

"WHAT THEY TOLD US LATELY"

> AKG artists and sound engineers give us their feedback.



HALL OF FAME

Aerosmith Pedro Abrunhosa A. Belem & V. Emanuel The Black Sheep **Jack Blades/Nightranger Blassportgruppe Südwest Lars Brogaard Brooks & Dunn** Rebekka Bakken **Alexander Bisenz Adam Blackstone** Vera Böhnisch **Terry Bozzio Luz Casal** Joe Cocker **Dragonforce Candy Dulfer Kat Dyson** Tia Fuller **Rita Guerra Hubert von Goisern Gomezz from Reamonn** Paulo Gonzo W. Lee Hogans In Flames Ravi Jakhotia Jay-Z **Polo Jones Quincy Jones Killerpilze Kitaro** DJ Layla **Hanjin Lee Liquid Blue Hakim Ludin**

Yngwie Malmsteen

Missy Elliott

Brian Montgomery Motherjane Musikvereinssaal **Dave Natale** Ian Paice Mike Phillips **Willi Resetarits Busta Rhymes** Luis Ribeiro Rockapella . Russkaia Mike Scott Shaolin Monks **Carlos Sancha Los Secretos** Sepultura



Hal Winer

Zweitfrau



Missed an Issue?

If there is a particular story or review of one of our artists from the "Hall of Fame" that you would like to revisit, please write an email to press@akg.com. We will send you a copy (as long as they are available) or a pdf-file.



"WHAT THEY TOLD US LATELY"

AKG artists and sound engineers give us their feedback.



Walter Rührig and Lars Brogaard having a good time.



Die Killerpilze

This german pop pock, skatepunk band raised an incredible 225 thousand Euro with their charity proiect "Punk macht Schule" and made it possible for 400 Ethiopian children to receive an education.



Luz Casal

Poprock, singer-songwriter. "I have never been afraid of dying – music is the most important part of my life."





Hakim Ludin visiting Walter Rührig at AKG headguater in Vienna/Austria.



his issue is chiefly dedicated to those people in the background, who are often jointly responsible for the success of perfect FOH and monitor sound: the sound engineer.

In recent months we have received many, some guite personal, emails about our products from sound engineers from all over the world. It is with these comments that we have put together the current edition of on stage 3, trying whenever possible to retain the true meaning of the original feedback. One however was very clear: engagement pays off!

Even Henry Ford, the founder of the Ford Motor Company and innovator of the assembly line in automotive engineering, knew the importance of advertising: "Whoever ceases to advertise to save money, might as well stop his clock

With this in mind, this issue can represent an important aid to sales. Indeed, it makes perfect sense to be able to incorporate such comments and feedback into your next consultation meeting, especially when they act to endorse the popularity and competence of our products. Not only that, but it also generates enthusiasm and awareness about the AKG brand.

Generally speaking, the impact effectiveness of advertising is difficult to measure. Henry Ford again: "Half the money spent on advertising is wasted. The problem is, which half?" In our case, we are fortunate to know exactly that business success corresponds in a linear fashion with distributor engagement in the area of artist relations.

Here is a great untapped potential that costs little but has the potential to bring a great deal: initiative and engagement - probably the most effective investment within your advertising budget.

Use the chance to support your continued business success with this edition of on stage 3.

Walter Rührig, Artist & Key Customer Relations, AKG Acoustics



Quincy Jones

Probably the world most successful and admired artist in the entertainment field, earning 79 Grammy nominations and 27 Grammy awards and many other awards.



Rita Guerra

"You need passion and determination to fulfil your dreams." Top Choice Award for "Best Female Singer 2009"





"Yes the mics are awesome!!
A great help for us out here.
My FOH engineer, Kirk Shriener and I both thank you very much. All the hest M"

Martin Strayer - monitor engineer about their D5/D7 mics on Joe Cocker

D5

- Extremely rugged vocal/speech microphone
- Available with or without on/off switch
- Patented AKG Laminated Varimotion diaphragm
- Spring steel wire-mesh grill



TOMMY SHAW

"How are you?
I'm busy getting ready for a
big summer tour with REO
Speedwagon.
If you are wondering if we use
your mics in STYX as well as Shaw
Blades, it's because we love these
mics.
Here's wishing you a fantastic

Tommy Shaw -STYX/Damn Yankees/Shaw Blades about their AKG D 5 mics

summer!"



