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NEWS RELEASE

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JBL VERTEC FLIES HIGH IN NORWAY

NORWAY - MARCH 13, 2002 - A JBL VerTec line array system was used as the main sound system at the high-profile *Idrettsgalla* event in Norway. Staged in the Hamar Olympic Ice Hockey Stadium and broadcast by TV channel NRK, this awards show honored the very best of Norwegian athletes.

Audio services for the event were supplied by Audio One, a new company formed by three of Norway's top sound engineers. Audio One aims to bring an innovative and different approach the art of live event sound engineering.

Front-of-house engineer Dag Stephen Solberg thought this prestigious event was an ideal opportunity to put the VerTec through its paces. "I'd heard the system used on smaller events," Solberg comments. "I thought it sounded excellent, and I was keen to try it."

The system consisted of 16 VT4889 line array enclosures set up in a left/right configuration. Admitting that it can be scary to bring new things into a large arena show, Solberg was convinced enough at the outset to roll with VerTec. "It worked out very well," he says. "We had very even coverage from stage to the FOH mixer - 56 meters - with only a plus or minus 2 dB variation." Noted Solberg, "This is really impressive from a PA of only 8 enclosures a side!"

He continues, "JBL has developed a great-sounding system. LydRommet, the JBL Professional Distributor for Norway, were really supportive and helpful, and I think JBL's tour sound products are at the very top end of the business."

The extremely neat physical configuration of VerTec also proved a great hit with the TV crew – because of the trim height and improved sightline issues and also because of the reduced back-spill. “It would have been difficult to cover the arena as well with a conventional system,” says LydRommet’s Espen Andersen.

Based on their success at the Idrettsgalla event, Audio One will next be using a JBL VerTec system for *Spellemannprisen*, the Norwegian Grammy recording-industry event. “It’s a very versatile system,” notes Solberg. “We have even had the opportunity to see VerTec performing – without flinching – in temperatures of minus 14 degrees Celsius with strong winds!”

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.

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