

ELECTROCRAFT SET UP K2 SYSTEMS FOR THE SALIM-SULAIMAN SHOW

Salim-Sulaiman, a popular Indian musician duo performed at NSCI in Mumbai, entertaining 6000 people. The setup at the show was done by Electrocraft, one of the leading sound and light companies in India. They showcased their latest K2 line-array system at the venue.

A total of twelve K2 elements were used per side as the main PA and four dV-Dosc loudspeakers were used as out-fills. For the low-end, eight SB28 subwoofers were used per side, while stage side-fills were handled by two ARCS and one SB28 per side. For on stage monitoring, one SB118 was provided for drums; two Fender Twin units for the lead guitar, a Hartke 5500 for bass guitar and a Roland KC-550 was used as a keyboard amplifier. A Digidesign Profile was used as the mixing console at the FOH while a SC48 was used for monitor mixing. All loudspeakers were powered and processed by LA8 amplified controllers and LAKE digital signal processors.

Dwayne Das, FOH and system engineer of Electrocraft stated, "The K2 was the

right PA for the show and the venue. The loudspeaker has a wonderful mid-range quality, plus the high-frequency definition and dispersion is excellent. The cabinet, speaker construction, weight, different angles of high-frequency dispersion and worldwide acclamation has made the K2 the most sought after line-array loudspeaker in the industry". The PA system was flown along with dV-Dosc line-array elements to ensure that the entire balcony area of the indoor stadium was consistently covered.

Roger Drego, Managing Director – Electrocraft added, "The best part about the K2 is that it performs exceptionally well from the moment it is turned on. The dual 12" loudspeaker has superior audio quality and it doesn't need much adjustment.

The sonic performance is excellent and dispersion qualities are consistent over a wide distance – add the SB28 subwoofers to this combination and you are able to achieve an awesome sound that is



easily manageable with the help of the control software." Roger has been using L-Acoustics systems since a long time now. He states that he will continue doing so considering their superior audio quality and flexibility. They are fit for any venue or show which makes them versatile and easy to use.

STUDIOMASTER PROFESSIONAL ADDS SM450XLR TO THEIR WIRED MICROPHONE RANGE

Studiomaster Professional has brought the latest addition to its professional range of wired microphones. The SM 450XLR is a super addition to the range of microphones. This economical super cardioid microphone has been designed to suit a variety of professional vocal applications. A noticeable characteristic of this microphone is the accuracy & warm tone it reproduces. The microphone boasts of a low failure magnetic on/off switch & a rugged body & dent proof grill that withstands physical shocks.

With a wide frequency response of 40Hz - 16 kHz the SM 450XLR is sure to be one of the most sought after wired microphones available in the market, in its price category. The microphone ships with a set of accessories like a XLR cable & mic holder. The SM 450XLR is an ideal solution for vocal reproduction at houses of worship, institutions, conference, clubs as well as for professional artists and entertainers.



HARMAN UNVEILS NEW LOGO

Harman International has introduced a new logo along with new division names. Harman has been providing to the industry since 70 years with innovative products and technologies for varied platforms. Today, Harman is the partner of choice for global auto manufacturers with a presence in 80 percent of the luxury cars on the road and supplying nine of the top 15 automakers. In 2015, recognizing the increasing role of software and services in the markets it served, Harman expanded its capabilities around cloud, mobility and analytics with the recent acquisitions of Symphony Teleca and Redbend, the emerging de facto standard for over-the-air (OTA) updates and an essential part of cyber security solutions. With these additions, Harman transformed itself into a connected technologies company poised to leverage the Internet of Things.

The new Harman logo represents the Company's mission to enable seamless, connected lifestyles for the home, car, stage

and enterprise through its leading audio products, infotainment systems, software and connected services. Dinesh C. Paliwal, Chairman, President and Chief Executive Officer of Harman commented on the new logo launch, "The evolution of our brand identity showcases Harman as a powerful,

proven and progressive technology company at the center of a connected and ever-changing world." He adds, "Our products and services are engineering the connections between people and all of the

life experiences that surround them. The reinvention of our logo symbolizes the ever-evolving spirit of our Company and our commitment to innovating brilliant solutions that truly integrate our connected lifestyle."

Refreshing their logo, Harman International Harman has also introduced a new tagline: "Expect Brilliance". This represents the Company's elevation beyond award-winning audio and automotive supplier, to a complete technology provider for seamless living.

