

News Release

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ELECTRO-VOICE® X-LINE™ and X^{LC} TECHNOLOGY & BRITANNIA ROW EXPERTISE CONTINUE TO BE A WINNING COMBINATION AT MAJOR BRITISH SUMMER EVENTS

LONDON (August 2002): EV's X-Line line-array loudspeakers continue to prove themselves in front of vast crowds in the hands of premier British sound production company Britannia Row. Less than a month after their superb sound design at the Queen's Golden Jubilee concert series, Brit Row used the X-Line for the enormous Safeway-sponsored "Picnic in the Park" at London's Hyde Park. These events ran from June 27th thru July 1st and attracted crowds of 60,000 people to enjoy such acts as headliner Rod Stewart. It is worth bearing in mind the area of the park allocated for the shows was over 400 meters long and immediately adjacent to the prestigious Park Lane residential area – almost as posh an address as Buckingham Palace, where Prince Charles himself had commended Brit Row's sound production two months prior. Brit Row MD Bryan Grant recalled the X-Line's importance in keeping the sound where it was wanted for this event: "For the Picnic in the Park we used six delays as well as the main left and right...the prediction program can be relied upon with confidence – it contained the sound within a 400 meter long venue. We didn't have any complaints! Though the venues vary, the X-Line continues to perform well."

Having used multiple configurations of the Xvls and Xvlt loudspeaker systems on recent projects, Grant suggested that it is the X-Line's easy-to-install adaptability that ensures satisfaction – "a system that works" for the sound crew, rather than vice versa. "They are easy to put up, quick and predictable," Grant added, with consistently "warm sound and depth." The X-Line thus combines the superlative sonic uniformity of broad bandwidth planar summing with the ease of one-person rigging, making it a uniquely versatile choice for the kind of high profile, high attendance events in which Britannia Row specializes.

Other recent/current projects have also provided proving ground for the X-Line, and have sparked Grant's interest in the new, compact X^{LC} line, which is ideal for more intimate indoor applications: "The other (big project) is the final Radio One Big Sunday 2002 event in Leicester, England, which will be taking place on the 8th of September for an audience of around 90,000. Other smaller, but no less significant events were the Pet Shop Boys European tour in June and July."

(more)

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The X^{LC} also features EV's vertical plane-wave response generator (Hydra™) to adjust high frequency phase response, allowing supremely coherent wave-front summing. No corner of an indoor venue need go without uniform sonic coverage again. So no doubt the X-Line's compact cousin the X^{LC} will deliver the goods as effectively indoors this Fall as the X-Line did outdoors this Summer in Britannia Row's expert hands.

Electro-Voice® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS™, AudioCom™, RadioCom™, Dynacord®, Midas®, Klark Teknik®, University Sound® and others.

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