

# PRESS



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## **JBL® SYNTHESIS® TWO SYSTEM CHOSEN FOR CUSTOM-BUILT SCREENING ROOM AT 57th CANNES FILM FESTIVAL**

WOODBURY, NY – JBL, the leading manufacturer of professional and consumer loudspeakers, today announced that a complete JBL Synthesis Two multichannel audio system has been selected for use in a custom-built screening room at the 57th Cannes Film Festival, which takes place May 12 – 23, 2004, in Cannes, France.

The Synthesis Two 7.1-channel system was chosen by the Marché du Film, the world's largest international film market, which is affiliated with the Cannes Film Festival. The system will be installed in a 30-seat screening room that is being built to present films for the Festival's Short Film Corner, a showcase of more than 500 short films submitted by directors, students and organizations from all over the world.

Paul Bente, president of JBL Consumer Products, noted: "JBL is proud to have been selected by the Marché du Film to provide the audio system for its Short Film Corner screening room. The Cannes Film Festival is a showcase of the very best in cinema artistry, and the exceptional sound quality provided by the JBL Synthesis Two system, along with the installation's state-of-the-art video capability, will enable attendees to experience the films with all of the realism and emotional impact the directors intended."

The THX Ultra™-certified JBL Synthesis Two system for the Short Film Corner installation includes S2ML and S2MR main-channel left- and right-front loudspeakers, an S2C vertical center channel loudspeaker, four S4A multipolar in-wall surround-channel loudspeakers and two S2S 15-inch subwoofers. The system's electronics comprise the SDP-40 digital surround processor/system controller, plus the SDEC2500A digital equalizer, an S800 2-channel x 200-watt power amplifier, an S7150 7-channel x 150-watt power amplifier and a custom S2500IC interconnect kit.

The screening room will also feature a high-end Barco CineVERSUM™ Model 120 DLP™ video projector and an Oray black-contrast, micro-perforated projection screen, to deliver spectacular big-screen picture quality. Home Acoustic of Mézière, France, will be supplying the acoustic treatment, and Booster Corporation, one of France's premier custom-installation specialists, has been appointed to design and install the system.

### **Ultimate-Performance Components and Loudspeakers for Extraordinary Cinema Sound**

A key component of the Cannes Film Festival installation is the JBL Synthesis SDP-40 surround processor/preamplifier, a highly sophisticated component that incorporates a multitude of advanced functions and features, with 8-channel, 24-bit DSP audio processing for the highest possible fidelity and resolution. The SDP-40 includes a wide selection of audio and video inputs and switching facilities, enabling it to accommodate the variety of professional and consumer playback sources, such as Betacam SP®, DVD and Digital Betacam, that will be used to show films at the Short Film Corner.

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The SDP-40 is compatible with all popular surround sound decoding formats, and incorporates Harman International's proprietary Logic 7® surround sound processing, which provides enhanced surround sound realism from both matrix-encoded and two-channel stereo recordings. Logic 7's Cinema Mode is optimized for playback of movie soundtracks, and delivers superior imaging and separation along with a greater sense of envelopment and a more seamless sound field.

The JBL Synthesis SDEC2500A digital equalizer optimizes the performance of a Synthesis multichannel home entertainment system in any room by the application of ultraprecise 83-band digital parametric equalization and leading-edge DSP technologies. The SDEC2500A is used in conjunction with JBL's exclusive Digital Acoustic Calibration System™ (DACST™), which allows a Synthesis system to be precisely tuned to the room in which it is installed.

The loudspeakers used in the system incorporate a number of advanced JBL technologies to achieve an unparalleled level of sonic realism. The loudspeakers include pure-titanium dome tweeters and drivers for maximum high-frequency clarity; high-power cast-frame woofers that deliver powerful, articulate low-frequency response; controlled-dispersion enclosures for optimum sound coverage over a wider area, and many additional refinements.

The S800 stereo power amplifiers and seven-channel S7150 power amplifier are engineered for superb sonic performance, and are designed to interface with other Synthesis system components for sophisticated automatic control capabilities.

JBL Synthesis systems are available exclusively from authorized JBL Synthesis dealers, all of which are systems integration specialists. The turnkey systems are installed and calibrated by the installing dealer using a calibration kit that includes JBL's proprietary DACS software and equipment and measurement microphones, and that interfaces with the SDEC2500A digital equalizer and computes the necessary corrections for accurate in-room frequency response.

The Harman Consumer Systems Group (HCSG) is a leading designer, manufacturer and marketer of a wide range of high-fidelity loudspeakers, audio and video components, and multimedia systems for use in homes and automobiles, and with computers. The group's brands include JBL, Infinity, Harman Kardon, Mark Levinson, Revel, Audioaccess and Lexicon.

HCSG is a division of Harman International Industries, Incorporated. Harman International ([www.harman.com](http://www.harman.com)) is a leading manufacturer of high-quality, high-fidelity audio products and electronic systems for the consumer and professional markets. The company's stock is traded on the New York Stock Exchange under the symbol "HAR."

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