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NEWS RELEASE

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MID-AMERICA SOUND LETS THE GOOD TIMES ROLL WITH JBL PROFESSIONAL VERTEC® LINE ARRAYS AT UNIVERSAL ORLANDO'S MARDI GRAS FESTIVAL

NORTHRIDGE, CALIFORNIA, April 5, 2004 – Highlighting the performance and versatility of JBL Professional's VERTEC® line array technology, Mid-America Sound has recently installed JBL VT4889 full-size enclosures at Universal Orlando's Mardi Gras Festival.

“We are excited that, for the second year in a row, Mid-America Sound has recommended the VERTEC line array for the high energy Mardi Gras celebration and concerts at Universal's Orlando Resort,” said David Scheirman, Director, Tour Sound for JBL Professional. “The system's high power, versatility and accurate fidelity make the VT4889 full size array the perfect choice for the diversity of music on large-scale stages like this.”

Universal holds the Mardi Gras celebration each year from February 14 through March 27. Every week, live bands featuring international acts performing musical styles from hip hop to funk to rock and roll take the open air stage to the delight of throngs of theme park attendees. This year's featured artists included acts like the B-52's, Chaka Khan, Sheena Easton, and Cyndi Lauper. The event is so popular that, even though park attendees can go to the concerts with their park admission, tickets must be reserved. There's plenty of food, parades and lots of partying as well.

Mid-America Sound owner Kerry Darrenkamp noted that his concert and event company has worked with Universal on numerous projects and he felt that JBL's VERTEC would be perfect for that application. “We recommended VERTEC for the last two years in a row,” Darrenkamp said. “The reason is that we can control the area coverage and sound pressure levels to a much greater degree with our VERTEC than with most other types of systems.” For the Universal installation, 16 VT4889 full-size 3-way high directivity loudspeaker modules, each featuring 2 x 15-inch woofers, were installed. They were suspended, eight per side.



Mid-America has been one of the midwest's largest concert and event companies for the last 20 years. Mid-America Sound can be reached at (317) 485-4399. Company information can be found on the web at: <http://www.midamericasound.com/midamericasound.htm>.

The VERTEC VT4889 was the first in a growing family of line array system products that now includes the VT4880 and VT4881 subwoofers along with mid- and small sized line arrays. The enclosures can be mixed and matched to accommodate nearly any concert, special event or other sound reinforcement application.

About JBL Professional:

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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