

SLAMHAMMER SOUND INC USE DYNACORD® COBRA 2 PWH SYSTEM AT UNIVERSITY OF MINNESOTA HOMECOMING EVENTS

Minneapolis, MN (November 14, 2003): Minneapolis-based sound-reinforcement rental and production specialists Slamhammer Sound recently demo'd a Dynacord Cobra 2 compact line-array loudspeaker system at two University of Minnesota homecoming events. Slamhammer's Pete Skujins reported:



The Cobra 2: "Plug in and Play" Sound Reinforcement, Halloween 2003.

"The first event was the 'Ballyhoo' competition, which centers around cheerleading. The event got moved indoors to the field house on campus. We ground stacked the system, which was used for music playback – it was like a giant monitor system for the competitors that also covered the audience. It went up easily in less than half an hour. We stacked the four subs and four tops at least 50 feet behind the performance area, which was about 100 feet in front of the audience. This was an interesting way to use the rig in terms of testing its versatility and coverage capabilities. Simply put, the Cobra filled the room: horizontally it was almost unbelievably efficient. I don't know the specs off hand, but Jeff Taylor (Dynacord US Product Manager) told me it has 120-degree dispersion. That's for sure - I swear I could hear clear sound coming out of the side of the boxes! I was there and I heard it with my own ears - it was amazing! The required coverage area was 200 feet deep and 300 feet

News Release

Pro Audio Group
EV • Telex • Midas • Klark Teknik
Dynacord • RTS • University Sound

wide. No problems there. The stacks were approximately 100 feet apart, and provided consistent, loud coverage throughout the room. It needed to be loud – that’s the first rule for this particular event. There were about three to five hundred people there over the course of the evening. Every bandwidth came through the crowd noise as clear as a bell.”



Pete continued: “On the following Friday night they had the coronation, the Ballyhoo finals, and the bonfire party. For this evening we stacked the Cobra on an outdoor stage. The coverage area was in a sunken ball field area about 300 feet deep by 150 feet wide, with high banks all around. When standing in the middle of the field, it felt like sound was coming in from all directions. The stereo imaging was really impressive – it seemed wherever you stood, left or right, you got that same coupling effect as if you were right in the middle of two sources, able to hear both sides evenly. In this sense the system was really sonically satisfying.”

“My impressions after demo’ing the system are extremely positive. The criteria for these kind of gigs are based upon a 500 to 1500 person audience – ideal for the Cobra 2 – with various kinds of applications from live music to speech to playback. The U of M have been a client of mine for 10 years, and I can see this rig fulfilling a multitude of applications at college level events like these. All these application and configuration variations make a case for a rig like the

News Release

Pro Audio Group
EV • Telex • Midas • Klark Teknik
Dynacord • RTS • University Sound

Cobra, which can be easily set up by two people to provide sound for a thousand. Plus you have the 'plug in and play' bonus with the CSR 12 pre-wired rack. Plug in and play is exactly what the Cobra does, and it does so sounding great. That makes the system unbeatable at this application level. I can send out one guy with this rig: all we have to do is find one decent hand, and he's done. Five years ago we'd have been rolling in these huge stacks, looking for a team of volunteer stagehands that often didn't show up! The Cobra gets the job done in one small, light and loud package!"

For full details on all Dynacord products and brands, please visit
www.dynacord.com

Dynacord® 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
E-mail: James.Edlund@telex.com

Guy Low
In-house MarCom Contractor
PR, Copywriting, Graphic Design, Marketing
Telex Communications, Inc.
12000 Portland Ave. South
Burnsville, MN 55337
Phone: 952-736-3935
Cell: 612-710- 0829
E-mail: Guy.Low@telex.com

###