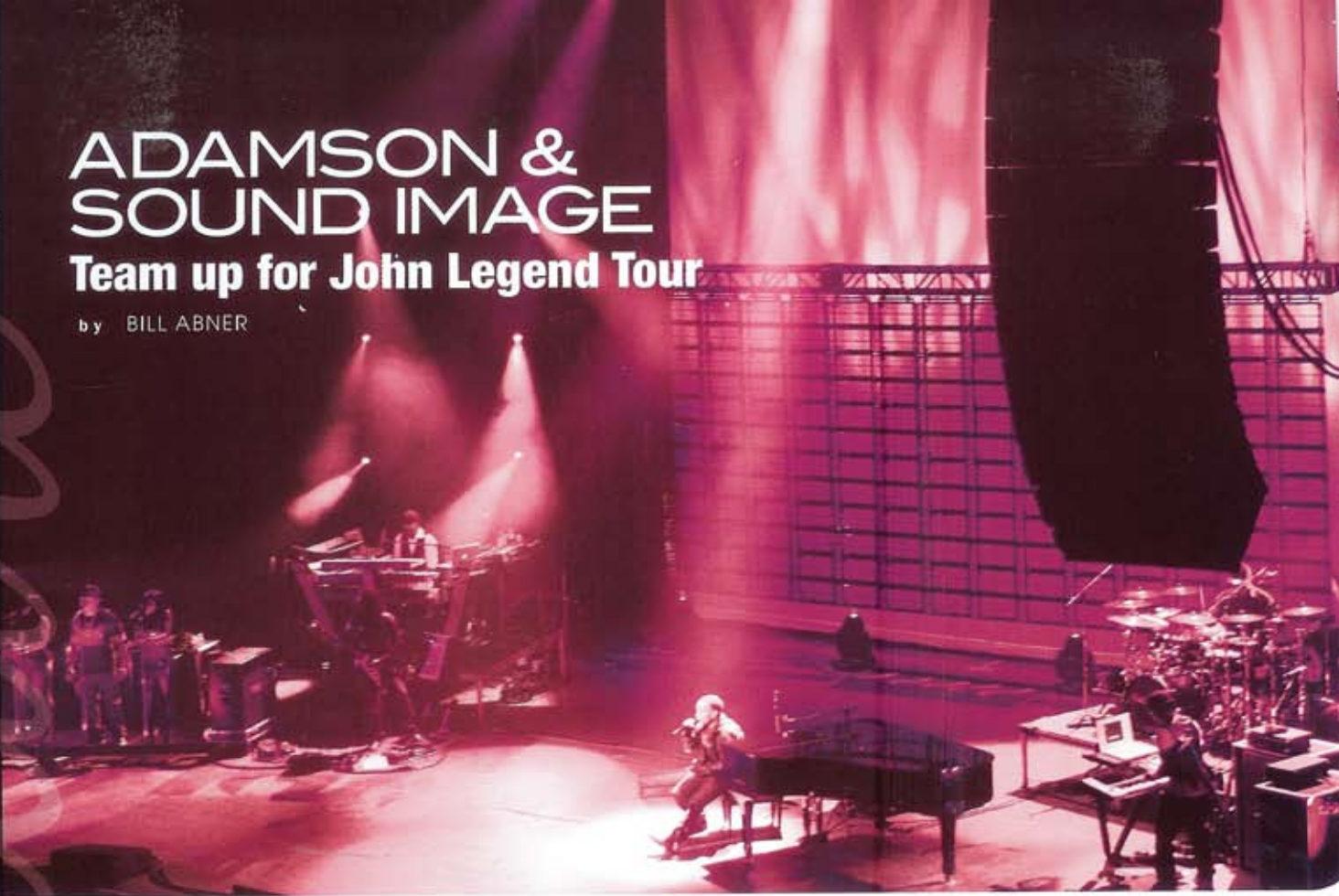


ADAMSON & SOUND IMAGE

Team up for John Legend Tour

by BILL ABNER



There's a buzz around Adamson Systems Engineering these days. The gang up in Port Perry is used to creating excitement within the industry with their innovative lines of speaker systems, components, and technologies, including the unveiling of its new speaker system. However, a new relationship with Sound Image, the California-based sound company supporting this year's John Legend Evolver World Tour, is cause for even more excitement. Jesse Adamson, Director of Marketing and Sales at Adamson Systems Engineering, says it is the perfect timing for the two companies, "We've been talking with Dave Shadoan and the folks at Sound Image for a couple of years now, and this tour is one result of those conversations."



