

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Audio-Technica Helps the Smoky Mountain Center for
the Performing Arts Reach Its Performance Peak**

— A-T wireless microphones enable this 1,500-seat performing arts center to accommodate all types of entertainment productions, from gospel vocal groups to rock bands to stand-up comedians and elaborate theatrical productions —

STOW, OH, November 5, 2013 — When the [Smoky Mountain Center for the Performing Arts](#) opened in Franklin, North Carolina, in July 2009, its 1,500-seat theater brought state-of-the-art live-event capability to the region. Performances since then have included musical productions, professional drama troupes, dance and choral festivals, recitals, and performances from varied musical genres including country, bluegrass, gospel, pop, contemporary Christian and more. What it also offers all of these wide-ranging productions is an array of wireless microphones and systems from [Audio-Technica](#), a leading innovator in transducer technology for over 50 years.

The Smoky Mountain Center for the Performing Arts's microphone complement includes A-T's Artist Elite® [5000 Series](#) Frequency-agile True Diversity UHF Wireless System with 36 AEW-R5200 wireless receivers and AEW-T1000 beltpack transmitters, a dozen wireless handheld microphones (five AEW-T3300 Cardioid Condenser Handheld Transmitters, four AEW-T5400 Cardioid Condenser Handheld Transmitters and three AEW-T6100 Hypercardioid Dynamic

Handheld Transmitters), 40 [BP896](#) MicroPoint™ Subminiature Omnidirectional Condenser Lavalier Microphones, and an [AEW-DA550C](#) UHF Antenna Distribution System. All of these have helped create the world-class sound that has made the Smoky Mountain Center for the Performing Arts a true destination for a variety of performing artists.

“These microphones have made my life so much easier, and the performers who’ve worked here have been very happy,” says Adam Drake, Chief Audio Engineer at the Smoky Mountain Center for the Performing Arts. “Their flexibility is amazing – we’ve used the handheld microphones on everything from music to international folk dancing troupes, and they’ve responded fantastically to the sound. We’ve even used the AEW-T6100 on drums on our Folk Music Night, which is not necessarily what they’re intended to be used for, and the results were incredible. I like the BP896 lavalier microphones better than any lapel microphone because it lets you position it for better pick-up and intelligibility. And the performance of all of the A-T mics is excellent – I had a 23-act talent show in here using a lot of microphones, and I didn’t have to turn up the gain at the console on any of them. The wireless systems work anywhere – I’ve had performers go into the balcony for some shows and there was never a single dropout, even with a wall in between the microphone and the receiver. And the transmitters’ performance is great; for instance, battery life – we had them on for over five hours a day at a time. So many performers have used the A-Ts, and everyone just loves them. And so do I.”

For more information, please visit www.audio-technica.com.

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Photo file 1: SmokyMountain_Photo1_Front.JPG

Photo caption 1: Smoky Mountain Performing Arts Center in Franklin, North Carolina, which employs an array of wireless microphones and systems from Audio-Technica. Photo courtesy of Adam Drake. (This photo is the property of Adam Drake and may be used by the press only for the purpose of one-time reproduction. Unauthorized use, alteration or reproduction of this photograph is strictly prohibited.)

Photo file 2: SmokyMountain_Photo2_Theater.JPG

Photo caption 2: The theater of the Smoky Mountain Performing Arts Center in Franklin, North Carolina, which employs an array of wireless microphones and systems from Audio-Technica. Photo courtesy of Adam Drake. (This photo is the property of Adam Drake and may be used by the press only for the purpose of one-time reproduction. Unauthorized use, alteration or reproduction of this photograph is strictly prohibited.)

Photo file 3: SmokyMountain_Photo3_AdamDrake.JPG

Photo caption 3: Adam Drake, Chief Audio Engineer at the Smoky Mountain Center for the Performing Arts, pictured with Audio-Technica wireless system rack components. Photo courtesy of Adam Drake. (This photo is the property of Adam Drake and may be used by the press only for the purpose of one-time reproduction. Unauthorized use, alteration or reproduction of this photograph is strictly prohibited.)

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- Additional [News Releases](#)



Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and electronics for the audio industry.

—For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: www.audio-technica.com