



ASHLY TAKES OFF AT THE MEMPHIS AIRPORT

MEMPHIS, TENNESSEE – Elvis Presley, Johnny Cash, Jerry Lee Lewis, Carl Perkins, Roy Orbison, Otis Redding, Isaac Hayes, and B.B. King are just a few of the world’s great musicians who got their start in the very musical city of Memphis, Tennessee. In honor of that heritage and in recognition of the fact that future stars are currently establishing themselves in this city, the Memphis International Airport decided to brand its recently constructed, \$122 million, seven-level parking structure with music playback to cover its 4,000 economy parking spaces and 2,500 rental car spaces. With characteristic reliability and rock-steady performance, thirteen Ashly ne8250.70 eight-channel amplifiers power the new sound system.

McClure Engineering of St. Louis, Missouri designed the sound system, and Audio Communications of Memphis installed it. "Memphis is known for its deep musical traditions," said Walt Wilhelm III, owner of Audio Communications. "This is where Elvis launched his career. This is the home of Stax Records. The airport authorities wanted to celebrate that heritage and to emphasize that Memphis is a contemporary music hotspot. They mostly play music from active local musicians." Added David Bick, systems engineer with McClure Engineering, "They wanted to create an atmosphere for the airport, and the parking garage is often the point of entry and exit. They wanted the parking garage to have a signature."

Bick continued, "I specified the Ashly ne8250.70 amplifiers because they're quiet, reliable, and a tremendous value. I know it can happen every now and again, but I have yet to experience a single Ashly failure. The fact that Ashly amps are so quiet wouldn't be a huge factor in a parking garage, but it is in all the auditoriums and theaters where we place Ashly amps."

Inputs to the system include a CD changer with an iPod dock. Those inputs feed a sound system that features thirteen Ashly ne8250.70 Network 250W 70V Power Amplifiers. A total of 742 loudspeakers dot the ceilings of the seven-story structure, providing coverage of approximately ten cars per speaker. In addition there are 38 surface-mount speakers and twelve in-ground speakers located in the pedestrian plaza.