

News Release

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MIDAS™ VENICE CONSOLE SERIES BRINGS HOME TOP HONORS AT 2002 TEC AWARDS HELD AT THE WILSHIRE GRAND HOTEL IN LOS ANGELES, AES 2002

Revolutionary Compact-Format Mixing Console Earns Widespread Industry Praise at 18th Annual TEC Awards Sponsored by Mix Magazine

LOS ANGELES, CA (October 8, 2002): Midas – one of the world’s most recognizable names in the design and manufacturing of professional-tour quality mixing consoles – recently took home top honors in the Outstanding Technical Achievement category of “Sound Reinforcement Console Technology” at the 18th Annual TEC Awards held on Monday, October 7th at the Wilshire Grand Hotel in Los Angeles. Competing with other esteemed industry peers, Midas nonetheless won the award for its professional compact-format live mixing console series comprised of the Venice 160, Venice 240, and Venice 320.

Regarding this unique honor, general manager of concert products, Electro-Voice®/Midas/Klark Teknik, Mick Whelan remarked: “Venice is yet another example of Midas providing the tools our customers have requested of us. Our clients wanted simplicity in a very high quality format with quality inputs and a simple output structure, and this is precisely what they got. Venice has superb quality mic preamps based on the Midas XL3 preamp, and of course a top notch EQ section. And they’re extremely compact so they’re perfect for corporate work, smaller concerts and events or as a sub-mixer to one of our larger consoles. We are extremely honored that our peers and customers have esteemed us with the honor this TEC Award. We look forward to continuing with progressive solution-based design for the world of live sound reinforcement.”

Midas launched the head-turner earlier this year, creating in the diminutive shape of the Midas Venice a console on par with what Midas had become famous for with the XL3, XL4, and Heritage Series – preeminent professional tour quality sound. Top names soon stood in line to order product. Since then the Midas Venice has been used on number of top world tours as either a side-car to larger Midas boards or as a smaller, “big Midas-sounding” alternative to its big brothers and sisters.

“Apart from the obvious quality of our products, I think the key to our success is the way we work with our customers,” says Whelan. “We are always willing to listen to their requests, hence the enormous diversity of our range now. It doesn’t matter if you have just one console or a whole warehouse-full, an XL4 or a Venice, any Midas customer can be assured the same standards of service throughout. That’s very important, and I think it goes a long way towards explaining why we’ve remained the world’s number one console manufacturer for all these years.”

This year’s TEC Awards brought together giants from the manufacturing, live sound, and recording communities for an evening of recognizing the greatest achievements of 2002 in technical and creative endeavors. A total of 134 nominees in 24 categories competed for top praise from the nomination committee (100 prominent professionals in all areas of the audio industry) and 41,000 BPA-qualified Mix subscribers. The Mix Foundation also honored two special individuals at the event; this year’s TEC Awards Hall of Fame inducted

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Geoff Emerick (Abbey Road Studios/Beatles engineer) and the Mix Foundation chose Robbie Robertson (The Band) as the recipient of the prestigious Les Paul Award.

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

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