TROPPINGS TOING





Eric Helton - Rolling Stone Magazine/NYC

Watch Juliette Lewis Tear Through "Terra Incognita" Tracks Acoustic at www.rollingstone.com

JON SCHIMKE "Total hit. She (Melissa) loves it! I guess that we can keep it. We are using the D 5's for everyone. So far so good. Jon." Jon Schimke - monitor engineer about his D5 tests for another major tour **D**5

- Extremely rugged vocal/speech microphone
- · Available with or without on/off switch
- Patented AKG Laminated Varimotion diaphragm
- Spring steel wire-mesh grill

"Night Ranger thanks you so much for giving us the opportunity to use AKG microphones. It is a 100% improvement in our live sound. Thanks again."

Kelly Keagy - Jack Blades/Brad Gillis about D 5 & various AKG stage mics



CHRIS WHITEMYER

"I just wanted to say again how happy Courtney is with her AKG D5. Courtney is usually only concerned with her monitors and everything else comes second.

When I read the feedback is dead Ad I had to check out the AKG booth at Namm where I met you. The next Monday I went to Guitar center and bought a D5 for Courtney's rehearsals starting the next week. I also got some competitive mics and Marty Strayer (mon engineer) and Clair Brothers Audio came to install her monitors and the showdown started. What I told Marty to do was set the Monitors up with the mic they used before, then just plug the D5 onto the same cable. WOW what a difference (the others stunk compared to the D5) . Marty who does Monitors for (Seal, Gn'R, Janet Jackson, Maria Carey, Dixie Chicks) had never heard a mic make that much of an improvement. We are so happy that you made our jobs so easy to make her happy. Thank you. Courtney has said she could be at rehearsals all day on this Mic. Again thanks for all your help and making cool stuff."

Chris Whitemyer - production manager and tech for Courtney Love



AUSTRALIAN PINK FLOYD PROJECT



Steve Macelroy/Australian Pink Floyd Project

- Dynamic reference microphone
- Hum compensation coil
- Patented AKG Laminated-Varimotion diaphragm
- New acoustical design of inner windscreen
- · Precision metal dust filter



07

DYNAMIC !

WHI HIS

"We have recently finished our rehearsals.

We did get to use the AKG D7s. I was happy with the improvement they offered over the competitors and so was Gareth out Front of House engineer. We also put the AKG D40s on the Toms and noticed an immediate improvement in the overall sound of the Toms. They captured the low end of the drums much better than the competitors whilst still giving a crisp high end...

We have been using the AKG C451 as an Overhead mic on the percussion and we now have two of the AKG C518s on Roto Toms. These are all working weil in these positions. Thanks again."

Matt Coton - monitor engineer Australian Pink Floyd Project



"I love the cordless microphone!!!

... it is a quality piece of technology that enhances my natural sound. It's warm and sensitive to dynamics in every range. Thank you again and God Bless."

Tia Fuller about her C 519 ML microphone plus WMS 4500

C519



- Miniature condenser clip-on microphone for wind instruments, drums, and percussions
- Miniature gooseneck for accurate microphone alignment
- Including wireless direct adapter for easy use with AKG pocket transmitters
- Detachable microphone cable
- Transducer shock mount for high mechanical-noise rejection



"The stuff is working top notch!!!! when can I call you to talk? I will be doing a big show in Atlanta on the 28th. Is there a way that you can cometo the show?"

