



JBL Professional
8500 Balboa Blvd.
Northridge, CA 91329
Phone: 818-894-8850
Fax: 818-830-1220
www.jblpro.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

Travis McGee, Griffin Public Relations & Marketing

Phone: (212) 481-3456 Ext 24 email: tmcgee@griffinpr.com

For text and photo files go to the JBL Press Room at: <http://www.jblpro.com/pressroom>

JBL PROFESSIONAL VERTEC® LINE ARRAYS FLY HIGH AT RED BULL AIR RACE IN RIO DE JANEIRO

NORTHRIDGE, CALIFORNIA, May 29, 2007 — Demonstrating the continued worldwide adoption of JBL Professional VERTEC® line arrays, Loudness Sonorizacao of Sao Paulo, Brazil recently provided a massive sound reinforcement system for the Red Bull Air Race in Rio de Janeiro's Botafogo Bay. The Red Bull Air Race represented a milestone for sports events in Brazil, which drew one million spectators, making it the largest sports event in Brazilian history.

The first Red Bull Air Race was held in 2003 and has since come to be regarded as the definitive competition featuring the world's most skilled pilots. In 2007, 12 events are being held across the world, each featuring a contest in which the pilots must navigate an airborne racecourse in the shortest possible time. The result is low-level flying at extremely high speeds, bringing the air race experience very close to the spectators.

Established in 1976, Loudness Sonorizacao is one of Brazil's leading sound companies. Loudness was chosen by sound engineer Christopher Winter to provide the audio equipment for the Red Bull Air Race in Rio. The system included four towers of 16 VERTEC VT4889 line array elements each (64 in total), powered by Crown I-Tech 8000 amplifiers. Low-frequency fill was provided by 64 JBL SRX728 loudspeaker subwoofers.

Considering the scope of the event, the wide and accurate coverage of the VERTEC line arrays proved to be a selling point. "We like the VERTEC system because of its great sound quality, light weight and flexibility," said Marcio Pilot, Co-Owner of Loudness Sonorizacao.

According to Pilot, the system performed beyond expectations. "The setup of the VERTEC line arrays was very quick and simple," he said. "The sound quality was perfect and my client was very happy with the equipment and with the Loudness staff."



Loudness Sonorizacao provided a JBL VERTEC line array system for the Red Bull Air Race in Rio de Janeiro, which drew one million spectators.

“This system deployment for such a large audience under challenging circumstances demonstrates the capabilities of Loudness for high-profile events,” said David Scheirman, Vice President of Tour Sound, JBL Professional. “Marcio Pilot and his team have helped to set a new benchmark for air-show sound reinforcement support. All of us at JBL Professional are gratified to see the company’s new JBL VERTEC system used to achieve such positive results.”

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.

###