

The Sheet

Lights, Sounds, Action with BMG Sales



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Dateline ATLANTIC CITY, NJ – Aug 11-14, 2008 - **CHAUVET STORMS DJEXPO**

Last month's DJExpo was filled with sizzle and excitement. The Chauvet / Music Trends / BMG Sales team was busy from day one. There were new LED fixtures, additions to several "family" favorites and more. The most impressive fixture was the one that took the booth by "storm".

First seen in the NY / NJ Metro area during the Chauvet Interstate Tour, it impressed the audience even then. In less than ideal conditions for a laser – fluorescent bulbs, high ceilings in a hotel conference room, no smoke, no haze – the audience gasped and easily saw the firework effect of the Storm.

At the recent DJ Expo in Atlantic City, NJ the Storm blew away the audience. Almost everyone who saw it bought one. The Storm was




the first piece to sell out at DJ Expo.

Yes, Chauvet has another hit on its hands. The Storm base model features a powerful green laser. The next model in the family will be one with both green and red lasers. The Storm RG will be available in early Q4'08. To fully comprehend what this light can do, schedule a demo or come to LDI and see it in person at the Chauvet booth.

Did you know?

- EV was not the first company to use neodymium in their products. Neodymium is a rare earth metal that makes the N/Dym series of mics so efficient and gives them their punch & clarity out of the box. However, General Motors was first to use this rare material in the starters of their cars. EV is simply the first to use the metal in an audio application!

El Jefe's Corner

With Q3 2008 almost behind us, we've had a summer of training, new products, DJ Expo and more. At this year's DJ Expo we saw Chauvet products flying off the shelves and trusses, like never before. The new Scorpion STORM is a winner – see the Product Highlight on this page to learn more. And, Chauvet is continuing to innovate and release new lights each month. LDI 2008 will be no different. I look forward to seeing many of you there in Las Vegas this October. We'll be busy showing you the latest and greatest from Chauvet, Lightronics and Show Solutions. In addition, I want to introduce you to the latest board from Midas – the Pro6 – you won't want to miss this one. Please call our office for info on complimentary show badges and appointment scheduling.

At DJ Expo we also saw a very new, simple and interesting product – the Frankenstand. As we all get a little bit older, we thank those who are designing products that are a little bit wiser to help us out. You'll see the Frankenstand, with its simplicity and wonder, "why didn't I think of that?" Go to page 2 of this newsletter to learn what a Frankenstand is and why you need them! You heard about a new line of speakers from Bosch/EV a few months ago. The TourX series is out of the box and ready to rock the industry. Page 2 has a brief writeup, the EV web site has more details and your BMG Sales team has samples. Call us for more info.

So, as Q3'08 winds down and we gear up for Q4, let us know how we can help you finish up 2008 with a bang and how we can start helping you plan for a successful 2009.

Turn the volume up, *Bruce*

The Calendar

Oct 24-26 – LDI, Las Vegas.
Chauvet Booth #3004.
Lightronics Booth #1528.
Bosch/Midas Booth #2176 in the
South Hall – Technologies for
Worship Pavillion.
Show Solutions Booth #3631.
Call BMG Sales to set up booth
tours and obtain complimentary
show passes.

Jan 15-18, 2009 - NAAM,
Anaheim, CA. Stay tuned for
booth info and appointment
scheduling.



Bosch / EV Launches the TourX Series

For those of you on the Concert Touring side of things, you're familiar with EV line arrays and concert touring rigs.

Touring is a lot like auto racing. Manufacturers learn things at the track, when their gear is out there performing. Porsche, BMW and Honda cars benefit from their racing heritage. EV gear benefits from being out with Kenny Chesney, LED Zeppelin and others.

Sometimes it's big things like RMD, ring mode decoupling, which eliminates harmonic resonances in speakers and sometimes it's little things like ergonomic handles or angled input panels. It pays to listen to the people who hang or install your speakers and connect them all together.

With that "learn from those using the equipment" adage, EV has released a new series of speakers – the TourX series. EV's TourX line of speakers leverages and builds on EV's rich history in concert sound. Besides sounding great, the new speakers contain some simple yet never before seen features that make life easier for all involved.

Let's meet the family...

- ✓ TX 1122 - single 12 inch
- ✓ TX 1152 - single 15 inch
- ✓ TX 2152 - dual 15 inch
- ✓ TX 1181 - single 18 inch sub
- ✓ TX 2181 - dual 18 inch sub
- ✓ TX 1122 FM – single 12 inch floor monitor
- ✓ TX 1152 FM – single 15 inch floor monitor



Features include:

- ✓ Ergonomic handles
- ✓ Angled input panels
- ✓ EV's 80 years of speaker intelligence



TX1122

We could tell you more but to really appreciate these speakers you need to pick them up and listen to them. Walk around, check out the handles and put them on a pole. Connect them and see why angled inputs were designed into the speakers. The TourX Family is truly the most exciting loudspeaker series available today!

Frankenstand Cometh !

Halloween is fast approaching!! While a lot of folks think fog & bubble machines, snow machines, spider webs and more, Mike Ryan thinks of ways to avoid pinching your fingers and not straining yourself to raise a pole mounted speaker.

Inspired by watching a DJ struggle to raise a speaker that was already on a stand, Mike thought there had to be a better way. Now there is; it's called the Frankenstand. You can see it on the web at www.frankenstand.com or call BMG and we'll be happy to demo it for you.

The stand is unique not just for the ease of raising and lowering a speaker but also because there is no plastic used in making the stand. Mike feels strongly about how to design and build things and thinks steel lasts a lot longer than plastic.

There are 2 models. The F1 is for speakers between 30 and 50 pounds, the F2 is for speakers between 50 and 70 pounds.

Mobile DJs can save time and stress on their backs and get a speaker higher, with less effort, even if they are vertically challenged.



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EZ UP
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