

# News Release

## Pro Audio Group

EV  
Telex  
Midas  
Klark Teknik  
Dynacord  
RTS  
University Sound

### Telex Pro Audio Group International Distributor Meeting a Success at Telex Headquarters in Burnsville, Minnesota

**Burnsville, MN (October 10, 2002):** Telex recently hosted more than 140 international distributors for several days of seminars, training, and outings to points of local interest.

“The meeting could not have been better,” remarked Thomas Hansen, VP of sales for the Telex Pro Audio Group, “You’re talking about a serious logistical feat. We brought in over 140 international distributors from over 80 countries worldwide and introduced them to new products like the full-bandwidth compact line-array (X<sup>LC</sup>), Klark Teknik’s 3-in-1 EQ solution, the Helix, as well as EV’s new condenser mics, the RE510 and Co11 wireless, among other product offerings. The distributors’ enthusiasm was palpable. We were able to specifically address the problems and successes occurring throughout the world. It is our goal now to strengthen these relationships and work even harder to make sure we continue in the direction of global business.”

Day one commenced with new Telex Pro Audio Group President, Mathias von Heydekampf, presenting his “Plan to Win” meeting introduction. Later that day the distributor force attended classes on Dynacord’s new line array, the Cobra, as well as EVID ceiling speakers, the new Sx600 PI, FRx+, EV’s new condenser microphones (RE510 and Co11), as well as attending an outside demonstration of EV’s full-bandwidth compact-format line array, the XLC. That evening the distributors held court at an exclusive country club on Lake Minnetonka where all took part in the “Presidential” dinner.

Days two and three were spent in special “breakout sessions” in which participants had the chance to not only listen to product-expert discourse but learn through “hands-on” training as well. All distributors were also given the chance to tour the various R&D labs throughout the premises and inspect one of the largest anechoic chambers in the professional audio industry.

As is the case with entertaining people from all around the world – many of whom had never visited Minnesota’s Minneapolis and St. Paul, Telex also had a number of local activities planned for the disparate crew. More than just intense product training and breakout sessions, Telex took the time to introduce its international distributors to several local music venues, among them Bunkers in Minneapolis, which features Electro-Voice Xi loudspeakers. And of course no visit to Minnesota is complete without a visit to one of the largest malls in the world – the Mall of America.

#### Telex Communications, Inc.

12000 Portland Avenue  
Burnsville, MN 55337

Phone: [952] 884-4051 | Fax: [952] 346-4985

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Telex looks forward to a year of continued global growth and thanks its international distributors for a very successful 2002 International Distributor Meeting. The next of such meetings is scheduled for December of this year.

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 1-800-667-3968, or visit [www.electrovoice.com](http://www.electrovoice.com).

**James Edlund**  
**Public Relations Manager**  
**Telex Communications, Inc.**  
**12000 Portland Ave. South**  
**Burnsville, MN 55337**  
**Phone: 952-736-3901**  
**Fax: 952-736-4582**  
**E-mail: [James.Edlund@telex.com](mailto:James.Edlund@telex.com)**

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Burnsville, MN 55337

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