



JBL Professional
8500 Balboa Blvd.
Northridge, CA 91329
Phone: 818-894-8850
Fax: 818-830-7802
www.jblpro.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

Phil Moon Phone: 818-830-8711

email: pmoon@harman.com

Staci Moore Phone: 818-895-3495

email: smoore@harman.com

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

INTERNATIONAL ARTISTS SPECIFY JBL VERTEC IN U.K. AND THROUGHOUT EUROPE

LONDON, U.K. – SEPTEMBER 8, 2002 – The summer festival and concert tour season has seen a growing number of international artists touring with JBL VERTEC line array systems. After an initial introduction of the VT4889 full-size line array element only two years ago, a broad range of top-name performers are requesting VERTEC for shows throughout the U.K. and on the European continent.

Recent projects featuring VERTEC have included the Lenny Kravitz 2002 World Tour this summer. The high-energy European segment of the tour peaked with a concert on June 17th at London's Wembley Arena. Tour sound services were handled by American-based rental firm Sound Image, with Germany's Crystal Sound providing an arena-scale VT4889 line array system with JBL's new VT4880 arrayable subwoofers. "There's no doubt about it... this system rocks," enthused veteran soundmixer Dave Natale, live sound engineer for Lenny Kravitz.

Popular rock act No Doubt specified a VERTEC VT4889 system for their U.K. tour in July. Mixer John Kearns first became a fan of the equipment on the band's North American tour, handled by Colorado-based Audio Analysts. VERTEC equipment used in the U.K. was supplied by SSE Hire Ltd. of Birmingham.

Another major artist tour was Neil Diamond, who covered major venues in England, Scotland and Ireland during August. "The fidelity and vocal clarity on VERTEC are exceptional," stated Stanley Miller, audio consultant and tour soundmixer for Diamond. "This system makes mixing fun again!" Miller specified a VT4889 line array system with VT4880 subwoofers from Maryland Sound (Baltimore, MD).



**Lenny Kravitz at Wembley Arena in
London on June 17, 2002**

Recent events using VERTEC are not limited to the U.K. When world-class artists like Joe Cocker, Chris DeBurgh, Deep Purple, Garbage and Scorpions perform in St. Petersburg, Russia, rental vendor T.O.K. Improvisation handles their concert needs with a new Crown-powered VERTEC system. And as more new systems are deployed in the field, an ever-increasing number of regional European events and well-known festivals are also relying on VERTEC. For instance, Auditiv of Portugal deployed their new VT4889 system for 55,000 persons at this year's Queima Das Fitas Festival, the nation's largest and longest-running summer concert event.

With artists being exposed to VERTEC by leading rental sound firms in over a dozen countries, visiting sound engineers find it quick and easy to rent systems in all regions, from Scandinavia to the Mediterranean. "This development is a natural outgrowth of the success JBL's customers have already achieved throughout Asia and North America," offered David Scheirman, Director of Tour Sound for JBL Professional. "We are seeing a tremendous response to this system throughout Europe. With additional artists who rely on VERTEC poised to enter Europe, like Bruce Springsteen's tour in October, this promises to be an active season for JBL line arrays."

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 Pro website at www.jblpro.com.

#