Mike Phillips about his C 519 and C 520 mics

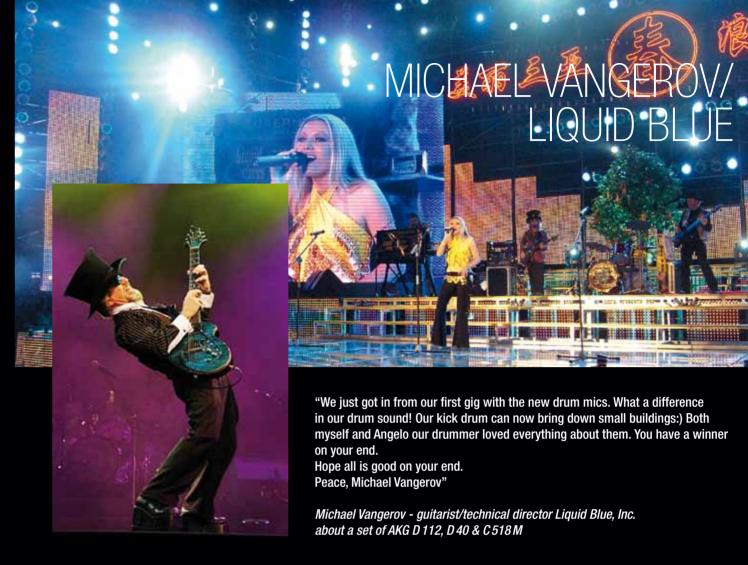


"We're doing great, thanks to your help with the different microphones. Everything is going great, I will send you some pictures in the next couples of days.

We're right now in Malaysia, but will go after the weekend to Singapore. Talk to you,

Best, Jean"

Jean B. Smit - FOH engineer about his Kitaro tour with AKG MicroMic C516, C519, C518 on various percussions





D 40

- Dynamic reference microphone
- Hum compensation coil
- · Patented AKG Laminated-Varimotion diaphragm
- New acoustical design of inner windscreen
- Precision metal dust filter

MARTIN STRAYER

"I love this mic on our Electric guitar!!
It is so true, clear, and beefy at the same time...
just reproduces the sound coming out of the
speaker so well, so crystal clear and punchy.

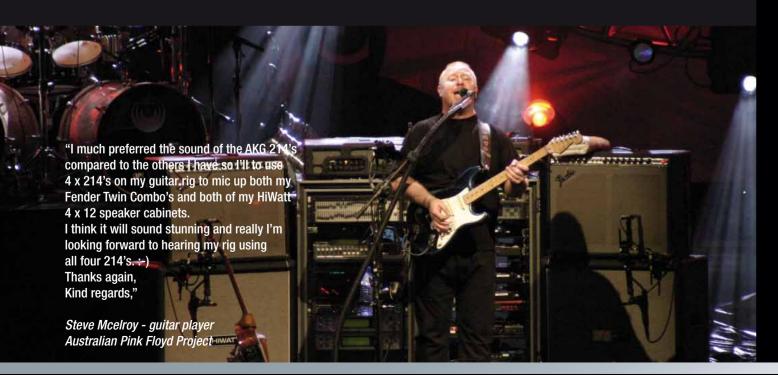
Very excited to have this AKG C214!! I also love it on acoustic guitar and vocals in the studio... been using it for that at my home studio, and in the back lounge on the bus where we have a little studio set up.

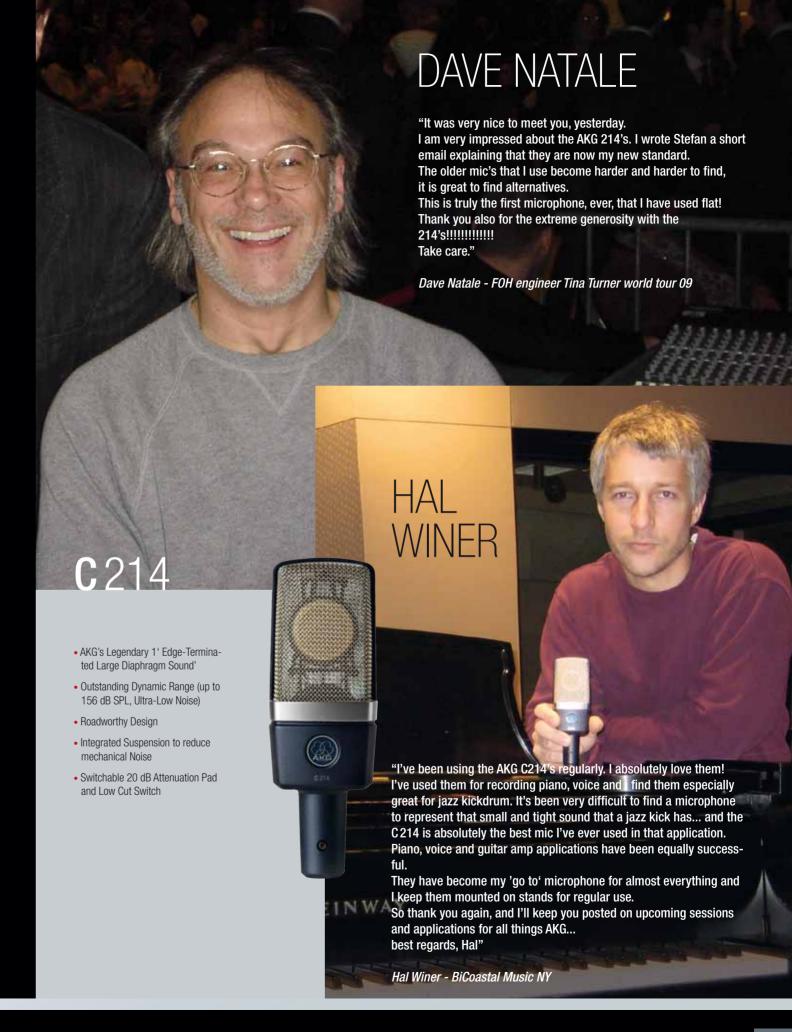
Truly a great edition to AKG's microphone line."

