

**WINTER NAMM BOOTH #7800
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**REVOLUTIONARY PRODUCER HANK SHOCKLEE EMPLOYS
REVOLUTIONARY TECHNOLOGY WITH JBL
LSR4300 SERIES STUDIO MONITORS**

ANAHEIM, CALIFORNIA, January 17, 2008 — Demonstrating the sonic accuracy of JBL Professional LSR4300 Series studio monitors, influential producer Hank Shocklee installed a pair of JBL LSR4300 powered studio monitors for his personal writing room. With JBL's groundbreaking Room Mode Correction™ (RMC) technology, Shocklee has tuned the system to eliminate problems caused by standing waves in his room, creating an ideal listening environment.



While much of his career has been spent behind the console and out of the spotlight, Shocklee has left an indelible mark on hip-hop as creator of the Bomb Squad production team and as a producer for artists including Ice Cube, Madonna, Public Enemy, Slick Rick, Doug E. Fresh, L.L. Cool J, Bell Biv Devoe and most recently Anthony Hamilton for the *American Gangster* Soundtrack. In recent years, Shocklee has built on his legacy as the founder and owner of Shocklee Entertainment, a New York City-based company that integrates music, video and media to provide promotion, marketing, event management and coordination services.

Producer Hank Shocklee recently installed a pair of JBL LSR4300 powered studio monitors for his personal writing room.

As evidenced on classic tracks such as Public Enemy's "Welcome To The Terrordome" and Bell Biv Devoe's "Poison," Shocklee's productions are distinct for his multi-layered style that incorporates heavy beats while

drawing from a variety of musical genres. In acknowledging this eclectic approach, Shocklee is quick to point out a common thread found in all his work, and indeed throughout popular music past and present:

powerful, irresistible beats. "When you look back, ever since the Beatles and Motown, we've been dancing to the beat," Shocklee said. "Whether it's rock, classical or jazz, you want to feel that hit on the bottom end."

While Shocklee's understanding of this commonality has been integral to his success, low frequencies still pose some of the biggest challenges when producing, which factored heavily in his decision to purchase the LSR4300 studio monitors. "Managing the bottom end is probably the toughest thing you can ask of any engineer or producer, because it's so subjective," he said. "Something may seem loud enough to one person, but too low to someone else. People are used to listening to music in a club environment on 18-inch speakers, so I have to try to duplicate that bottom end on an 8-inch monitor. I've noticed the JBL speakers do this very well. They give you a full-frequency range."

As digital technology continues to change the face of recording, Shocklee has found obstacles amidst a wealth of opportunities. "In the past, when you were cutting to vinyl and printing cassettes, you went to a mastering facility and normalized the sound," he said. "Now, you don't have that process. Your mixes are being loaded onto a file and sent right out. Every studio sounds different and the variability in each room has to be taken into account."

This changing dynamic in recording drew Shocklee to the LSR4300 Series' utilization of RMC technology, which measures and automatically tunes the speaker to listening environment. "The LSR4300 monitors compensate for those differences between rooms, and I believe they are the most efficient speakers for any environment," Shocklee said. "You can get an overall true sound no matter what space you're in. I think they're the truest reference speakers I've heard."

For more information on Shocklee Entertainment, please visit www.shocklee.com

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 the proud recipient of the 2005 Technical GRAMMY® award. 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.

About the Harman Pro Group:

The Harman Pro Group (www.harmanpro.com) is the world's largest provider of professional audio products and system solutions for commercial sound, contracting, tour sound, recording and broadcast, musician, portable PA and cinema applications. The Group is headquartered in Northridge, California and includes industry leaders AKG Acoustics, BSS Audio, Crown International, dbx, DigiTech, JBL Professional, Lexicon, Soundcraft, and Studer. The Group is part of Harman International Industries, Incorporated (NYSE: HAR), a leading supplier of high-quality, high fidelity audio products and infotainment systems for the automotive, home and professional markets.

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