Jesse Adamson, Director of Marketing and Sales at Adamson Systems Engineering

Conversations that have apparently gone well, with both companies coming away from them with what appears to be a win-win relationship. Adamson acquires

Sound Image is quick to point out, "Our engineering guys have always liked their sound systems, but there was nothing pushing us in that direction, and then

WE'RE EXCITED TO HAVE SUCH A STRONG PARTNER AS SOUND IMAGE THAT'S GOING TO REPRESENT OUR PRODUCTS SO WELL"

not just a major US vendor and user of its products, but one of the biggest in the business, while Sound Image becomes what could be, the biggest Adamson user in the country, and adds another tool to its arsenal. Dave Shadoan, President of

along comes Jesse Adamson. Not only does he want to sell me a PA, but he wants to make so many people like the Adamson PA, that he can tell them to call me because I've got one."



Dave Shadoan, President of Sound Image



Gary Sanguinet, Sound Image Crew Chief for the John Legend Evolver World Tour

EVERYBODY IN THE INDUSTRY KNOWS THAT SOUND IMAGE HAS GREAT STAFF, GREAT SERVICE, AND WE HAVE ANYTHING YOU ASK FOR. NOW IF YOU WANT ADAMSON, WE GOT IT!

While the Adamson badge is well recognized in Europe and South America, up until now, it didn't have a major player in the United States using its systems and building brand recognition. With the new relationship between the two, that's no longer an issue. "We're excited to have such a strong partner as Sound Image that's going to represent our products so well," says Jesse.

So obviously, there's also some buzz going on around Escondido these days. Shadoan is excited because it opens his company up to a whole new segment of the market. "I've gotten two tour bids just in the last week that specify Adamson. Everybody in the industry knows that Sound Image has great staff, great service, and we have anything you ask for. Now if you want Adamson, we got it! We're going to implement it properly, and we're gonna work closely with the factory engineers to make sure that you get whatever it was that made you decide that this was the right sound system for you."

Part of the process is making sure that Sound Image's engineers are up to speed on the systems. "We're not gonna take a guy who's been out with a VDOSC system or a VerTec system, or a Sound Image system for six months and put him into a new Adamson

system for the very next tour without training. We're gonna make sure that our staff knows how to use and implement those systems," says Shadoan.

This past summer, before the John Legend tour, Sound Image used the Adamson systems in permanent seasonal



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Y10, Y16 & T21 SUB

venues, where they were able to get acquainted and intimate with the traits of the system. "We had twenty-five or thirty shows of national acts before we ever sent the system on the road," says Shadoan

As for the engineers, the ability to interact directly with the people who are making the components and designing the systems is an added benefit. Gary Sanguinet, Sound Image Crew Chief for the John Legend Evolver World Tour puts it like this, "I was amazed by a couple of things right away. They were intent on making sure that what they built fit the physical, mathematical model of what was set up for them. If you were to go to some other manufacturers out there and say, 'Hey, I've got this idea about your box,' that's all you're gonna get out of your mouth. They're an incredible company."

In addition to John Legend, Jimmy Buffett, Carlos Santana, and Lenny Kravitz, Sound Image will support over sixty tours worldwide this year, while servicing over fifteen seasonal venues as diverse as Alpine Valley, Coors Amphitheatre, and The Gibson Amphitheater (formerly Universal Amphitheater). It's important to note that Sound Image isn't, never has been, and has no plans to be a one-badge house. It is equally important to understand what its endorsement can mean for a company like Adamson that is on track to become a leader in its industry. The introduction of Adamson gear into the already massive

Sound Image inventory of is already opening up new avenues for both houses, and will make new choices available to the touring market. ☺