Martin Strayer - monitor engineer Joe Cocker



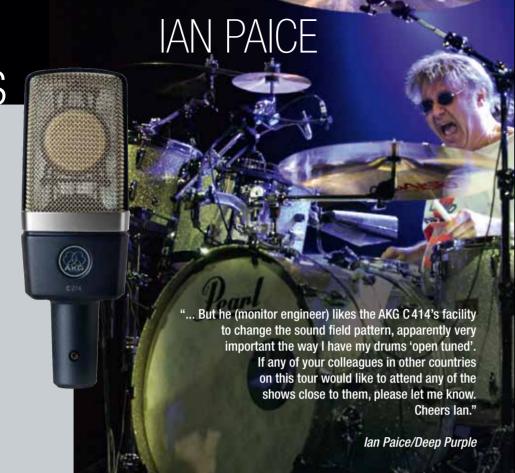
STEVE MACELROY/ AUSTRALIAN PINK FLOYD PROJECT





C 414 B-XLS

- High sensitivity and extremely low self noise
- Five switchable polar patterns for placement and application flexibility
- Two-color LEDs provide quick visual indication of selected polar pattern and output overload
- Elastic capsule suspension greatly minimizes structurally-transmitted noise from chassis vibration
- H 85 professional shock mount/stand adapter, PF 80 external pop filter and W 414 X external windscreen.





C 451 B

- Identical acoustics to legendary CK 1
- Precise, nearly frequency independent cardioid
- Extremely accurate signal transfer and ruler-flat on-axis frequency response
- · Also available as a matched stereo pair

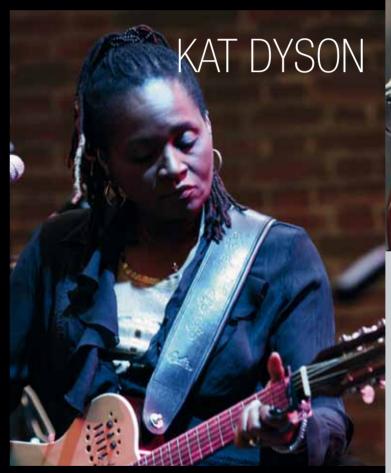
"Thank so much. Love the 451's, they are my go to mic for Overheads and Acoustic guitar."

Kelly Keagy - drums for Night Ranger

Rhonda Smith about her experience with AKG IVM 4

"Rhonda and I love the products and are telling everyone we know how great they are. Sheila (E) does have a longstanding deal with but I hope to do a comparison test so she can hear the superiority of AKG."

Rhonda Smith about her AKG IVM 4 system



"Also, my colleague, RHONDA SMITH, notable bassist with Prince and many others, tried out the unit and LOVES IT. She would like to purchase one ASAP because she will be in Europe in March and April on tour with her band and with saxophonist CANDY DULFER. She even has dates in Austria!"

Kat Dyson about her AKG WMS 4500 system for her guitars



 Wireless in-ear monitor system with unique signal processing capabilities for live applications and professional installations





DRAGONFORCE

WMS 4500 / D 7

- Dynamic reference microphone
- Hum compensation coil
- Patented AKG laminated-varimotion diaphragm
- New acoustical design of inner windscreen
- Precision metal dust filter





"Pure Sound, excellent RF design. It's my new state-of-the-art in ear system."

