



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>

ADVANCE PRO AND JBL PROFESSIONAL ENERGIZE WINNIPEG'S TRUE NORTH ARENA WITH AE SERIES LOUDSPEAKERS

NORTHRIDGE, CA, August 30, 2004 – Underscoring its ability to offer precisely tailored loudspeaker technology to support a city's major investment in a sports and entertainment arena, JBL Professional announced that it had teamed with Advance Pro of Winnipeg, Manitoba to outfit the new True North Arena with Application Engineered (AE) Series Loudspeakers. Because the venue will be hosting everything from hockey games to cultural arts events, both power and versatility were required in the loudspeaker technology.

"The city leaders of Winnipeg have called the new MTS Centre and its True North Arena a renaissance for the city's downtown area," said Ted Leamy, Director of Engineered Sound, JBL Professional. "The AE Series loudspeakers are most appropriate for this application as they deliver the highest levels of performance in a cost effective, easily adaptable and scalable system."

Winnipeg's downtown is in the midst of a business and cultural renaissance anchored by the construction of the new sports and entertainment center which is serving as a major catalyst. The MTS Centre, containing the bright, new 15,000-seat entertainment, sports and performing-arts facility will occupy a premiere location at the heart of Winnipeg's downtown.

The integrator on the project was Advance Pro of Winnipeg, a division of Advance Electronics, Western Canada's largest independent retailer. Advance Pro was established 31 years ago as an extension of the retail operation to meet the expanding demand for professional commercial sound, communications and security contracting. As it has grown into this market, Advance Pro has been a JBL Pro, Crown, dbx, and Soundcraft dealer for over 10 years.

“As an integrator, our company has been involved in many prestigious projects from the Winnipeg Arena to the renowned outdoor Rainbow Stage to numerous others,” said Peter Bernatsky, Advance Pro Operations Manager. “When it came time for the True North Arena, we won the contract by specifying the JBL AE Series. We specify, market and sell JBL Pro exclusively for all large venue sound systems.”

Nearing completion, the MTS Centre and True North Arena will house both high power and midrange power AE models. And, there are even a pair of LSR25P speakers, with Room Mode Correction technology, that serve as monitors in the soundbooth. The AE Series are comprised of four clusters centered around a clock in the center of the arena in compass configuration (NSEW). Each cluster contains AM6200s and AL6125s and it's all powered by Crown CTS amplifiers.

The AM6200/64 is a high power, mid-high frequency loudspeaker with a 60° x 40° coverage, and because of the rotatable horn, it can be used in either vertical or horizontal orientation. This unique characteristic has made it ideal for varied environments within the arena itself. To further enhance the power of sound delivery in a modern arena and to accommodate the variety of settings, the specification also called for 10 AM6200/95 loudspeakers which have the same high power but with a 90° x 50° coverage. As no arena would be complete without being able to deliver considerable low-frequency impact, there are 12 AL6125 high power low frequency loudspeakers with a 2 x 15" 2226H VGC™ Driver featuring a large vent area for high output.

The visionary MTS Centre project has the potential to energize the city's downtown by bringing 800,000 people every year while providing a new public and community amenity that meets the high standards the community deserves. And the entertainment and sports events at True North will be powered with the high standards of JBL Professional's AE Series Loudspeakers.

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.

###