



AUDIO INTERACTIVE

NEWS FOR THE COMMERCIAL AUDIO INDUSTRY

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LAS VEGAS CONTINUES TO GROW

Las Vegas NV— Continuing on as the nation's fastest growing city, Las Vegas has also continued in its use of MediaMatrix® as the audio processing tool of choice. With many new casinos opening during 1999, multiple systems became the norm, instead of the exception. Among the city's finest attractions is The Bellagio Hotel & Casino, located in the heart of the strip. The Bellagio features a dazzling front feature with audio, lighting and exceptionally choreographed water effects. This show is a real traffic stopper and the audio covers the entire block. The Bellagio has several other MediaMatrix systems in the casino as well. Music, paging, convention and lobby

areas are all covered with audio processed by MediaMatrix. In a large multi-zone environment, there really is no better way to design it. Other new casinos that have also embraced MediaMatrix as their primary audio system include Paris, The Venetian and Mandalay Bay. These new facilities join the already staggering list of MM installations in Las Vegas including The MGM, The Mirage, The Orleans, The Las Vegas Hilton, Star Trek Experience, Caesar's Palace Forum Shops and Ballys. And this is just the strip!! There are countless other systems in Las Vegas' business, civic, and medical districts as well as Peavey loudspeakers, amplifiers, analog



The Bellagio Hotel & Casino. Systems by SPL.

signal processing and accessories. With the continued growth of the Architectural Acoustics Division and non-stop MediaMatrix installations keeping pace with Las Vegas' record setting growth, its easy to see why the nation's top audio professionals continue to choose Peavey.

NEW QUALITY ASSURANCE PROCESSES ENSURE BETTER SYSTEMS, FEWER HEADACHES

With MediaMatrix systems shipping at record rates, the demand for support has also increased. Among the many changes we have made, and will continue to make, providing the best support services remains a high priority. In addition, we will soon be

implementing new Quality Assurance processes at the assembly level to ensure that your MediaMatrix system is ready to go when FedEx delivers it to your shop. Currently, each individual MM component is burned in and tested prior to shipping.

With this new process, all MM orders will be tested as an integrated system! With this process, your system, just as you ordered it, will be completely assembled and rigorously tested for 48 hours prior to shipment.

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Special points of interest:

- Obsolete Items Update...check for discontinued items every month.
- AA Division restructures. New leadership at the helm of a fast moving ship.
- New QA Processes make for better systems.
- MWare™ 3.03 available. Download now!
- Greetings ya'll...Peavey People offer up some good ol' southern hospitality.

AA PEOPLE MAKE IT ALL HAPPEN FOR YOU!

We are proud to announce that in every issue of "Audio Interactive" we will be featuring our internal personnel. There is no doubt that Peavey Electronics has always been known for its great people, and the AA Division is no exception. You can ship the best products, design the coolest systems and spec more projects, but if you don't have good people, you are doomed to failure. Printed on every employee's ID badge is the phrase, "Peavey is People Growing Together". And this phrase is not just a slogan, it is indeed a way of life here at Peavey. We are very fortunate to have some of the best people working in the AA Division, and we are proud to offer this section of every issue to provide an inside look of our most valuable assets. The section will feature someone different every month.

Terry Lott is our newest team member. Terry is an internal coordinator and is part of our "front line" of telephone based support. If you call in

and want to check stock, the status of an order, or to place an order, eventually you will get the opportunity to talk to Terry. Terry has been with Peavey for 3 years, and recently joined the AA



Terry Lott, AA Operations Coordinator

Team, transferring in from her previous post at the corporate switchboard. Terry works in the Operations Department and is a member of a small but mighty four person team. In addition to her life at Peavey, Terry enjoys horses and cycling. Terry and her husband Calvin have several acres of land and a barn under construction. When she isn't out tending to the horses, she is at home keeping her seven parrots quiet. The mother of four children, all girls ages 9-28, it is easy to see how she stays very busy! A native of Mississippi, Terry is a genuine southerner, with that great accent and southern hospitality inherent in her pleasant personality. The next time you call in, make sure you say hello to Terry.

