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## NEWS RELEASE

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### MCALLUM THEATRE RECEIVES AUDIO SYSTEM MAKEOVER FEATURING NEW JBL PROFESSIONAL VERTEC® LINE ARRAY SPEAKERS

NORTHRIDGE, CALIFORNIA, February 3, 2005 — Underscoring the flexibility and discreet appearance of the JBL VERTEC® line array series, a turnkey audio system was recently installed at the renowned McCallum Theatre in Palm Desert, California. The system includes JBL's VERTEC line arrays, Crown amplifiers, dbx compressors, BSS signal processors, a Soundcraft Series 5 console and Lexicon digital effects.

“We are extremely pleased that the McCallum Theatre chose JBL loudspeakers and indeed, a complete integrated Harman audio system when they decided to upgrade and expand their existing system,” said Ted Leamy, Director, Engineered Sound Marketing for JBL Professional. “The venue hosts a demanding slate of world-renowned entertainers. They require audio systems that perform at that level. JBL is pleased and honored to be a key part of the venue’s upgrade plans.”

Named for a pioneer desert family, the McCallum Theatre, which opened in January 1988, has gained acclaim as one of the country’s finest presenting theatres by audiences, entertainers and peers alike. A team of seasoned professionals directs day-to-day operations and manages an \$8.4 million operating budget. There are 40 full-time and part-time employees and 400 dedicated volunteers. James D. Anderson, Director of Audio, was instructed by the board to research and adopt a new sound reinforcement system that would support the booking of top touring acts that insisted on modern, powerful systems.

“All the audio systems in the building were about 16 years old,” said Anderson. “I’ve had such good experiences with JBL Professional previously that I shared my vision with them, and the Harman Professional Systems team helped put the whole package together. There really wasn’t any other option.”



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One of the challenges in fitting the new VERTEC Line Arrays into the theatre was that the board members insisted on not changing the look inside the auditorium and didn't want big speakers hanging down both sides of the stage. The rigging flexibility of the VERTEC Line Arrays allowed the speakers to be recessed into nichés on either side of the stage providing good coverage and satisfying the visual requirements. "Two other benefits," Anderson related, "are that it doesn't interfere with line of sight from the side balconies and it covers the room better than any systems the various road people have brought in."

The VT4888 midsize line array elements provide great coverage and the design eliminated the need for underbalcony fills by rigging them low. Special-purpose subwoofers and a series of stage-lip fill speakers were custom-made by JBL. Stage monitors are all JBL. Crown amplifiers include the CTS8200 and new I-Tech Series. Front of house mixing requirements are handled by a new 48 channel Soundcraft Series 5 that takes up fewer seats than previous equipment. Rack-mounted electronics include a Lexicon 960LS Stereo Digital Effects System. Rounding out the complete Harman system are BSS digital signal processing units and DPR Dynamic Equalizer as well as dbx compressors and feedback suppressors.

Over time, The McCallum Theatre has become a vital year-round part of community life in the Palm Desert Valley. The Theatre brings in an astonishing variety of entertainment and cultural experiences, including world-class performances by artists as varied as Tony Bennett, Sheryl Crow, Carol Channing, the St. Petersburg State Ice Ballet and the New York City Opera Company; Nationally televised programs starring artists such as Ray Charles and Oprah Winfrey and performances by artists such as the Flying Karamazov Brothers and the ballet de L'Opera de Bordeaux. With more than 150,000 theatergoers annually, and with an average occupancy rate of 80 percent, the McCallum Theatre now has a Harman Professional audio system that brings it "up to spec" to meet the needs of international touring-class performing artists.

**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](http://www.jblpro.com).

**About the Harman Pro Group:**

Headquartered in Northridge, California, the Harman Pro Group is part of Harman International Industries, Incorporated ([www.harman.com](http://www.harman.com)), a leading manufacturer of high-quality, high fidelity audio products and infotainment systems for the automotive, home and professional markets. The Company's stock is traded on the New York Stock Exchange under the symbol: HAR. Harman Pro Group companies include AKG Acoustics, BSS Audio, Crown International, dbx, Digitech, JBL Professional, Lexicon, Soundcraft, and Studer.

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