

FIRST MIDAS® HERITAGE 4000™ CONSOLES IN THE UK GO TO SSE

Worcestershire, UK (April 2004): SSE hire has just taken delivery of two Midas Heritage 4000 monitor consoles to add to their already considerable Midas inventory. Already the biggest Midas owner in the UK, the addition of two more Heritage 4000 consoles serves to further reinforce their market dominance and underline SSE's continuing commitment not just to Midas but to large format analog console technology. In addition to the Heritage 4000s, SSE has also ordered three Midas Verona consoles.



Midas & KT UK sales manager Richard "Fez" Ferriday and SSE's John Penn with the Midas Heritage 4000 at Musicmesse, Frankfurt.

When quizzed on his decision to invest in Midas's newest large format console, SSE's John Penn commented: "We have a hugely busy summer season in front of us, and we needed more consoles. We were going to invest in more Heritage 3000s, but when the Heritage 4000 came out, it made more sense for us to invest in a desk that has even more facilities and the extra capacity to handle heavy-duty monitor applications, but can still go out in the place of a Heritage 3000 if necessary. And, of course, it's a Midas, and Midas has proved since time immemorial to be a really solid investment. That continues to be the case, even now that digital consoles have started to make their mark and gain in popularity."

Midas and Klark Teknik UK sales manager Richard Ferriday agrees. "Customers can see that there is still rentability in large format analog consoles. In fact, the world's most requested console is a Heritage 3000, which tells you a lot. It's true to say that the market got tense about the advent of digital technology when it first appeared, and reined in on their spending to see what would happen. However, people have now relaxed, and our sales reflect this. For now, most customers accept that digital technology is a different beast, and for now, cannot really be seen as a replacement for an analog console. It is also acknowledged that there is unlikely to be a sea change in digital technology in the short term, and in the long term, analog will continue to be a superior solution for certain applications. This means that customers can continue to invest in analog consoles in the knowledge that it remains a secure investment."

For full details on all Midas & Klark Teknik products, please visit
www.midasconsoles.com

Midas® is a professional audio brand of Telex Communications, Inc., a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, aircraft, 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™, Dynacord®, Midas®, Klark Teknik®, University® and others.

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

Guy Low
Public Relations Coordinator
Telex Communications, Inc.
12000 Portland Ave. South
Burnsville, MN 55337
Phone: 952-736-3935
Fax: 952-736-4582
Guy.Low@telex.com

###