

For Immediate Release

AT ONE WITH THE ELEMENTS

Sound Art International covers the great outdoors



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Calgary, AB, Canada... As anyone who's made it through a summer festival season will tell you, outdoor sound has its own rules and its own hazards. From crowd control to heavy weather, the demands of working "in the field," if you will, are in many ways quite different from being "in the house," and can add several extra layers of stress to both nerves and equipment.

Sound Art is one of Canada's leading concert sound companies, and has been providing live sound for the country's biggest outdoor festivals for nearly a quarter of a century. With offices in Calgary, Winnipeg, and Toronto (the company has recently become international with the opening of their newest location in Las Vegas), Sound Art doesn't shy away from getting down and dirty at some of the summer's larger outdoor shows.

"One of the most important things in doing outdoor shows is keeping your gear in good shape," explains Dan Frierichs, General Manager of the company's Calgary offices. "It's a lot harder to fix or replace something when you're out in a field

in the middle of 20,000 people, so we go out of our way to perform regular maintenance. And of course, we start out with dependable equipment."

With a wide range of loudspeaker systems from small club setups to large line arrays, Sound Art powers their inventory with a selection of over 400 RMX and PowerLight2 Series amplifiers from Costa Mesa, CA-based QSC Audio Products, Inc. "We've found QSC amps to be the most dependable and best sounding amps available," remarks Sound Art's president Dave Cousins.



"In July we did the Calgary Stampede, with ten days worth of shows on multiple stages, and over a million visitors attending," Frierichs recalls. "Then in August we did the Globalfest International Fireworks Competition, with over 22,000 people. We had over 80 speaker cabinets covering the entire lakeshore area, all powered with PL 1.8 and PL 218 amps. Not only do these amps get pushed to the limit for weeks on end, but also they're bounced around down dirt roads and subjected to unbelievable levels of dust and dirt. I don't think any other amps could put up with this abuse and still perform the way QSC amps do. They're absolutely bullet-proof."

QSC Audio Products, LLC is a leading manufacturer of power amplifiers, loudspeakers, signal

processing, digital signal transport, and computer control systems for professional audio markets worldwide.

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