

SAM ASH HOSTS ELECTRO-VOICE® SOUND SEMINAR FOR CHURCH CUSTOMERS

Miami, FL (September 15, 2003): Top national musical instrument retailer Sam Ash (www.samashmusic.com) hosted a sound seminar for their church customers at the larger of their two Miami locations on September 15th. The three-hour evening event was orientated towards 'How to Improve Your Sound System', and focused exclusively upon various Telex Pro Audio Group sound solutions for the house of worship market. Demonstrations were centered around a Midas Venice 320 console at FOH, the Electro-Voice RE-1 wireless system, the Electro-Voice N/D767 hardwired microphone and Electro-Voice Sx300, Sx100, Sx100A+, Force i series and EVID loudspeakers. The evening was structured around informative segments such as 'Getting to know the Venice', and 'The RE-1 wireless – why you should buy one!' Other products demonstrated included samples from the new Telex Soundmate™ Personal Listening Systems range. Jeff Stoyer, of Florida-based Electro-Voice rep group Sales Force & Associates (www.SalesForceRep.com), passed around a prototype EV RE-2 wireless system. Attendees were so impressed with the demo performance of the RE-1 wireless system that a few advance orders were placed for the brand new RE-2, being launched this month.



George Koerber spreads the word about EV sound solutions

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Sales Force’s Bobbi Brooks extended her appreciation to the Sam Ash staff involved in the seminar: “George Koerber and Jhanson Reinoso wanted to put this event on to let churches in this area know that they have a knowledgeable and willing staff to serve their audio needs. George hosted the evening, which was interactive as well as informative. Our Soundmate receiver samples were passed around to the attendees while someone translated George’s conversation into Spanish. This had a powerful impact on churches that wanted to offer their service in an alternative language at an affordable price point. We would like to thank George Koerber, Jhanson Reinoso and James Holland for all their support and dedication to Telex/Electro Voice product lines.”



Jhanson Reinoso (Sam Ash) with Sales Force’s Bobbi Brooks and Jeff Stoyer

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For full details on all Telex Pro Audio Group products and brands,
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Electro-Voice® 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.

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