



JBL Professional  
8500 Balboa Blvd.  
Northridge, CA 91329  
Phone: 818-894-8850  
Fax: 818-830-7802  
www.jblpro.com

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

For more information contact:

Phil Moon Phone: 818-830-8711

email: pmoon@harman.com

Staci Moore Phone: 818-895-3495

email: smoore@harman.com

For text file go to the JBL Press Room at: <http://jblpro.com/pressroom>

---

### MAGIC MASTERS DRAWS A CROWD WITH JBL SPEAKERS

ORLANDO, FL - DECEMBER 12, 2001 - When your store is located in Downtown Disney in Orlando, Florida, you're on one of the busiest retail streets in the world. To compete, you need something spectacular to grab the attention of tourists in order to make the sale. That is just what Magic Master does, by demonstrating and selling their magic tricks, books and kits in a very entertaining manner. Their JBL sound system lets the magic be heard inside and outside of the store.

Just as patter and presentation are part of a magic act, they are also part of the sale at Magic Masters. Jim and the other magician salespeople stand behind the store's counters and demonstrate card tricks, vanishing illusions and other magic while wearing a small wireless lavalier microphone. Their patter and background music fill the store using a pair of JBL Control 25AV speakers. Weather permitting, the front of the store is fully open and the magic demonstrations attract a large crowd in and around the front of the store. Two additional Control 29AV speakers are mounted on the store's exterior. This added coverage is especially useful in attracting customers when the front of the store is closed.

"We sell magic tricks for beginners that are very impressive, but very easy to do," explained store manager Jim Leach. "After the sale, we take our customers to a small room hidden behind the book-



**Magic Masters in Downtown Disney: JBL Control 29AV visible under rear awning**



**Inside Magic Masters: JBL Control 25AV visible in rear ceiling corner**

case, sit them down and show them how to do the trick.” The combination of entertainment, deft demonstration and a clear audio message help sell the magic tricks to visitors in Downtown Disney.

Control 29AV speakers from JBL Professional are weather resistant and offer full range audio in applications ranging from retail, to restaurants and clubs, to amusement parks. This two-way speaker features an 8” woofer and a rotatable horn for mounting versatility. Smaller in size, the Control 25AV is also a two-way speaker with a 5.25” woofer. Both models are built with high impact styrene enclosures for durability and weather resistance and magnetic shielding for close proximity to video monitors. Several mounting options are available for both the Control 29AV and Control 25AV, including JBL’s exclusive Invisiball® mounting system that is included with each speaker.



**Detailed view of Control 25AV in place**

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 Pro website at [www.jblpro.com](http://www.jblpro.com).

# # #