

The Sheet

Lights, Sounds, Action with BMG Sales



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Did you know ?

- Going GREEN is a hot topic these days. Yet you can't feel any heat with Chauvet's great lineup of LED "green" lights.
- In the Pro Audio world, RMD means Ring Mode Decoupling. It's the patented process EV uses to remove unwanted resonances in all of their loudspeaker systems. RMD = clean, controlled sound with voices you can understand.

DJ EXPO

Atlantic City, NJ – August 14 – 16 – DJ Expo

Another successful year at DJ Expo in Atlantic City brought some surprises. The booth was the biggest, loudest and brightest ever! Music Trends stepped up to the plate this year and hit a home run. While the show floor seemed smaller, the crowd was bigger and in a buying mood. Chauvet Lighting was prepared with plenty of products available and some new LED fixtures. One new item was the E'Lan, which is an LED version of the ever popular Cyborg. Please check out page 2 for more details. The LED COLORstrip has been added to the Chauvet line of LED Color products, joining the COLORado 1 and COLORado 3. Chauvet also debuted the Arena Hazer, complete with DMX capability packed in a road case - ready to go.

Ana Jaramillo from Chauvet said "DJ Expo, WOW, so loud and exciting! Lots of interesting people who know what they want and know how to have fun. I am looking forward to next year's show and more LED products by Chauvet, the leader in LED lighting".

Bob Savarese from Music Trends had this to say: "Although LED fixtures are known for not generating heat, the Chauvet Vue LED series was the hottest product at the show, selling out completely. The DJ Expo Show continues to impress".



El Jefe's Corner

I hope you all had a great summer. With the fall upon us, it's time to think about upcoming tradeshows, holidays and year end. BMG will be at LDI in full force in Orlando this November. See "The Calendar" on page 2 for booth details. I'd really like to see each and every one of you there – and, better yet, I'd like to have appointments set up in our manufacturers' booth so we can help make sure you get the most from LDI. Having a specific time set up to meet with us and the manufacturers' experts gives you a chance to get some one-on-one training, specialized introductions to new products and even a bit of design help. Call the BMG sales office to schedule your appointment.

On the heels of LDI, we have NAMM '08 in Anaheim

in January. We'll get you booth info as soon as we have it. This promises to be another huge event, with new product announcements, special demos and more.

Sandwiched between LDI and NAMM are the holidays and year end. With new product arrivals and events to plan, we want to help make the last quarter of 2007 wildly successful for you. Call BMG Sales regarding our manufacturers' specials and holiday promotions. We're here to help you blow out Q4.

Turn the volume up, *Bruce*

The Calendar

Nov 16-18 LDI 2007, Orlando, FL – visit BMG Sales at Chauvet Booth #289 & Lightronics Booth #1427. Call us for VIP pass info and to schedule booth appointments.

Jan 16-20 NAMM 2008 – Anaheim, CA – it's not too early to make your reservations. Watch this space for booth info in the next issue.



BOSCH

Bosch Communications – EV Product Spot – the XLD

What is your impression when you hear the name EV? DJs and retailers typically think of a company that makes mics, speakers, amps and systems for venues that hold 100 to 300 people.

Touring companies usually think of a company that makes the gear that allows acts like Kenny Chesney, Metallica, Mary Poppins on Broacway and The World Cup to delivery world class audio solutions to challenging environmental and artistic demands.

We want to introduce our readers to a product that fits in between those market segments. You've got more than 300 people, but not quite The World Cup audience – a corporate event, major holiday party, college graduation and more. The audio product that fits the bill here is the **ElectroVoice XLD**. The XLD is known in some circles as the "little line array". Like its bigger brother, the X-array, this piece was designed from the ground up to be best in class.

Debuting at NAMM in January '05, the XLD boasts the following features:

- Maximum high-frequency headroom via two ND2S compression drivers for each full-range line-array element
- 3-way design using Coverage Control Technology (CCT) to control horizontal coverage to 250 Hz
- 8-inch neodymium LF transducer
- 8-inch neodymium LF/MB transducer
- 2-inch voice coil compression drivers
- Integral flying hardware

The XLD281 has a sophisticated internal crossover network and can be operated in biamp or triamp modes. All this and the unit weighs in at 47 pounds. When designing your system, keep in mind that the XLD works well alone or as part of a bigger system, including XLC and X-line components.

For more information and pricing, please contact the BMG Sales office.

CHAUVET LIGHTING Chauvet's Latest Hit – the E`lan



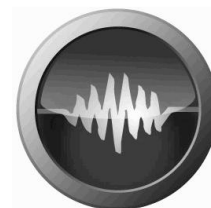
At the recent DJ Expo in Atlantic City, Chauvet debuted a new light called the E`lan. Building on the LED technology that Chauvet highlighted at last year's LDI conference, the E`lan offers amazing effects while dramatically lowering the cost of ownership for a light in this class.



LEDs offer incredible brightness and over 100,000 hours of durability – that's more than 10 years! The E`lan offers 4 channels of DMX and like all Chauvet fixtures with DMX, comes with a 2 year warranty. Check out these features:

- Individual control of the red, green and blue LEDs
- 70 degree beam angle
- Automatic programs
- Sound activation
- Up to 20 units can be daisy-chained together
- Weighs in at only 11 pounds

The industry and the world in general are moving towards LEDs – they are the answer to going **green** and producing outstanding lighting. Avoid the rush – order now as initial shipments will be pre-sold. Call the BMG Sales office for more information, availability and pricing.



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