Brian Montgomery - monitor engineer/

"AKG microphones are superior in capturing my sound from guitars to vocals. In addition I have used every guitar wireless system known to man, but none of them comes close to AKG sound and reliability"

Yngwie Malmsteen about his AKG WMS 4500 system for his guitars

The state of the s

"The AKG SR4500 has been with me to 16 countries on the Queensryche world tour and not one drop out. The sound is excellent and very powerful. I highly recommend this wireless. thanxz for the support. akg rulez!! geno"

GENE BISHOP/ QUEENSRYCHE

Gene Bishop (Queensryche production) about Michael Wiltons AKG WMS 4500 system

CHRIS CALLANS/ POLO JONES

"Polo is a rare individual and when i say individual i mean this guy has a knowledge and picture of what he wants and knows how to attain it through equipment and style. You are very lucky to have Polo Jones using your product. He doesn't use stuff because he might get it for free or for an ad. It must function at his capabilities and be lasting. Thanks Walter for all your assistance on this."

Chris Callans - engineer for Polo Jones/bassist about his AKG WMS 4500 PT system



Bodypack transmitter with rugged aluminium body 30 MHz wide UHF band, up to 1,200 selectable frequencies Backlit display and jog switch for ease of use Up to 50 mW RF output for maximum immunity to interference and dropouts Optional remote mute switch

YNGWIE MALMSTEEN

WMS 4500



"Great seeing you as well. Once again, when I play bass with Kanye I will DEF be using the AKG wireless which became my first choice...."

Adam Blackstone about his AKG WMS 4500 system



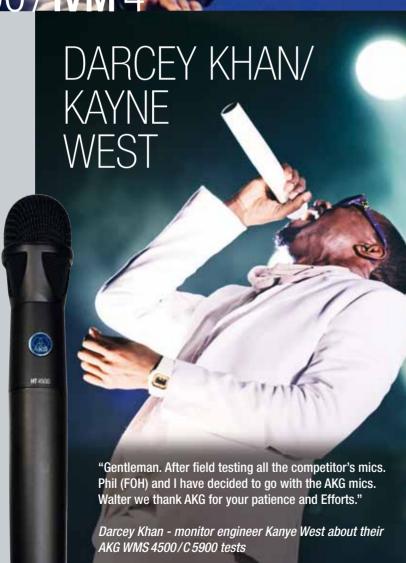


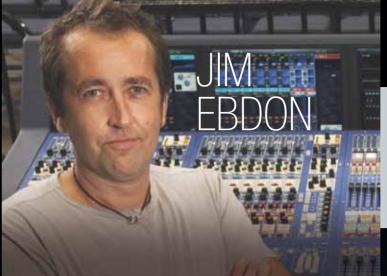
• Wireless in-ear monitor system with unique signal processing capabilities for live applications and professional installations



- Extremely rugged vocal/speech microphone
- Spring stell wire -mesh grill for extreme ruggedness and reliable control of pops and wind noise
- High quality condenser performance microphone
- Internal spider-type shock mount for handling noise suppression
- Wireless in-ear monitor system with unique signal processing capabilities for live applications and professional installations.







"Well good news. The mic was a hit! He wanted to use it for the whole show. It sounded good and full. We will continue to use it for the next few shows. If we decided that this is the way to go could you make some custom hand helds for him......"

Jim Ebdon – FOH engineer/Aerosmith about AKG HT 4500 with D.5

WMS 4500 / D 5

- Extremely rugged vocal/speech microphone
- Patented AKG laminated varimotion diaphragm
- Spring steel wire-mesh grill
- 30 MHz wide UHF band, up to 1,200 selectable frequencies
- · Backlit display and jog switch for ease of use



WMS 4500 / D 5 / C 520 / IVM 4

- Extremely rugged vocal/speech microphone
- Patented AKG laminated varimotion diaphragm
- Spring steel wire-mesh grill
- 30 MHz wide UHF band, up to 1,200 selectable frequencies
- Backlit display and jog switch for ease of use



KURT SPRINGER/ BROOKS & DUNN

"After using the AKG IVM-4s for a few months, it has become clear to me that AKG has the best performing in-ear monitor systems out there. With Brooks and Dunn we do everything from Award shows to Rodeos and we encounter (and sometimes have to use) all of the other manufactures of RF systems out there- the AKG products are simply superior. Everyone that has tried the IVM-4s has loved them.

