

LATIN AMERICAN TELEX ACADEMIES UPDATE



The Casa Instrumental (Telex Pro Audio Distributor for Guatemala) crew with Enrique Lask & Jose Rivas from Telex.

Burnsville, MN (July 2004): The Latin American Telex Academies tour, presented by Jose A. Rivas, (Sales and Marketing Manager, Telex Latin America), and Enrique Lask (Applications Engineer, Latin America), continues to bring the latest technologies from the Telex family of world-class audio brands to its customers. The academies are geared towards educating current and potential customers of the pro audio solutions available to them via the dedicated network of Telex distributors in their part of the world.

Jose A. Rivas (Sales And Marketing Manager - Telex Latin America) commented: "The Telex Academy tour is about helping people better understand the added value of our products, in terms of both features and customer support. It has been really exciting to see the response of our dealers and distributors to the new Telex Pro Audio products presented at the academy. The Academy has given us the opportunity to show that Telex Pro Audio products are superior – especially in terms of technology and quality - to what the market is used to here, though we firmly believe that the market is ready for them. The attendance and feedback we've received from our distributors has confirmed this. Our commitment to the market is stronger

than ever, and touring the Telex Academy throughout Latin America is a great way to assert this!"



Jose Rivas & Enrique Lask in telex Academy Guatemala City with a Verona 480

Baldemar Merida (President of Guatemalan distributors Casa Instrumental) was equally enthusiastic about the Academies: "We love the Marketing and Sales approach Telex Communications, Inc. is taking in our country and throughout Latin America with the Telex Academies. This allows current and potential customers to experience the benefits and features of top the line equipment first hand. The reaction has been overwhelmingly positive - the future is rosy for Telex Pro Audio products in Latin America!"

(more)



*Above: Telex Academy Guatemala City, Guatemala.
Below: Telex Academy Quetzaltenango, Guatemala*





Enrique Lask explaining the EV QRx series to Panama customers

Schedule and details:

July 24, 2004
 Telex Academy in Quetzaltenango, Guatemala
 Live Sound and Fixed Install Academy
 Distributor: Casa Instrumental
 300 people

July 26, 2004
 Telex Academy in Guatemala City, Guatemala
 Live Sound and Fixed Install Academy
 Distributor: Casa Instrumental
 200 people

July 27, 2004
 Telex Academy in Panama City, Panama
 Distributor: Supro Mundial
 Live Sound Academy
 100 people

***Telex Academy Product List
 Latin America Tour 2004***

Electro-Voice equipment:

- 2 Plasma P1
- 2 Plasma P2
- 2 QRx153

2 QRx 212
2 QRx218
2 CP2200
1 CP300S
2 Dx38 processors
EVI15
Q66 amplifier
2 EVID 3.2
2 EVID 4.2
2 EVID 6.2
1 EVID 12.1
1 Q44 or Q66 amplifier
2 SxA250
2 SxA360
2 SbA750
2 RE2 wireless
1 Polarchoice satellite
1 Midas Verona 480 mixing console
1 Klark Teknik DN360 EQ

For full details on all the above products, please visit

www.electrovoice.com
www.midasconsoles.com
www.klarktechnik.com

Electro-Voice®, Midas® and Klark Teknik® are 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.

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