

WORLD BANK CONFERENCE IN DUBAI SOUNDS LIKE A MILLION DOLLARS WITH ELECTRO-VOICE®

In mid September, the Annual Meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund were held in Dubai. With over 27,000 participants from all over the world, this was an event of huge global significance. The sound systems were provided by Electro-Voice.

Dubai/Straubing, Germany (November 26, 2003): The Boards of Governors of the World Bank Group and the Board of Governors of the International Monetary Fund normally meet once a year to discuss the work of their respective institutions. These meetings are generally preceded by meetings of the International Monetary and Financial Committee, the Development Committee, the Group of Ten, the Group of Twenty-Four, and various other groups of members making for the largest and most comprehensive gathering of global financial representatives in the world. In addition to the meetings — of which there were over 250 this year — there are numerous seminars, some conducted by staff members for members of the press. In all, 27,500 participants from 184 countries travelled to Dubai in mid September for the event. No wonder the security arrangements for the meetings rivalled those of a G7 summit. No wonder either that the hosts, James D. Wolfensohn, the President of the Bank, and IMF Director Horst Koehler, were leaving nothing to chance — certainly with regard to the audio visual equipment.

That is why in mid August, a flotilla of cardboard boxes sporting the distinctive EV logo set sail for Dubai, with others making the same journey by air. DIS (the Rental Division of Informations Teknik Skandinavia A/S), which is based in Copenhagen and is a loyal customer of the Danish EVI Audio distributor, ASCON, along with its Dubai-based partner, Bond Communications, had been charged with responsibility for the entire audio-visual installation. Helge Stensballe of ASCON told us the guidelines were brief and to the point: the clients wanted “optimal quality, the highest possible degree of flexibility and absolute reliability.” A tough brief for such a massive undertaking! DIS decided to dispatch a 50-strong team of technicians to the United Arab Emirates, most of whom were to remain in place for the entire month.

The caliber and strength of the workforce was clearly important, but no more so than the quality of the equipment, especially in view of the magnitude and importance of the task. For most of the conference rooms, Claus Hammerby of DIS and his opposite number at Bond Communications had a simple formula: four Electro-Voice Sx300E enclosures and as many Electro-Voice Polar Choice microphones as it took, but in the seminar rooms and some of the

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smaller lecture halls, less powerful configurations were called for. In all, the Danish/Dubai team installed some 130 Electro-Voice speaker systems in the Dubai International Convention Center, the full breakdown being as follows:

86 x EV SX300E
22 x EV Sx80BE
22 x EV Sx80SM



Dubai Emirates Tower Hotel

(more)

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