

PRESS RELEASE
MEYER SOUND LABORATORIES, INC.



FOR IMMEDIATE RELEASE

About 289 Words

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Image available at: http://www.msli.com/marketing/pr/meyersound/sim_3_winner.zip

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Meyer Sound Makes Dream Come True with SIM® Giveaway

"I can't tell you how great it is to win a piece of equipment that I have used and believed in for over 10 years," enthused Mark Gillis, winner of Meyer Sound's SIM 3 system drawing at the 2004 InfoComm show in Atlanta, Ga.

Gillis, a senior system designer at The Sextant Group Inc. of Pittsburgh, Penn., is looking forward to getting his hands on his prize, which will be delivered by regional sales manager Sandy Macdonald. "To have [a SIM 3 audio analyzer] for myself is a dream come true."

Gillis designs high performance sound and video systems for a wide variety of clients, including corporate, education, institutional, medical, government, performing arts, broadcast, and sports and recreation.

Meyer Sound attracted considerable attention at InfoComm International, held June 9 - 11, with the SIM 3 system giveaway (worth over \$13,000), new products, and a full slate of on-booth presentations. The response, according to company director of marketing Tim Chapman, was most gratifying.

"InfoComm is a key show for us," says Chapman, "because the audio-visual market percolates through many vertical markets, such as worship and education, in addition to corporate AV. We've been quite assertive in this market, and that helped generate the enthusiasm we experienced in Atlanta. Of course the giveaway of a SIM 3 system didn't hurt, either!"

Several on-booth presentations were offered, including a panel presentation on corporate and industrial theatre and a special presentation by Thomas Gregor Associates focusing on sound systems for the cruise ship market. For the second year in a row, John Meyer participated in the InfoComm education track with his seminar on "Understanding Line Array Behavior and Technology." Meyer Sound is committed to contributing to user education at future InfoComm shows worldwide.

ABOUT MEYER SOUND

Meyer Sound Laboratories, Inc. designs and manufactures high quality sound reinforcement loudspeakers, studio monitors, equalizers and sound measurement tools for the professional audio industry. Founded in 1979 by John and Helen Meyer, the company has grown to become a leading worldwide supplier of systems for theaters, arenas, stadiums, theme parks, convention centers and touring concert sound rental operations.

Meyer Sound's main office and manufacturing facility are located in Berkeley, California, with field offices and authorized distributors located throughout the USA and around the world.

More information is available at Tel: +1 (510) 486-1166, Fax: +1 (510) 486-8356, e-mail: info@meyersound.com, or by visiting www.meyersound.com.

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