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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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For text and photo files go to the JBL Press Room at: <http://www.jblpro.com/pressroom>

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### **JBL PROFESSIONAL LAUNCHES SYSTEM ASSISTANCE PROGRAM**

*Top Brands in Audio Combine Forces to Provide Sound System Advice*

NORTHRIDGE, CA – JANUARY 16, 2003 – JBL Professional, together with other Harman Pro Group companies, today announced System Assistance, a program designed to provide dealers and end-users technical assistance in the selection and configuration of sound reinforcement systems. Four Harman Pro Group brands - Crown, dbx, JBL Professional and Soundcraft - have collaborated to design sound system packages at various levels of price and performance.

“No single company could offer systems like these because no single company is a leader in all these product areas,” said Mark Terry, President of the Harman Pro Group. “Start by powering JBL speakers with Crown amplifiers. Add Soundcraft mixers and dbx processing and you’ve got the best products in each category, creating an unbeatable combination.”

“Other companies aren’t able to provide this kind of comprehensive system guidance,” added Gerry Tschetter, Director of MI Marketing for JBL Professional, who led the development of the program. “The manufacturers in each product category tend to be specialists. Speaker, amplifier, mixer, and processor companies tend to focus on their product category – not on how users might configure entire systems. Companies with full-line product ranges simply don’t have the category-leading products at all the price and performance points that these four brands can offer.”



**System Assistance Program Brochures  
Detailing Available Packages**

The System Assistance program includes informational brochures that tell end-users what products they need for their applications. Brochure information also includes how the system will perform in various venues and how to hook the system together. In addition, various promotional incentives will be offered on the featured systems. Participating dealers will receive System Assistance information in a specially designed point-of-sale display. For more information, look for the System Assistance link on the home pages of Crown, dbx, JBL Professional or Soundcraft.

Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Pro website at [www.jblpro.com](http://www.jblpro.com).

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