

News Release

Pro Audio Group

EV
Telex
Midas
Klark Teknik
Dynacord
RTS
University Sound

Telex Corporate Headquarters Plays Host to Pro Audio Group National Sales Meeting

Burnsville, MN (September 5, 2002): Telex recently hosted more than 100 U.S. sales representatives for a total of four full days of discussion, learning, and yes, a little recreation.

“This meeting was a resounding success!” said Thomas Hansen, VP of sales for the Telex Pro Audio Group, “We brought in our entire U.S. rep force, introduced them to new products like the full-bandwidth compact line-array (X^{LC}) which we demonstrated in an outdoor environment, and Klark Teknik’s 3-in-1 EQ solution, the Helix. The reps’ enthusiasm in the products and the quality of the presentations given by our product experts was truly awesome!”

The Klark Teknik Helix was officially introduced to the reps on the evening of Thursday, July 11 – not by way of typical product demonstration – but by a surprise visit from KT International Sales Director, David Wiggins, who arrived via helicopter during the social hour preceding a large catered outside BBQ. Dressed in black, Wiggins emerged from the helicopter only after U.S. Midas/Klark Teknik Sales Manager Matt Larson and David Wiggins introduced the mysterious products’ unique features via the outside P.A., which was comprised of a Midas Venice, Electro-Voice loudspeakers, and Telex wireless two-way aviation intercom.

Such theatrics aside, Telex also took the time on Thursday evening to present its 2001 “Rep Firm of the Year” Award. R.P. Sales. Comprised of Brook Merchant, Frank Breen, Tom Gillespie, and Christine Braun, Michigan-based R.P. Sales services northeastern Wisconsin and all of Michigan. “Rep of the Year” was awarded to Christine Braun for outstanding individual sales. All will be honored with customized leather jackets and commemorative rings. R.P. Sales replaces C.L. Pugh, the 2000 Rep Firm of the Year.

The excitement was also palpable as the throng of Telex/EV reps walked the area outside Telex headquarters to demo the full-bandwidth compact line-array system, X^{LC}. Coincidentally, the very rig the reps heard is currently on the road with the Rolling Stones 2002-2003 Licks World Tour, as part of four separate towers on the B stage and as a sidefill complement to the Electro-Voice® X-Line™ full-concert rig on the main stage.

(more)

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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, 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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