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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### PRODUCER FRANKIE SULLIVAN GIVES A LIFT TO STARBUCKS CAMPAIGN WITH NEW JBL LSR6300 LOUDSPEAKERS

Incredible full range sound and unique room tuning function make the new JBL loudspeakers ideal for any studio application

NORTHRIDGE, CA, March 5, 2004 — Frankie Sullivan, producer and founding member of the iconic rock band, Survivor, is lending his invigorating touch to a \$10 million Starbucks Coffee television campaign featuring the band and their hit single, *Eye of the Tiger*. To assist him in bringing the band's full, rich sound to the 30 and 60 second spots, he recently purchased two sets of JBL LSR6300 loudspeakers.

"I had my old set of speakers stolen," said Sullivan. "And Frank Phillipetti recommended the new LSRs as replacements. I was skeptical, but I listened to them and not only loved their sound, but immediately saw the advantage of the room tuning function. I got one set of LSR6328Ps and a 6312SP subwoofer to put at Chicago Recording Company's Studio 5 where I do a lot of work. I liked them so much that I asked JBL to make up a road case so I could have an identical, second set to travel to other studios with."

The spots, which were recorded and mixed at CRC and began airing nationwide in May, are part of the first-ever national campaign for Starbucks and feature new lyrics to the band's mega-hit single tailored to the commercial. In fact, the coffee company and their agency originally came to Sullivan just to redo the lyrics over the song, but ended up getting the whole band involved and featuring them on screen.

To begin the process, with the old speakers gone, they brought LSRs into Studio 5 and tuned them for the room. "When we finished, everybody was amazed because they solved the exact problem in that room which is a specific spot (125 Hz) in the low end," stated Sullivan. "The first day I worked on them it was pleasant but then I wanted to A-B them with another brand and I couldn't believe the difference, especially the mids, which were smoother in the LSRs. Whoever designed this product is amazing because it's a terrific product."

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Sullivan and crew spent four days mixing vocals, approaching it like overdubbing vocals for a record. They also re-recorded music, recorded new background vocals, all just like an album session. One of the features that allowed Sullivan to hit the ground running on the project was the room tuning feature. Originally concerned that it would be a complicated process, he said: "I watched the JBL people do it one time and now I can do it easily. After the sonic quality, that's what made me stand up and pay attention, because I often travel to New York, Los Angeles and Atlanta to work and I wanted to be able to get my sound, and get it quickly, in those different rooms. This is a giant leap sonically."

The LSR6328P is the choice for stereo and multi-channel music and post audio applications where accuracy and high SPL are required. With ruler-flat +1dB/-1.5 dB response from 50 Hz to 20 kHz, low frequency extension to 36 Hz, boundary compensation and JBL's new RMC™ system, the LSR6328P gives you exceptional low frequency performance in any room. The system is bi-amped with a 250 Watt LF amplifier and a 120 Watt HF amplifier. Wall mounting provisions make the LSR6328P perfect for installation in multi-channel editorial rooms.

The LSR6312SP powered subwoofer is based on a 12" woofer with JBL's patented Differential Drive® and 250 Watts of power. An integral bass-management system provides all the features you need for today's multi-format surround production including: LCR and Direct LFE inputs, summed output for chaining multiple subwoofers, -4 dB alignment setting, and JBL's new RMC™ Room Mode Correction system. RMC Calibration Kit included.

#### **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).

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