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Troya Eventos Deploys JBL VERTEC® System for Mexican Music Festival

NORTHRIDGE, CA – Troya Eventos, a prominent audio production services provider in Mexico, recently deployed a complete JBL VERTEC® line array system to support Fenahuap, one of Mexico's largest music festivals, in Ciudad Valles, Monterrey, Mexico. The 20-day event featured a multitude of performances from leading acts such as Juri, Aklex Syntec, Sasha, Sin Bandera and Pitbull, on stages throughout the event grounds.

Responsible for the sound reinforcement of the festival's main stage, Troya focused on achieving the perfect coverage and output for the massive crowds attending the outdoor setup. The company needed the ideal system that would cater to the needs of the talent on stage, while also ensuring that weather and other factors would not affect the sound quality.

"We chose VERTEC line arrays for their reliability, easy setup and excellent performance in extreme environments, which is what Fenahuap is known for," said Alberto Gonzalez, Troya Production Manager. "VERTEC equipment is also a global industry standard accepted by international artists, which makes our job much simpler."



Troya Eventos deployed a JBL VERTEC line array system for the Fenahuap music festival in Monterrey, Mexico.

Troya outfitted the main stage at Fenahuap with 36 VT4889-1 full-size line array elements - 24 for the main system and 12 for the out fill. Twenty-four VT4880 full-size arrayable subwoofers provided low-end reinforcement, while the stage monitor system included eight VT4887A compact line array elements. Crown I-Tech 4000 and I-Tech 6000 amplifiers powered the system.

The system's ease of use and reliable performance proved to be tremendous assets for Gonzalez throughout the festival. "I felt completely comfortable with the JBL equipment throughout the entire festival, which reinforces my confidence in the brand," he said. "Troya was fortunate to be able to showcase our ability to provide reliable service on a grand scale. Following this festival's success, we will continue deploying VERTEC equipment on our future projects."

Troya's VERTEC line array rental system inventory was purchased through Hermes Music, JBL's representative in Mexico and one of the world's largest audio system distributors.

For more information on Troya Eventos, visit www.troyaeventos.com. For Hermes Music, visit www.hermes-music.com.mx.

HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across the Americas, Europe and Asia, and reported sales of \$3.2 billion for the last twelve months ended March 31, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

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