



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:

Daniel O'Connell, Griffin Public Relations & Marketing

Phone: (212) 481-3456 Ext 12 email: [tmcgee@griffinpr.com](mailto:tmcgee@griffinpr.com)

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

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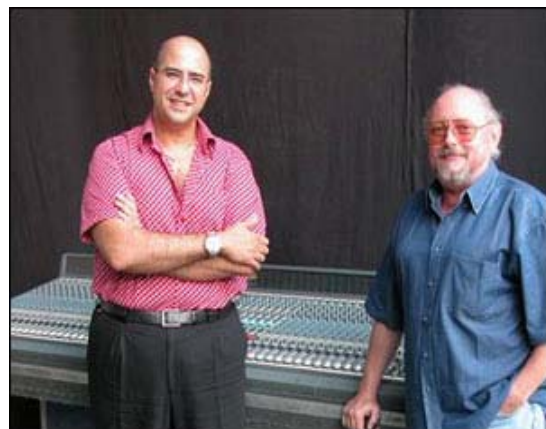
### SFINX EXPERIENCE INVESTS IN NEW JBL VERTEC® SOUND SYSTEM

**Leading Eastern European concert sound company's Harman Pro system features JBL VERTEC line arrays, Crown I-Tech amps, and BSS digital system controllers.**

NORTHRIDGE, CALIFORNIA, September 12, 2004 – SFINX Experience, a leading Eastern European concert sound firm based in Bucharest, Romania, has purchased a new Crown-powered JBL VERTEC® line array sound system with BSS drive electronics. SFINX Experience typically provides production services for more than 200 events a year, including regional acts and international touring artists. SFINX selected the integrated Harman Pro Group system solution after extensive research into the various available systems.

In reviewing the various line array options, explained owner-partner Joey de Alvare, SFINX considered not only system performance characteristics and packaging, but also brand recognition and acceptability by international touring acts. "Traditionally in Romania, we have always offered the best available concert audio system on the market," he asserted. "Therefore it was important for us to both upgrade our audio performance capabilities and strengthen the perceived value of our investment in the eyes of international touring acts."

SFINX Experience took delivery of 16 of JBL's full-size VT4889 line array elements and 16 mid-size VT4888 enclosures. The system was also supplied with 16 VT4880 arrayable subwoofers. One of the largest sound reinforcement packages ever sold in the region, the system also includes 28 of Crown's new I-Tech 4000 model amps and 12 I-Tech 6000 model amps. BSS FDS366 digital system controllers are the drive platform of choice. Assembled by JBL's



Joey de Alvare, owner-partner, SFINX Experience (left), with owner-partner Misu Cernea.

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regional distributor, Electro-Vox, in time for its first major festival use, the new system was publicly inaugurated August 13-15 for crowds exceeding 20,000 persons per day.

“We are honored that SFINX has chosen to invest in a Harman state-of-the-art concert sound system,” said Mark Terry, President, Harman Pro Group. “The increasing demand for professional-grade concert audio equipment in developing market regions like Eastern Europe is representative of a steady trend towards the adoption of better working tools by professionals throughout the region. The commitment being made by SFINX Experience will directly benefit promoters, special event producers, artists, and concert goers everywhere in the region served by SFINX.”

SFINX Experience recently developed a large lighting system and now offers integrated concert production services throughout the region, including work in Bulgaria and Moldavia in addition to Romania. The ever-expanding SFINX Experience was founded in 1994 and maintains offices in the historic Arenele Romane (Roman Arena), an open air venue for which the company now administers and handles technical production services.

For more information about SFINX Experience, contact the company’s owner-partners at [jda@sfx.ro](mailto:jda@sfx.ro) or visit the company’s web site at [www.sfinx.ro](http://www.sfinx.ro).

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

### **About the Harman Pro Group:**

Headquartered in Northridge, California, the Harman Pro Group is part of Harman International Industries, Incorporated ([www.harman.com](http://www.harman.com)), a leading manufacturer of high-quality, high fidelity audio products and infotainment systems for the automotive, home and professional markets. The Company’s stock is traded on the New York Stock Exchange under the symbol: HAR. Harman Pro Group companies include AKG Acoustics, BSS Audio, dbx, Crown International, JBL Professional, Lexicon, Soundcraft, and Studer.