

***Hausmesse* points the way ahead**

March 2009
ST/MKT-COM

- ▶ The 22nd in-house trade fair, or '*Hausmesse*', for traders and distributors of Dynacord, Electro-Voice, Midas, and Klark Teknik ran from the Jan. 22 to Jan. 25, 2009.
- ▶ Some 700 guests from around the world gathered in Straubing to observe interesting new products and a team looking to the future.

Straubing, March 2009 For 22 years, the *Hausmesse* in Straubing has enjoyed a secure place on pro audio traders' calendars. As on earlier occasions, the team, led by Vice President Sales EMEA Robert Hesse welcomed this year some 700 guests from all over the world — including around 35 editors of pro audio magazines and other journalists.

The event kicked off at 2 p.m. on Thursday, Jan. 22 in the municipal theatre with a welcome speech delivered by Robert Hesse, in which he described the stable-but-innovation-rich course the company is pursuing. Despite the worldwide financial crisis, he looked to the future with "absolute confidence," founding his optimism on the solid backing the firm enjoyed "as part of the Bosch Group" and solid results — including an increase of around 40 percent in the turnover of the intercom and broadcasting segments reported by Telex and RTS.

Following this address, business line managers Martin Traut (Dynacord) and Christian Glück (Electro-Voice) introduced their new products for 2009. These included:

Dynacord

- SL Series power amplifiers (mobile systems and club installations)
- DSA Series power amplifiers (fixed installation)
- DSA Multi-Channel power amplifiers (fixed installation)
- P64-1500 Digital Audio Matrix Manager (capable of processing 1,500 MIPS)
- D12R and D12T loudspeakers (two new models in the D-Lite series)

Electro-Voice

- EV-Innovation series (fixed installation)
- CPS power amplifiers (installation segment)
- Q Series power amplifier (mobile audio segment)
- PL Series microphones (live segment)

- N8000-1500 Loudspeaker Controller (capable of processing 1,500 MIPS)

MIDAS

- PRO6 Live Audio System (digital console)

Following further product debuts, a reception ensued with dinner, a Guitar Hero contest, and a performance by *Tania's* musical puppet theatre. Between the dinner's main course and dessert, Klaus Seitz (Director of Sales Export) and Robert Hesse presented the Distributor of the Year awards. In all, sixteen distributors were rewarded for their efforts in the course of 2008. The program for the following days included tours of the works, more product debuts, seminars, and receptions, all of which made the 22nd *Hausmesse* in Straubing a highly successful and rewarding event for all involved.

snapshot, 11. March, 2009

Press photo: PM_EVI_0109_HM_1.jpg



Looking with confidence to the future: Vice President Sales EMEA Robert Hesse

Press photo: PM_EVI_0109_HM_2.jpg



Product breakouts in the *Theater am Hagen*: Martin Traut presents the latest from DYNACORD

Press photo: PM_EVI_0109_HM_4.jpg



The Test and Demo Hall provided the ideal setting for live demonstrations of practical relevance

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A joyful occasion: winners of the “Distributor of the Year” awards with Vice President Sales EMEA Robert Hesse (top left) and Director Sales Export Klaus Seitz (bottom right)

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Despite the wintery temperatures, spirits were high during the Guitar Hero contest...

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...and the evening banquet in the *Stadl*

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The Bosch Group is a leading global supplier of technology and services. According to provisional figures, some 282,000 associates generated sales of roughly 45 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than three billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com <www.bosch.com> .