



Communique to Team LCS: Reps Dealers Distributors

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New LCS products are coming! Matrix³ and CueConsole to be shown at NSCA in April

A whole new hardware platform called Matrix³ will be unveiled at the NSCA show in Las Vegas. This is LCS' third generation hardware platform and promises to be a very powerful product! In addition LCS will be showing a new modular control surface called CueConsole™. CueConsole will control SuperNova or the new Matrix³.

The foundation of Matrix³ is the three rack space LX-300 frame. The modular architecture provides extreme flexibility in configuring a system. Up to 32 hot-swappable LX-300 frames can be linked, supporting a maximum of 400 audio inputs and 512 audio outputs. Available I/O modules are CobraNet, ADAT Light Pipe, Analog In, and Analog Out. Later this year an AES/EBU digital I/O module will be available. Processing modules are: System DSP, Link, EtherTracks, and Comm/Sync. All analog output modules are equipped with relays and can be set up to provide automatic switching into spare frames when redundancy is desired.

Superior processing muscle is provided by the new 6701 chip from Texas Instruments, a significant benchmark in DSP power. Standard with every system are compressors, parametric EQs, delays, multi-dimensional panning, and comprehensive external control. Available options include Wild Tracks™, a 16 track asynchronous playback system, Variable Room Acoustics System (VRAS)™, Ethernet control, SMPTE Time Code, and Automatic Gain Control (AGC). The user interface is modeled after a traditional sound reinforcement mixing console and uses a cue-based dynamic automation structure. CueStation™ software running on an external PC provides the interface for configuring and programming a Matrix³ system. Live operation can be done with CueStation, the compact CueMixer™ RIF-108, or the new CueConsole modular control surface.

We've expanded again! Welcome to Loudness, World Marketing Assoc. & Sound Dept.

LCS has added two new distributors and a second international manufacturer's representative. World Marketing Associates has been appointed the LCS sales representatives for Europe.

World Marketing Associates (WMA) is a representative /consultant organization located in Cornwall, UK, handling sales into Western Europe for BEC, EAW, Sound Advance, Lucid and Symetrix, and Crest, Peavey and XTA for Eastern Europe. WMA deals with the appointment and maintenance of distributors; acting as a communication, sales and marketing organization.

"It is important that our existing distributors in Europe understand that WMA does not function as a distributor," notes Denny McLane, Dir. of Sales & Mktg, "they are there as an extension of the LCS sales department. This type of organization makes it possible

for a smaller company like LCS to have overseas representation. They will be assisting our current distributors and looking for new ones in the areas where LCS is not marketed."

The first new distributor to be appointed under WMA's guidance is Sound Dept. - as LCS's exclusive UK distributor. The appointment adds to the company's product portfolio which currently consists of the EAW, Crest, Community, Ashly and Sound Advance ranges.

LCS and International Sales (LCS's other international representative covering Latin America, Asia, NZ and Australia) welcomes Loudness to the team. They will distribute LCS in Brazil. Fernando Fortes of Loudness came to LCS for training and was the one of the best trainees to date. He picked it up very fast and was impressed with all of the possibilities offered by the LCS system.

LCS Tradeshow Schedule

En Coulisse - March 13-14, Montreal

Pro Light & Sound - April 12-16, Frankfurt

NSCA - April 29 - May 1, Las Vegas

INFOCOMM - June 15-17, Anaheim

PLASA - September 10-13, London

AES - September 22-25, Los Angeles

LDI - October 20-22, Las Vegas

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