designers, we are now able to offer a new range of loudspeakers that offer music quality performance at only a small premium over the voice-only systems. The work on this started on the visit to these premium facilities with some of Europe’s leading stadium designers.”

St. James Park Stadium in Newcastle, U.K. has recently installed a very high performance sound system capable of full range music sound reinforcement, in addition to the typical PA duties. St. James Park Stadium is the first European stadium to install an entertainment-level system, featuring JBL PD700 Series and a new PD5000 Series model.

Headquartered in Northridge, California, JBL Professional is the world’s leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Professional website at www.jblpro.com.

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