



## AARP CONVENTION RELIES ON NEW JBL VERTEC® DP POWERED LINE ARRAY IN PUERTO RICO

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ANAHEIM, CALIFORNIA, June 19, 2007 — In a sign of continued worldwide adoption of JBL Professional VERTEC® line arrays, Meeting Services Inc. recently produced AARP's Feria de la Segunda Juventud (Festival of the Second Youth) at the Puerto Rico Convention Center in San Juan. The event featured appearances by noted celebrities including Gloria Estefan and Chi Chi Rodriguez. Local rental services provider Ricky's Audio Corporation provided live audio for the event, using their new JBL VT4888DP line array system.

AARP (American Association of Retired Persons) is a non-profit, nonpartisan membership organization for people aged 50 and over. With more than 38 million members, AARP continues to expand its worldwide outreach. Case in point, Feria de la Segunda Juventud was AARP's first national Hispanic event, drawing more than 15,000 members and guests. Nearly 60 exhibitors filled a 40,000-square foot exhibit floor. Day one of the two-day event included presentations by Chi Chi Rodriguez and Dr. Nancy Alvarez, while the second day featured Gloria Estefan and a closing concert with Jose Feliciano and Arturo Sandoval. The second day also included an onsite taping of "The Cristina Show," a popular daytime television program hosted by Cristina Saralegui.

JBL VERTEC line array systems were specified by Meeting Services, which handled all aspects of staging, video, lighting and audio production. Sound reinforcement on the main stage included a total of 16 VT4888DP powered line array elements arranged in a left-center-right format, with two arrays of six on each end and a center array of four.



AARP's Feria de la Segunda Juventud included an onsite taping of "The Cristina Show" and marked the first deployment of JBL Professional VERTEC line arrays in Puerto Rico.

JBL SRX712M portable loudspeakers were specified for use as foldback and front fill speakers. A dbx 4800 loudspeaker system controller was used in coordination with the VERTEC DP Series system to manage array zoning and equalization functions.

“With JBL’s VERTEC DP Series, a powered system equipped with JBL DrivePack® technology, we are able to save floor space by eliminating traditional power amplifier racks, while simplifying both the array setup and cabling requirements to drive the system,” said Ken Freeman, Technical Sales Manager for Meeting Services. “Ricky’s Audio did a very good job as a local vendor, and our client was extremely pleased with the results.”

According to Freeman, the VERTEC system provided a high-performance solution that facilitated a very quick setup. “We were working with a limited time frame, but the VERTEC arrays are so light, we had it set up and performing accurately in half the time it takes with other competitive models,” he said.

“AARP’s Feria de la Segunda Juventud is an excellent example of a high-profile, multi-media corporate event, and the various challenges that it represented for Meeting Services were readily met by powered VERTEC line arrays,” said David Scheirman, Vice President, Tour Sound, JBL Professional. “All of us at JBL are pleased to see VERTEC and AARP making their Puerto Rican debuts together, and we look forward to seeing more successful projects completed by growing rental sound companies like Ricky’s Audio as VERTEC’s presence expands throughout the Caribbean and beyond.”

#### **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. Celebrating its 60th Anniversary in 2006, 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](http://www.jblpro.com).

#### **About the Harman Pro Group:**

The Harman Pro Group ([www.harmanpro.com](http://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.