



JBL Professional  
8500 Balboa Blvd.  
Northridge, CA 91329  
Phone: 818-894-8850  
Fax: 818-830-1220  
www.jblpro.com

## NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

Staci Moore Phone: 818-895-3495

email: [smoore@harman.com](mailto:smoore@harman.com)

*For text and photo files go to the JBL Press Room at: <http://www.jblpro.com/pressroom>*

---

### **MTV VIDEO MUSIC AWARDS FEATURE JBL VERTEC FROM FIREHOUSE PRODUCTIONS**

NEW YORK, NY - August 29, 2003 – JBL’s VerTec™ line array system had a strong presence at the annual MTV Video Music Awards (VMAs), which took place at New York’s renowned Radio City Music Hall on August 28th. The VMAs, with comic host Chris Rock, is one of the most widely viewed musical entertainment events in the nation. Celebrity presenters like Madonna and Britney Spears were on hand to keep TV viewers at home entertained. This year’s star-studded lineup featured live performances by chart-topping artists like Coldplay, Jay-Z, Beyoncé, Metallica, Mary J. Blige, Christina Aguilera and Good Charlotte.

NYC-based Firehouse Productions, known for pristine audio quality and precision support services in broadcast-event situations, provided sound reinforcement services. The firm’s responsibilities included primary audience coverage, along with onstage monitoring needs with Firehouse’s legendary custom stage wedges. System engineer Mark Dittmar was responsible for advance system design planning and installation duties onsite. Firehouse owner Bryan Olson oversaw audio quality and client requirements. With a who’s who of the live sound engineering industry on hand to support their artist clients, Firehouse left nothing to chance.

“We’ve had exposure to several line-array systems,” noted Firehouse owner Bryan Olson. “The decision to invest in a new large-venue loudspeaker system is not a trivial one. We relied on input from leading soundmixers and other professionals whose opinions we trust. VerTec’s acoustical design and packaging are noteworthy, it’s a first-call request from professional clients, and the system is providing us with exceptional performance.”

Two primary arrays of VT4889 full-size line arrays were suspended from the venue’s trademark proscenium arch to provide coverage for the 6,200-seat hall. They were supported by VT4880 arrayable subwoofers. The Radio City Music Hall stagecrew, already familiar with VerTec arrays from

numerous recent in-house productions, set the rig up quickly and efficiently.

“High-profile televised events like the VMA’s require exceptional focus and expertise,” advised JBL’s Director of Tour Sound, David Scheirman. “On a live broadcast event, there are no second chances. Firehouse has a worldwide reputation for being able to make it happen in high-pressure environments. All of us at JBL are pleased and honored that Firehouse has selected VerTec as the company’s system of choice, and that the 2003 VMA’s are serving as a showcase for Firehouse’s new system.”

Firehouse Productions can be reached at (845) 758-9898.

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](http://www.jblpro.com).

# # #