

Date: June 2008

MIDAS XL8 PURCHASED BY PRESTIGIOUS CALGARY THEATRE

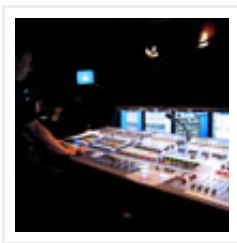
Midas is delighted to announce that Sound Art Calgary has won the contract to install a new Midas XL8 single surface digital live performance system (with an additional four DL451 I/O boxes) at the Southern Alberta Jubilee Auditorium in Calgary. This prestigious 2,500-seat venue is renowned for its stunning architecture and acoustics.

"The confidence behind this purchase was driven by hands-on demonstrations by Sound Art and Mark Kulas (of Midas rep firm PAG Canada), followed by in-depth discussions of the features and advantages the XL8 offers," says Matt Larson, Americas Sales Manager, Midas.

Dave Cousins of Sound Art adds, "During the specification process, it became clear to the customer that the Midas XL8's sonic performance, ease of use, and ultimate flexibility could not be beaten by any other product out there. The fact that the XL8 is being used on the world's highest profile productions, tours, and events gave the customer additional confidence in their purchasing decision and the assurance that the pedigree of the desk would be recognized by any visiting engineer."

Cousins continues, "The extra DL451 I/O boxes allow the theatre to distribute an additional 96 channels of audio-above and beyond the already unmatched connectivity of the standard XL8 package-to a remote broadcast truck. By taking the time to look into the real benefits of the Midas XL8 with the theatre staff, and by specifying a made-to-measure system just for them, our team demonstrated that the XL8 has a 'lower cost of ownership', and is worthy of additional initial investment. This installation shows how easily the XL8 can be scaled and equipped to precisely meet the needs of any venue."

www.soundart.com
www.jubileeauditorium.com/southern/seating/default.asp
www.midasconsoles.com



ENDS

All brands and trademarks are recognised.

Editors' information:

Midas live performance mixing consoles have been used by the world's most demanding sound engineers, performers and rental companies for three decades. The company strives to raise the standards of sonic quality through its programme of continual research and development, implementing new control functionality and user-friendly desk operation to anticipate and accommodate the ever-evolving needs of audio professionals who specify Midas consoles for their major tours, festivals, international events, broadcast projects and prestigious fixed installations.

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Additional information can be accessed at www.bosch.com.