Thanks for your support!"

Kurt Springer - engineer Brooks & Dunn



VIENNESE STATE OPERA

WMS 4500

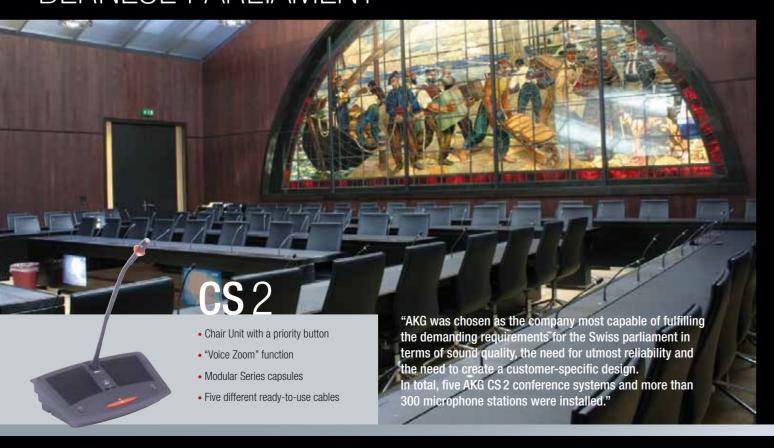


"The Vienna Opera House has been using AKG products for decades. The heart of their sound setup is a WMS 4500 multichannel wireless microphone system delivering superior performance and maximum reliability. The outstanding voices of international opera singers are captured by CK 77 lavalier microphones and HC 577 head-worn microphones. The C 414 also plays an important role for the great sound at the Vienna Opera House, too,"

Approximately 50 operas and 20 ballets are offered in the Vienna State Opera's repertoire every season.

- An artistic cornerstone of the Vienna State Opera is its full-time ensemble of singers, who are always complemented by international quest stars.
- The tradition of Viennese opera goes back over three and a half centuries to the time of the early Baroque.
- The members of the Vienna Philhamonic orchestra are recruited from the Wiener Staatsoper orchestra.

BERNESE PARLIAMENT





"First of all I want to thank you for all the great stuff you sent me. Second, I wanted to let you know what a great success the vocal microphone for Pepe is!!

I started to test the microphone last week, when we had 2 shows in a row at the Gibson Amphitheater in Los Angeles.

Really, this microphone sticks out, great sound, great gain before feedback, overall the microphone I've been waiting for, a looooong time. This week I'll go for 2 shows at Miami (American Airlines Arena) and New York (Madison Square Garden), where Pepe will perform.

And I can assure you that I will use the AKG DHT 700 again and again and ag.......

I really have to say, this microphone is a killer, it does all it has to do and more, I'm very happy.

The problems was, and I'm happy about that, that around the amphitheater are a lot of frequencies being used for walkie-talkies, closed circuit monitoring and many other things, because we're close to Universal Studios (in the back lot), meaning it never can get worse than that (frequency spectrum wise).

We were at the right spot to test this microphone together with the receiver (DSR 700), and I believe it did a remarkable job.

As well the microphones for the back-up singers doing excellent, what a quality (D5)!

The microphone (516) for the accordion did excellent as well, nice bright open sound.

I talked to many people after the shows (in Los Angeles), and they told me that they couldn't believe how good the sound was, and how good Pepe sounded on stage.

Well, there you have it.....

Walter, you made me very happy, thank you so much for helping me out by getting me the right stuff. Thank you, Thank You, THANK YOU!!!!!

Bye the way, I used the 518 on the toms.....Unbelievable sound !!!! Can't get any better.

Anyway, I just wanted to let you know that you made me very happy.

Let's see what we can do about the microphone for Pepe, to see if we can get his own signature type microphone.

Okay, that was it from the Americas..

Walter, you're the best.

Thank you many times over....

Best,

Jean"

Jean B.A. Smit - FOH engineer for Pepe Aguilar

DMS 700

 Professional digital wireless system for broadcast, installed and live sound applications. Premium audio quality, ultra-wide tuning range and proprietary signal encryption for sensitive information.













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