NEW COMPUTER SYSTEM UP AND RUNNING.....FINALLY!

For those of you who may not know, Peavey began implementing a new ERP (Enterprise Resource Planning) system last year. This implementation is a huge undertaking, as you can imagine. Going from 20+ years on an IBM Mainframe to a completely new infrastructure tested the patience and endurance of our IS Team, as well as our clients, internal personnel and just about everyone else! Although the implementation is not yet complete, the order entry and shipping systems are finally up and running, and most of the bugs have

been worked out. What this means is that your orders will actually ship!! Hopefully.....cross your fingers, there will be no more lost orders, no more double shipments....the system does work, and we have been running smoothly with it over the last several weeks. Later this year, we will be adding more functionality to provide even better service to our contractors and sales reps.



Although any implementation of this size will always stumble, we appreciate your patience and understanding during this very difficult time. We appreciate the long hours and relentless dedication of our ERP and IS teams in getting these systems up and running. We can assure you, that when everything is done, all levels of service will be increased and the process of getting product will be more efficient. Thanks again for your patience.

CONTROLLED IA™ SERIES AMPLIFIERS NOW SHIPPING!

Finally, after several enhancements, the IA™ Series of controllable power amplifiers are shipping. There are 6 new models, the IA200, IA200V, IA400, IA400V, IA800, IA800V and later this year will be the IA1600. The V versions have transformerless constant voltage outputs. Every IA amplifier can be optionally fitted with the new ACI-485 network card which allows control and monitoring across

an RS485 multidrop network. This network is a stand-alone backbone that connects to a standard Windows based PC or a MediaMatrix system. There is full functionality in the AmpWare™ software pack-



age for power sequencing, monitoring and control of multiple amplifiers. These amplifiers sound great and provide an unbeatable value. Call your sales rep for pricing today!

OBSOLETE ITEMS UPDATE

Watch this section each month for discontinued items, specials and closeouts. This month's items include the PR-503 loudspeaker. This unit has been discontinued and there is no stock available. The closest replacement is the Impulse 6.

MEDIA MATRIX TRAINING SEMINAR SCHEDULE FOR 2000 BUSIER THAN EVER....

Last year was a busy year for the Media-Matrix training team. We completed some long-overdue renovations to our classroom, added a full time manager to expand the training program and released a new software version that required even more changes! In spite of the hectic pace, the program has continued to grow and attendance has been at an all time high. John Murray, our Manager of Education, has been very busy writing the curriculum, getting materials together, arranging for teachers and hosting the class. In addition, John is now teaching the bulk of the class and providing an expanded set of manuals, CD's, cut sheets and goodies for the attendees to take home. The big news for 2000, is an expanded class schedule, with a class virtually

every month of the year. This expanded schedule was in response to the huge demand we had last year. With only four classes scheduled, the classes filled up quickly, and we turned away hundreds of requests for class attendance. And as before, the class is still FREE! All you have to do is get to Meridian, Mississippi and pick up your room tab, and the rest is on us. You will have 4 days (3 days for the advanced class) of non-stop audio as well as some great southern cooking. The interaction with other contractors, consultants and end users from all over the world is invaluable. To get a different perspective on this thing we call the "audio business" is a real eye opener. So, talk to your local sales rep, or contact Ken Valentine at ext. 2218 and sign up. Even with the expanded schedule, we expect the classes to fill up fast!

2000 MEDIA MATRIX SEMINAR SCHEDULE	
February 16-18	Advanced Class
March 21-24	Basic Class
May 16-19	Basic Class
July 12-14	Advanced Class
August 8-11	Basic Class
September 5-8	Basic Class
October 17-20	Basic Class
December 6-8	Advanced Class

THE NEW MILLENNIUM BRINGS MAJOR CHANGES TO AA TEAM

Actually, the new millennium doesn't start until 2001, but what the heck, it sure makes for a serious party. At Peavey, the Architectural Acoustics Division has been re-structured to accommodate more growth and opportunity as we enter the new century. Some significant growing pains last year required sweeping changes to the fundamental core of the AA team. With these changes, new faces have been added to the team, and existing positions have been changed to better serve the marketplace. We are very excited to announce that the AA Division is now under the leadership of George Douglas. George was previously the National Sales Manager, and his promotion to General Manager puts him at the helm of one of the fastest growing audio companies in the world. George will be focused on our international presence and growing the division into new markets as technology continues to man-

"At Peavey, growth is not an option...."

