

EV® X-LINE™ AND MIDAS® HERITAGE 3000™ IMPRESS AT SUMMER ROCK AND COUNTRY FESTIVALS



The crowds start to arrive at Country Fest 2004

Cadott, Wisconsin (July 2004): The Chippewa Valley in Wisconsin was home to two of the Upper Midwest's largest music festivals this summer: Rock Fest and Country Fest 2004. Minnesota Production Tools supplied the sound reinforcement equipment for the festivals, PAs built around the mighty EV X-Line line-array concert loudspeaker system and Midas Heritage 3000 mixing console. Kurt Craig, owner of Minnesota Production Tools, debuted his new X-Line rig at Country Fest 2004, which took place at the end of June at Cadott, Wisconsin. Alan Jackson, Rascal Flatts, Brooks & Dunn and Montgomery Gentry headlined each night. Rock Fest 2004 followed soon after at the same location in mid July, featuring four nights of world-class rock, metal, and alternative acts. Headliners at Rock Fest were Counting Crows, The Allman Brothers Band, Judas Priest, and John Fogerty.

Craig commented: "We took delivery of our 24 X-Line boxes right before Country Fest. This is the second-largest festival of its kind in the US, and keeps getting bigger every year. There were around 55,000 people in the audience for Alan Jackson on Saturday night. I've been doing the Country Fest for 18 years and the Rock Fest for 11, and they're as popular as ever.

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All the acts' engineers gave the PA equipment rave reviews – especially in terms of my move towards a line-array system. Country Fest was my first event using the X-Line – literally right out of the box. Monte Wise (EV concert sound specialist) came out to help us set things up for Country Fest, and also came out to our shop for the prep day of Rock Fest to give us an hour-long additional class.”



Behind the Lite beer banners hang some heavy-duty line-arrays...

“The customer service is the reason I went with EV and Midas,” Craig continued. “There are no bureaucratic hoops to jump through to get service and support before, during, and after a purchase like this with EV and Midas. Hands-on support and training was just a phone call away – a real added value. I told Monte Wise I wanted a turnkey system, something I could plug in and play, including the electrical distribution, amp racks - everything. Monte was the only person that responded with a line-item proposal, and the only person that could guarantee 100% service all the way along. That’s the difference between a good company and a great company.”

Service aside, Craig’s new PA simply sounds superior: “I’ve never heard so many appreciative comments regarding the sound at one of these festivals. At Country Fest – our first time out with the new rig - people were genuinely pleased to see us bring in a line array, and even more so one with the

reputation the X-Line has. The positive feedback from every engineer we spoke to was tremendous – all the acts sounded awesome. That was when I knew I'd made a good investment! The next big show was Rock Fest - the same location, very different styles, and a crowd of around 30,000. Judas Priest headlined the heavy metal day, and completely used all of our production resources. Their FOH engineer loved the rig. Bruce Judd from DB Sound was mixing the Allman Brothers, and he gave me some pointers to accelerate the learning curve with the new boxes, being so familiar with EV and Midas gear, especially in terms of aiming tricks he'd picked up on the road with the X-Line. We sub-rented and stacked 8 X-Subs per side – I'm going to add some to my inventory very soon – and that was all we needed. Bruce didn't even engage the other subs we brought along. The system really rocked."

Craig concluded: "Buying a Midas Heritage console was one of the best business decisions I ever made. I bought mine about 5 years ago when I started the company, and I think it may have been one of the first ones sold in the state of Minnesota. Again, customer service is a key added value with Midas. My next console will be a Midas. My next boxes will be EV. Why? My job is to provide a service. To receive a 'thank-you' from a client means we've done what we were hired to do. To receive the kind of praise we got on our first two times out with this new rig means we're offering the very same kind of added value that Midas and EV offer with people like Matt Larson (Klark Teknik and Midas US) and Monte Wise – people who come out to assist you with anything from new software for a console or tips on rigging a large concert line-array. That extra effort directly translates into the quality of the job we do and service we offer."

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