



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:

Travis McGee, Griffin Public Relations & Marketing

Phone: (212) 481-3456 Ext 24 email: tmcgee@griffinpr.com

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

AUDIO VISIONS MINNESOTA LINES UP POLARIS 50th ANNIVERSARY EVENT WITH JBL VERTEC[®] SYSTEM

Northridge, CA, September 22, 2004 – In a high-powered example of JBL’s ability to equip regional audio service firms with “the right stuff”, rental sound company Audio Visions Minnesota recently used their JBL VERTEC[®] line array system for Polaris Industries’ Way Out Weekend, featuring major concert artists for audiences up to 20,000 persons. Polaris Industries is a major supplier of motorized outdoor recreational equipment, including snowmobiles, all-terrain vehicles and watercraft. This year’s annual corporate event, celebrating Polaris’ 50th Anniversary, took place at the Minnesota State Fairgrounds July 22-24.

The outdoor production, which included a worldwide business conference and new product introductions for the company’s dealers in addition to a live music party open to the public, required a blend of multi-media production techniques for executive addresses and video playback along with concert-quality sound. Monty Ward, Equipment Manager for Audio Visions Minnesota, coordinated the supply and setup of a VERTEC rig that featured 12 VT4889 full-size line array elements per side. High-profile entertainers like Clint Black, John Fogerty, Jonny Lang and 38 Special were on the program to entertain the public.

“Some of the artists brought in their own board groups, and had many good things to say about the JBL sound system,” advised Loren Wiklander, General Manager for the Audio Visions Minnesota office. “In fact, according to Production Manager Mike Kranz, the sound was absolutely stunning. He commented that our VERTEC rig nailed the venue.”



Audio Visions Minnesota has recently expanded both their business operations and rental inventory, and specializes in serving not only concert and special events but also corporate and civic functions. "Audio Visions Minnesota exemplifies a growing trend in the United States, whereby smaller and mid-sized rental sound companies are increasingly able to profitably serve a diverse regional clientele, while also meeting the needs of major artists' concert riders," offered David Scheirman, Director of Tour Sound for JBL Professional.

Audio Visions Minnesota can be reached at (651) 645-8782 or by email at Lwiklander@audio-visions.com.

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.

About the Harman Pro Group:

Headquartered in Northridge, California, the Harman Pro Group is part of Harman International Industries, Incorporated (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.

###