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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### STUDIO BERAR FIELDS JBL VERTEC® LINE ARRAYS FOR MASSIVE BELGRADE STADIUM SHOW

NORTHRIDGE, CALIFORNIA, July 19, 2007 — Reinforcing the increasing worldwide acceptance of JBL Professional VERTEC® line arrays, Studio Berar of Serbia provided live sound reinforcement for “Homeland,” an historic concert featuring pop star Zdravko Colic. Held at Marakana, Belgrade’s famed Red Star soccer stadium, “Homeland” drew an audience of more than 75,000 fans. The show featured a JBL Professional audio system including VERTEC VT4889, VT4888 and VT4888DP line array loudspeakers.

Zdravko Colic is the greatest pop-star in Europe’s Balkan region. The Bosnian Serb star has recorded 13 albums and numerous greatest-hit compilations. Colic was a major star throughout the former Yugoslavia, and represented that country in the 1973 Eurovision Song Contest with his hit single, “Gori Vatra.” Ti I Ja (“You and Me”), his debut album, came out in 1975. “Homecoming” marked his long-anticipated return to the country’s largest venue.

With an audience area that extended up to 140 meters from the stage, Studio Berar needed a loudspeaker system that would provide adequate coverage across a large surface area. To meet this challenges, Studio Berar arranged a VERTEC line array system featuring 16 VT4889 line array elements for each of the main PA hangs, 12 VT4889 line array elements for out-fill arrays, and an additional four VT4888DP line array elements per side for extreme side arrays. Additionally, two delay towers of 12 VT4888 line array elements, and two more delay towers of eight VT4888’s each, were set up in the seating area. Studio Berar incorporated inventory from VERTEC owners Joker Media (Bulgaria) and BV Music (Slovakia) for the large-scale event. G-Lec from Germany and Visual power from Hungary were engaged to support the extensive use of video and LED technology.

“The setup, assembly and tuning of such a large, complex sound system was a serious task for our team,” noted chief system engineer Zoran Matic. “We received valuable assistance on the system design and configuration from JBL engineer Mark Bailey. We designed control and monitoring aspects of the JBL VERTEC line array system by using Harman Professional’s System Architect software with new presets which JBL has been working on. This enabled us to operate the system more easily and to save time while adjusting the system. The results of this mutual work



Pop star Zdravko Colic's "Homeland" concert featured an immense JBL VerTec line array system provided by Studio Berar.

were beyond excellent and I can say with pleasure that a very successful project is now behind us.”

According to Zoran Djurovski, front of house engineer, the use of VERTEC line arrays was consistent with his team’s diligent approach to the event. “This event clearly showed that advance preparations and pre-production are important components leading to the success of such a major project,” offered Djurovski. “The design and setup of the sound system was a great challenge because of the size of the stadium. I’d like to praise the entire team that worked on the project, and who did a great job. The proof of this is the enthusiastic reactions from the audience in the far north stands of the stadium [opposite the stage]. They fully enjoyed the concert although their seats were farthest from the stage.”

“As for the JBL VERTEC system, it completely fulfilled my expectations” Djurovski said. “My main dilemma was to choose between a ‘soft’ and ‘hard’ character for the sound, as Zdravko’s music is classical pop but also the production contains a mixture of slower and up-tempo songs. Due to the size of the open stadium space I chose a bit “harder” mixing style, and both the audience and the musicians were more than satisfied.”

David Scheirman, Vice President, Tour Sound, JBL Professional, notes that leading regional European rental sound companies like Studio Berar are helping to provide a higher level of confidence for event promoters, international artists and production teams worldwide through the use of VERTEC’s proven, consistent sound system design and setup techniques. “The use of VERTEC line arrays for an increasing number of major European concerts like ‘Homeland,’ is a further indication of its widespread, global adoption.”

For more information on Studio Berar, please visit [www.studioberar.com](http://www.studioberar.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 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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