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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### JBL PROFESSIONAL FILLS THE HOOVER DAM

HOOVER DAM – JUNE 17, 2002 – Over 60 JBL Professional speakers were used in the recent Centennial Celebration for the Bureau of Reclamation. The 100<sup>th</sup> Anniversary celebration took place at the Hoover Dam, one of America’s seven engineering wonders. San Diego based Meeting Services (MSI Productions) handled the technical design and production of the Centennial celebration. Some of the unique challenges included daytime temperatures above the 120 degrees and a very high magnetic field from the power generators.

Ken Freeman, Technical Sales Manager at MSI, selected 56 JBL Control 28T and six JBL EON15 G2 speakers for the outdoor event which took place on June 17<sup>th</sup>. The technical plan included 48 truss towers to support 42” plasma screens, area lighting and the JBL Control 28Ts. Ken noted, “The



Centennial Celebration at Hoover Dam. Control 28T mounted on truss (left). Fireworks during evening celebration (right).



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speakers were all run at 70 Volts with no delay because we needed to maintain lip sync with the Plasma screens.” Presenters at the affair included United States Secretary of the Interior, Gale Norton and Bureau of Reclamation Commissioner, John W. Keyes III.

Ian Bible, MSI Production Manager, summed, “On high profile events like these, the thing that matters most is everyone hearing the presentation. Our JBL equipment really came through for us in a really tough environment.”

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 Pro website at [www.jblpro.com](http://www.jblpro.com).

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