- Hartley Peavey

date fast transitions into new, emerging markets. In addition to George's promotion, there were other major changes to our internal structure that will fundamentally change the way we operate. Previously, we had a 3-tiered sales department which included a National Sales Manager, District Sales Managers and a small number of independent rep firms. We felt that in order to accommodate our client base and the ever evolving systems integration market, we had to modify our sales team. We eliminated the District Manager level in favor of expanding our local regional rep teams. This will allow us a much higher ratio of people in the field to provide sales growth and improve our presence. This year, we will blanket the country with quality rep firms. Heading up this new

sales team will be Ken Valentine, National Sales Manager. Ken was promoted from his previous position of Eastern District Manager. Ken has been in sales for over 25 years and has a solid understanding of the contracting marketplace and its technologies. The third major change to the division was the creation of the Operations Department. Will Roland was promoted from his previous position as Western District Manager to Operations Manager. In addition to maintaining order here at the factory, The Operations team will provide support to contractors, consultants and end users. The Operations Department includes all of our internal processes including order entry, tech support, service and some exciting new services to be announced later this year. We hope you will find these new changes a benefit to you for all aspects of your business.



George Douglas, General Manager

**PEAVEY ELECTRONICS CORPORATION
ARCHITECTURAL ACOUSTICS GROUP**

711 A St.
Meridian MS 39301

Phone: 601-483-5376
Fax: 601-486-1678
<http://aa.peavey.com>

**Check us out on the web...
<http://aa.peavey.com>**

FREE SOFTWARE! GET YOURS TODAY!

Now available on our website is the latest software for MediaMatrix, PageMatrix™, AmpWare, XFrame™ and the CEX™ 5 processor. All downloaded versions of these packages are full version, non-restricted copies. Among the free downloads is the latest version of MWare, V 3.03. This is the newest of the 32-Bit applications for the new Windows NT based MediaMatrix systems. Everyone who designs, sells, supports or specifies audio systems should have this powerful application on their desktop. In addition to providing all of the design tools for MediaMatrix system design, the software provides a powerful graphical interface to allow the designer to create custom control screens and interfaces for the end user. While this feature has been available in previous versions, never

before has the functionality been so rich. New with the 32 bit version is support for networking across a standard Ethernet network. Every MediaMatrix system (except the X Frame) comes standard with a 10/100 Network Interface Card and RAMM™ software. The RAMM software application allows remote control access of any MediaMatrix view from multiple clients running Windows 98 or NT Workstation 4.0. Multiple MediaMatrix frames can be networked to multiple PC's enabling seamless client-server networking. In addition, the new frames also support Telnet clients and RS232 controllers simultaneously. This means that single or multi-

ple MediaMatrix frames can be controlled remotely by multiple combinations of PC's, stand alone controllers or other logic controllers all at the same time! But that's only the beginning. Add a CobraNet card and now you have digital audio on the network as well. You can transport 64 channels of 20 bit digital audio and control data across a secondary 100 BaseT Ethernet network with the CobraNet products. And....with the new support now offered via switched Ethernet, you could even put all of this on a single CAT5 or fiber backbone! No other audio product offers this type of flexibility.Also available on the website are Y2K updates in case you missed the party. It's never too late to update!! Check it out!

Software MediaMatrix® 32-bit

"AUDIO INTERACTIVE" is a monthly publication of Peavey Electronics Corporation, Architectural Acoustics Division. Will Roland, Editor. Contributors: Ken Valentine, George Douglas, Brent Harshbarger, Levin Culpepper. Send your comments or contributions to will@peavey.com.