

## Iowa City Cultural Events

Sound Reinforcement by Steve Cook Sound Production



Iowa City's Steve Cook Sound Production provides audio reinforcement for concerts, festivals, and corporate and private events. Owner Steve Cook relies upon compact yet powerful Fulcrum Acoustic loudspeakers to provide great sound for events including Iowa City's Friday Night Summer Concert Series, Jazz and Pride Festivals.

### Needs

- Extremely dependable, portable loudspeakers capable of delivering the power, clarity and directivity necessary to support a wide variety of musical styles ranging from acapella to bluegrass, jazz to hard rock for audiences from 50 to 5,500
- Sturdy, well-constructed portable loudspeakers with strategically placed handles and lightweight enclosures for easy handling

### Solution

After an initial purchase of four Fulcrum US221 dual 12-inch subwoofers, Steve Cook continued to upgrade his equipment with six DX1565 dual 15-inch and three DX1295 dual 12-inch speakers to build what he describes as "the best sound system in Iowa City." Steve claims, "I know that when I plug Fulcrum speakers in, they're absolutely going to work. This is crucial when we're spinning from one stage to another with so little time between performances that our line check will be the only sound check we'll get. During the jazz festival, we did sound for 19 artists in 34 shows on 5 stages over 3 days and with Fulcrum speakers were able to nail each one."

From an ease-of-use perspective, Steve knows all too well what it's like to have to flag a passerby to help get 250 pound speakers off subwoofers when you're the last person left to tear down an event setup. He says, "not only are DX Series speakers built like tanks, at only 90 pounds, they're very manageable for my crew." Steve adds, "with Fulcrum, I've found a level of integrity, service and support I haven't seen with other companies. Whether it's sharing processor configurations on their site's support page, or coming through with real-time technical assistance when I've needed it most, I know I can always count on Fulcrum."

### Project Details

#### Product Category

Live Production

#### Fulcrum Products

(6) DX1565 Dual 15 inch Coaxial Loudspeakers, 60° x 45°

(3) DX1295 Dual 12 inch Coaxial Loudspeakers 90° x 45°

(4) US212 Dual 12 inch Direct-Radiating Subwoofers

