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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **ALTINCIZME SOUND & LIGHT SERVES SHAKIRA'S SOLD-OUT ISTANBUL SHOW WITH JBL VERTEC® LINE ARRAY SYSTEM**

NORTHRIDGE, CALIFORNIA, December 11, 2007 — Demonstrating the unmatched fidelity and power of JBL Professional VERTEC® line arrays, audio company Altincizme Sound & Light Systems supported international pop star Shakira's concert in Istanbul, Turkey as part of her "Oral Fixation" tour. The tour, in support of Shakira's album of the same name, began in June 2006 and included major concert events presented to sold-out audiences in the United States, Europe, Asia, Africa, and Central and South America.

A recent example was the concert at the 15,000-seat Kurucesme Arena in Istanbul, Turkey. The capacity crowd was bolstered by additional spectators anchored in boats near the waterfront facility. The fortunate audience present at the seaside venue was treated to an extended-length set as Shakira, reportedly enthralled by her fans' enthusiastic response and the scenic view of the Strait of Bosphorus from the stage, performed an additional 25 minutes of unscheduled material. Concert audio services for the event were supplied by one of Turkey's leading entertainment production vendors, Altincizme Sound & Light Systems.

Company engineers Serdar Altincizme, Serhan Altincizme, Ismail Akkaya and Mehmet Ogunc managed a large-scale JBL VERTEC line array system, provided in accordance with the touring production's technical rider. The setup for the Kurucesme Arena concert included 12 VT4889 full-size line array elements per side, supplemented with a total of 24 VT4880 full-size subwoofers. In addition, eight VT4887 compact line array elements were deployed as front fills, with two sidefill arrays in position that each comprised a pair of VT4887's with two VT4880 subwoofers.



**Altincizme Sound & Light Systems' JBL VERTEC rig being set up for Shakira's sold-out concert at the Kurucesme Arena's outdoor stage in Istanbul, Turkey.**

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"The Shakira production had recently used numerous other types of loudspeaker systems while touring around Europe," noted Serdar Altincizme. "Tom Abraham, Touring Sound Engineer for Shakira, commented that in comparison to some other available options, the sound quality heard from the JBL VERTEC system we provided was crystal-clear and distortion-free. It was also noted that the system had sufficient output power to fully penetrate to the rear of the audience area, a distance of some 100 meters (328 feet) with ease," revealed Altincizme. "This was done while providing a dynamic show mix averaging 114 dB, A-weighted, with no clipping whatsoever."

David Scheirman, Vice President, Tour Sound for JBL Professional, commented that increasing expectations for audio quality by international touring acts bring greater challenges to regional sound providers. "As a larger number of top-tier artists tour without their own full production systems, it becomes more important that local concert sound providers can effectively meet the technical rider requirements," offered Scheirman. "Achieving first-class results requires having not only the right audio tools, but the appropriate skills needed to properly use them. The team at Altincizme is repeatedly able to demonstrate a thorough understanding of what is expected by major artists and their sound mixers."

**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 the proud recipient of the 2005 Technical GRAMMY® award. 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:**

The Harman Pro Group ([www.harmanpro.com](http://www.harmanpro.com)) is the world's largest provider of professional audio products and system solutions for commercial sound, contracting, tour sound, recording and broadcast, musician, portable PA and cinema applications. The Group is headquartered in Northridge, California and includes industry leaders AKG Acoustics, BSS Audio, Crown International, dbx, DigiTech, JBL Professional, Lexicon, Soundcraft, and Studer. The Group is part of Harman International Industries, Incorporated (NYSE: HAR), a leading supplier of high-quality, high fidelity audio products and infotainment systems for the automotive, home and professional markets.

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