

# News Release

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### CREATIVE AUDIO AND ELECTRO-VOICE® X-LINE™ LOUDSPEAKERS HELP TO SPREAD THE WORD AT THIS YEAR'S MAJOR GOSPEL EVENTS

**ANN ARBOR, MI (October 10, 2002):** Ann Arbor's Creative Audio ([creativeaudio-usa.com](http://creativeaudio-usa.com)) have had a busy year with EV's X-Line line-array loudspeaker system, helping America's top gospel stars spread the Word clearly across the nation. Creative Audio's Greg Snyder described the largest events at which the X-Line was put to task: "We just came in off the Commissioned reunion tour, which is a very large gospel act, and had great luck with that. We were doing 3000 up to 8000 seaters, places like the Dallas Convention Center. We've also been out all summer with Fred Hammond. The group's called Fred Hammond and Radical for Christ. He's right up there with Kirk Franklin and Donnie McClurkin. We've also done some stuff with Donnie McClurkin this year, and Kirk Franklin a number of times."

The X-Line has proven itself worthy of this higher calling, providing uniform sonic coverage at events that are literally religious experiences for the performers and their audience. The X-Line's design innovations allow it to transcend the limitations of lesser loudspeakers. This high-end touring system features the easy to install, uniform coverage of a line-array with state-of-the-art technology that sets it apart from the competition. The EV Hydra™ device allows planar wave alignment and time-coherent signal addition, providing full bandwidth coverage and sonic distribution in any space, once the array has been stacked and flown according to the LPS prediction program. One-man rigging, along with the reduced amount of loudspeakers needed for full coverage, makes the X-Line the most user-friendly, maximum effect outfit on the market. For detailed specifications, visit [www.electrovoice.com](http://www.electrovoice.com)

Creative Audio's clients were aware that any unwanted distortion, phasing or coloration would tarnish the sonic integrity of their gospel message. The X-Line's sonic transparency gives the aural impression of intimacy that one might find sitting in the front row of a neighborhood church, rather than a cavernous sports arena. Due to its LPS prediction software, the X-Line is visually as well as sonically unobtrusive, as the sound production team can use less loudspeakers for full coverage. Again, this minimizes the electronic hardware between the artist and the audience, maximizing the intimate quality of the whole event experience.

Creative Audio's recent success with EV's X-Line in the world of contemporary Gospel has a great deal to do with a less-is-more approach, as Greg Snyder explains: "We have great luck with the product. It's a very versatile product. We use less than most line arrays are required to create the array. It's been very successful: it packs easily, it loads in fast, sets up fast,

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comes down fast. Everybody that steps in front of the product loves the way it sounds. It has had a seamless coverage in every venue that we've used it in. The manufacturer has stood behind the product and been there when we needed them. We've been very lucky with the product. We're customer driven: I have a customer that loves the products, he keeps me busy."

Snyder added that gospel star Fred Hammond's brother Ray had been strategic in keeping his rig busy in the gospel world. As well as working on the major Commissioned reunion tour, Ray Hammond has been the FOH engineer for Fred Hammond's tour with his Radical for Christ project. Ray Hammond has been using Creative's Midas Heritage 2000 console for Front of House, and Heritage 3000 for monitoring duties. Both have performed superlatively, be it with the complex harmonies of seven-piece Commissioned, or at other major events like the Stellar Gospel awards. Creative's success with the X-Line and their Midas consoles recently led to them being hired for sound at the Black Entertainment Television Gospel Explosion event on September 28<sup>th</sup> at Ohio's King's Island (a Paramount Theme Park), hosted by BET celebrities Gerard Henry (*Lift Every Voice*) and Bobby Jones (*Bobby Jones' Gospel*).

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.

For more information, call 1-800-392-3497, or visit [www.electrovoice.com](http://www.electrovoice.com).

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