



For additional information, contact:
Travis McGee
Griffin Integrated Communications
(212) 481-3456 ext 24
tmcgee@griffinpr.com

July 23, 2008 – For Immediate Release

C.V. Loyde Music Center And JBL Professional Loudspeakers Kick Off At University Of Illinois Memorial Stadium

NORTHRIDGE, California – Demonstrating the weather durability and output capability of JBL Professional's Precision Directivity (PD) Series and Application Engineered (AE) Series loudspeakers, systems integrator C.V. Loyde Music Center utilized WRX weather resistant versions of these speakers in a new scoreboard loudspeaker system at the University of Illinois Memorial Stadium. Home to the University of Illinois football team, Memorial Stadium now holds more than 65,000 fans after renovations over the past few years.

With the goal of providing a high-impact loudspeaker system to augment the existing sound system, C.V. Loyde Music Center chose JBL loudspeakers for their weather-resistant durability and sonic accuracy. "We have used JBL loudspeakers for more than 12 years and have always been impressed with their weatherproofing," said C.V. Loyde. "The loudspeakers also needed to be aesthetically discreet and not visually interfere with the scoreboard itself. Plus, I felt comfortable installing JBL speakers above the main scoreboard at Memorial Stadium, which is such a vulnerable position because of the weather."

To that end, C.V. Loyde Music Center installed two JBL PD5200/43-WRX loudspeakers (one on each side of the scoreboard), two PD5200/95-WRX loudspeakers, and three AM6212/64-WRX loudspeakers across the front of the scoreboard, mounted to the roof. All loudspeakers are located above the new scoreboard, which measures 60 x 10 feet in size.

"I have been a JBL dealer since 1969, and JBL is like family to me," Loyde said. "I always have a lot of confidence in their loudspeakers, whether it's a church, a sports facility or a performance space. Our installation of JBL PD Series and AE Series loudspeakers at Memorial Stadium is a great example of JBL's ability to provide loudspeakers that work harmoniously across product lines."

"As more stadiums are undergoing renovations and upgrades to their physical structures as well as their communication technology, system integrators are adopting a JBL solution," said Jon Sager, Director of Market Development, Installed Sound for JBL Professional. "The installation of JBL PD and AE Series loudspeakers at the University of Illinois not only demonstrates C.V. Loyde's professional expertise, but also exemplifies the worldwide recognition of JBL's ability to provide clear, powerful and easy-to-install loudspeaker systems for these applications. Whether it be a complete loudspeaker system or a few additional loudspeakers to improve coverage in newly renovated or added spaces JBL has a solution."

JBL is a unit of Harman International Industries, Incorporated (www.harman.com). Harman International designs, manufactures and markets a wide range of audio and infotainment products for the automotive, consumer and professional markets, and maintains a strong presence in the Americas, Europe and Asia, employing more than 11,000 people worldwide. The Harman International family of brands includes AKG®, Audioaccess®, Becker®, BSS®, Crown®, dbx®, DigiTech®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson®, Revel®, QNX®, Soundcraft® and Studer®. Harman International's stock is traded on the New York Stock Exchange under the symbol "NYSE: HAR."