



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

NEWS RELEASE

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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>

ITALY'S MADEMA SPA. POWERS PRIMAGGIO 2007 EVENT WITH JBL VERTEC® DP SERIES LINE ARRAYS FOR MILLION-PERSON AUDIENCE

NORTHRIDGE, CALIFORNIA, September 20, 2007 — Demonstrating the unmatched power and performance of VERTEC® DP Series line arrays with JBL DrivePack® technology, Italian audio rental company Madema Spa. provided a live sound reinforcement system for “Primaggio” (1st of May) in Rome. Organized every year by the three major labor union organizations in Italy as a celebration for Worker’s Day, Primaggio is one of Italy’s most significant annual entertainment festivals. Staged in San Giovanni Plaza, Primaggio 2007 drew an audience estimated at one million people for an all-day celebration highlighted by contemporary music, political speeches and festivities.

After several years of importing sound services from an out-of-country contractor, the Primaggio production team selected Madema Spa., a local company, for the 2007 production. In preparation for the event, Madema’s technical manager Beppe Andolina worked closely with Moreno Zampieri and Alessandro Gianelli of JBL’s Italian distributor, Audio Equipment, along with JBL Professional’s tour sound team which provided a pre-event review of the sound reinforcement system design. Advance planning included AutoCAD site plans, acoustical modelling with EASE software, and array performance predictions using JBL’s Line Array Calculator software.

Primaggio 2007 marked one of the largest deployments to date of JBL’s new VERTEC DP Series powered loudspeaker systems, as the company’s integrated DrivePack-equipped speaker systems and optional HiQnet network modules for remote control and monitoring were put to the test at this high-profile, large-scale production in a challenging outdoor environment.

“The VERTEC DP Series system with onboard digital signal processing makes a highly useful and flexible package for sound reinforcement events of all types,” noted Beppe Andolina of Madema. “The system performed well for a very large crowd at Primaggio 2007, and our pre-event calculations ensured appropriate coverage, level and fidelity as predicted in advance.”



Madema Spa. provided a JBL VERTEC DP Series line array system for Primaggio, Italy's annual Worker's Day celebration.

A total of 76 full-range, midsize powered system enclosures were used by Madema's sound reinforcement crew for Primaggio 2007, along with supporting subwoofers. The main sound system comprised two columns each of 18 full-range, midsize VT4888DP-AN powered line array elements. Each main array was configured in three sections (eight, six and four elements, respectively) for optimum system control. In addition, four signal-delayed arrays each included 10 VT4888DP-AN's.

Three arrays of subwoofers were in use, including 12 full-size VT4880 arrayable subwoofers per side, flown beside the main PA hangs and an arced array of 12 VT4880A's at ground level in front of the stage. To ensure adequate headroom and dynamic range for very low frequencies, each subwoofer was powered with a dedicated Crown MA5002vz amplifier channel with USP-3 network interface cards. In all, a total of 150 audio devices, including VERTEC DP systems and Crown amplifiers, were interlinked and controlled via Harman Professional's HiQnet System Architect software.

"Numerous regional firms like Madema are increasing their inventories of JBL VERTEC DP Series systems, and refining their event system design processes and deployment capabilities," advised David Scheirman, Vice President, Tour Sound, JBL Professional. "Touring sound professionals can reliably plan on specifying and using the system for major special events and entertainment productions worldwide."

Madema can be reached in Italy at www.madema.it or +39 06-4392523.

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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