

FROM AIRPORT TO ARENA, EVI AUDIO PROVIDES THE SOUNDS OF THE 2004 OLYMPICS



Two thirds of all Olympic competition venues are equipped with EVI Audio equipment, one such being the Markopoulo Olympic Equestrian Center

Equipment from Telex Communications Inc.'s European wing EVI Audio is setting the tone for the 2004 Summer Olympics in Athens, Greece. The airport, railways, hotels, discos and most of the competition venues are awash with the company's products -- to say nothing of the telecommunications centers and outside broadcast trucks.

Athens, Greece (April 2004): The 2004 Olympic Games are being held in Athens from the August 13th to the 29th. The battle for the medals will be both the sporting and media event of the year. Around a billion viewers are expected to follow the telecasts from the comfort of their living rooms, whilst countless more will travel to Athens to experience first-hand the excitement of the competition. Those travelling to the Greek capital will also be able to see and hear for themselves the leading role occupied by EVI Audio in both the sound reinforcement and broadcasting sectors. At the airport, competitors and spectators alike will be greeted acoustically by a gigantic Dynacord® Pro Matrix™ system. Whilst travelling to the city center on the newly constructed railway, they will notice dozens more Dynacord loudspeakers, and in the hotels and discos of Athens they will encounter



more familiar logos -- all before they've even attended their first event. Around two thirds of the stadiums and sporting arenas being used for this year's Olympics are equipped with sound systems from EVI Audio. For a good 18 months now, staff have been working flat-out on the mammoth project. Klaus Seitz, Sales Director Export for EVI Audio explained: "We have five people working on the Olympics in-house, with another twenty in Athens itself."

(L), EVI Audio install equipment at a height of 28 meters in the Equestrian Center

To find the ideal system for each venue required meticulous planning. The dimensions, architecture and building materials, along with the likely atmospheric conditions -- such as wind and humidity (many of the venues are close to the sea) -- were painstakingly programmed into the computer to establish the likely acoustics, and an exhaustive series of simulations were conducted in each virtual arena. But even if the software (EASE™) available to assist in this endeavour is capable of delivering unbelievably realistic results, they are still theoretical in character. For this reason, Omikron Control, EVI Audio's Greek partners, organized an expensive test run, employing thousands of volunteers. The experiment was a huge success. Seitz affirmed: "Our theoretical predictions were completely borne out by the practical results."

EVI Audio holds sway not only in the sound reinforcement installations but also in the broadcasting and intercom systems being prepared for the Games. Having proved their value in the Barcelona, Atlanta, Nagano, Sydney and most recently Salt Lake City Olympics, Telex®/RTS™ matrices (such as ADAM™), keypanels (such as the KP-32 DSP) and telephone

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interfaces (such as the TIF2000) are now standard items in the inventories of major TV broadcasting institutions. There is nothing accidental about this: not only does Telex equipment represent the state-of-the-art in broadcast communication and intercom systems, but it is also highly reliable, easy to use and robust. Telex Product Manager Manuel Brico commented: "Telex intercom products have provided the backbone of the communications at the last few Olympics, both in the stadiums supplying the live feed for the telecasts and in the broadcasting centers relaying the pictures to TV stations all over the world."

In Athens, things will be no different.

For full details on all Telex Communications, Inc. products, please visit www.telex.com

Dynacord®, Telex®, and RTS™, are professional audio brands 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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