

## ELECTRO-VOICE® EVIDs™ A KNOCKOUT AT UK CRICKET COUNTY GROUND



*Trent Bridge Cricket Ground sounds as good as it looks... with EV EVID loudspeakers*

**Nottingham, England (May, 2004):** The UK's Nottinghamshire County Cricket Club has commissioned a new high-spec sound system for its main spectator stands and pavilion at Trent Bridge, Nottingham — which features Electro-Voice's innovatively designed compact EVID loudspeakers... in cricket whites, of course!

Brighton (south coast UK) -based installation company Navica has translated its extensive experience in fitting sound systems in football clubs to the cricket ground, designing the EV system to deliver similar coverage patterns and frequency responses to those recommended for soccer stadia.

The Notts CCC ground at Trent Bridge has several spectator stands, all built at different times from the 1880s to the 1990s and varying in architectural design and build construction. Navica's installation takes in four of the largest stands, including the Pavilion, "which is where the money is", says Dave Read, Technical Director at Navica. We've delivered a system that can be used for entertainment, and for public announcements and emergency evacuation measures, as well as installing a new cabling infrastructure."

# News Release

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The white EVIDs are fixed to the stand overhangs or mounted on poles, and, according to the coverage required, the range's largest models EVID 6.2 and EVID 4.2 have been used. "Their coverage really is excellent and they sound very good indeed," confirms Dave Read, "but their design was also important to this installation. The club's architect was concerned about the visual impact of loudspeakers hanging off the more modern stands, but he was delighted with the styling of the EVIDs, which really look the part."



*Heard, but hardly seen: EVIDs cover the Cricketing crowd nicely*

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Fully monitored and battery-backed, the system can feed signals out to BSkyB and also broadcast any BSkyB signal over the whole stadium.

Navica's installation, which includes cable infrastructure, nearly 40 EVIDs across four stands, a PA announcer's box with all new equipment, and control systems, has been enthusiastically received. Dave Read recalls meeting the technical team from the English Cricket Board, "who told us it was the best-sounding cricket ground they'd visited."

The Trent Bridge ground is hosting three England international matches this year, and the quality of the new EVID system means that Nottingham CCC no longer has to hire in additional sound reinforcement equipment for these, or the lively Twenty20 Cup matches, with their reliance on high-energy music. In addition, when the ground is used for concerts and other non-cricket events, hired systems can be interlinked with the EVID system to provide more comprehensive cover, as well as full measures for emergency evacuation.

For full details on all Electro-Voice products, please visit  
[www.electrovoice.com](http://www.electrovoice.com)

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

**Guy Low**  
**Public Relations Writer**  
**Telex Communications, Inc.**  
**12000 Portland Ave. South**  
**Burnsville, MN 55337**  
**Phone: 952-736-3935**  
**Fax: 952-736-4582**  
[Guy.Low@telex.com](mailto:Guy.Low@telex.com)

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