



FOR IMMEDIATE RELEASE
January 2000
For more information contact:
Clare Climaco
(714) 957-7168
clare_climaco@qscaudio.com

Ricky Martin, Jewel Tours Powered by QSC PowerLight amps prove roadworthy for music's hottest acts

COSTA MESA, Calif. -- Two of the year's biggest tours required big power and both turned to QSC PowerLight amplifiers for the job.

Latin-pop sensation Ricky Martin kicked off his "Livin' La Vida Loca" world tour in November with ATK/Audiotek of Burbank, Calif. and Firehouse Productions of New York providing sound reinforcement. PowerLight 9.0^{PF}Cs and PL 4.0s feed nearly quarter of a million watts of QSC power into an L-ACOUSTICS V-DOSC loudspeaker system for Martin's high-energy, dance-infused shows.



Folk songstress Jewel hit the road last year to promote her latest album release "Spirit" with Winnipeg, Canada-based Sound Art. The addition of musicians on electric bass, electric guitar, drums, and keyboards gave a decidedly rock edge to Jewel's trademark acoustic style, requiring the tour to employ a much bigger sound system. Sound Art chose PL 4.0s and PL 1.8s to drive a 72-box Electro-Voice X-Array rig.

"The PowerLights on the Jewel tour performed brilliantly," said Sound Art President Dave Cousins. "Even after a rack full took a six-foot dive off the back of the stage, we were able to plug the rack in and use it without delay. That speaks volumes for the PowerLights roadworthy construction."

ATK/Audiotek is one of the nation's leading sound companies that specializes in large, high-profile events such as the SuperBowl, Grammy Awards, Emmy Awards and

Oscars. For more information, contact ATK/Audiotek, 2211 N. Hollywood Way, Burbank, CA 91505. Phone: (818) 845-8484. Fax: (818) 845-6218.

Firehouse Productions can be contacted at 1470 Route 199 Milan, NY 12571. Phone: (914) 758-9898. Fax: (914) 758-9899.

Sound Art is a leading sound reinforcement company providing complete rental systems for concerts and events throughout Canada. For more information contact Sound Art, 1 Stormont Drive, Winnipeg, MB, R3V 1L9 Canada. Phone: (204) 945-9000. Fax: (204) 257-4087.

QSC Audio Products, Inc. is a leading manufacturer of power amplifiers, signal processing, digital signal transport and computer control systems for professional audio markets worldwide. For more information, contact QSC Audio Products, Inc., 1675 MacArthur Blvd., Costa Mesa, CA 92626 USA. Phone: (800) 854-4079 (USA only) or (714) 754-6175. Fax: (714) 754-6174. E-mail: info@qscaudio.com On the Web: <http://www.qscaudio.com>

**** *Editors note:* Additional photos for this press release are available in digital, print, and/or slide formats. Contact Clare Climaco at clare_climaco@qscaudio.com or call (714) 957-7168. ****

###