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NEWS RELEASE

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ARGOSY CASINO WINS BIG WITH JBL PROFESSIONAL CONTROL® CONTRACTOR SERIES

While Hidden From View, Control Contractor Series
Features Prominently In Missouri Casino

NORTHRIDGE, CALIFORNIA, May 24, 2004 – Demonstrating the value an intelligent, fully integrated loudspeaker system can add to an expansive gaming environment, Telcom Services Installation, Inc. (TSI) recently implemented a wealth of Crown-powered JBL Control® Contractor speakers at the Argosy Casino in the Kansas City, MO area. Completed on March 1, 2004, the installation is part of a \$105 million renovation to the casino, which includes a comprehensive audio/video makeover.

Specializing in the installation of networks and wiring system products for data, voice, video, and electrical applications, St. Charles, MO-based TSI was asked to work with the Argosy project team during the design phase of the casino to integrate the audio, video, control and digital signage systems. For the audio portion of the project, TSI went with a JBL system comprised of 83 Control 25T, 294 Control 26CT, and 18 Control 28T speakers.

The Argosy Casino in Kansas City is one of six Argosy Casinos nationwide, exhibiting a Mediterranean-style motif throughout the 62,000 square-foot building. Because of the demands of the casino, TSI A/V Design Specialist, Mark Schultz had to integrate the technology seamlessly with its surroundings. "Since the casino has a distinctive theme, it became imperative that the speakers not be seen," Schultz said. "In the open ceiling area the ceiling tile was painted black. The Control 26CT speakers



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were also painted black and effectively disappear. In the areas where Control 25T or Control 28T speakers were used, the speakers were strategically placed and painted to match the surrounding surface." The Control 25T and Control 28T are both surface-mount speakers, offering versatility, ease of installation and paintability. JBL's InvisiBall® mounting technology revolutionizes ease of installation with built-in hardware easily secured with a standard hex wrench from a front channel. The Control 26CT is a powerhouse ceiling speaker containing a coaxially mounted 6.5-inch woofer and .75-inch titanium-coated tweeter, able to deliver maximum sound level over a defined area.

According to Rick Kamlet, Senior Director of Commercial Installed Sound at JBL Professional, the casino market continues to generate considerable work in the audio/video contracting world. "Casinos have had a major presence in the fixed installation business for some time now, as they are constantly looking for new ways to 'wow' their guests," Kamlet said. "The ability of the Control Contractor series to not only provide smooth, widespread coverage, but also blend into any environment, makes it an ideal choice for casinos of all sizes."

ABOUT JBL PROFESSIONAL

Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Professional website at www.jblpro.com.