

For Immediate Release:
Contact: Tricia Lunski, HB
tricia.lunski@hbsound.com, 701-775-1150
January 14, 2022

New Name. New Logo. Same Great Company.

HB Sound & Light has been a proud member of the Fargo and Grand Forks regions for over 25 years. In those 25 plus years we have expanded into so much more than sound and light. In order to better communicate what we do we have decided to drop the "Sound & Light." HB has a full installation department equipped to install video systems, automated control systems, access control, security systems, noise masking, acoustical treatments, just to name a few, along with sound and lighting systems. HB also has a video department that can assist with event capture, commercials, interviews, and more.

Along with dropping the "Sound & Light" HB has developed a new slogan, "Connecting People." This new slogan describes every aspect of our business including events, installations, and rentals. Our new website is hbconnects.com.

Events: Connecting People to Performance.

Be immersed in the onscreen action, feel the bass of the band, hear the performance of the performer, the speech from the speaker with crystal clear clarity and experience the visual delight of the lighting. The crowd is energized, they hear your message, they are vested in your performance. That's what Connecting People to Performance is all about, whether that be a concert by a major headliner, a corporate event for your business, or a backyard bash.

Installs: Connecting People To Professionals.

The perfect product comes down to the precision of the pixel, the symposium of the sound permeating through the air and the professional installation that keeps it out of site, but certainly not out of mind. That is what Connecting People to Professionals is all about, a real solution for your virtual meeting room, security systems that see security issues, powerful systems for even more powerful messages or even an evening of entertainment for the entire family.

Rentals: Connecting People to Production.

The latest gear for your biggest gig, lights that illuminate any stage, sound systems that seem to move the masses, we're the people with the production prowess to know what you need. That is what Connecting People to Production is all about, you've got enough on your plate, whether it's your big day and don't need a big headache, you're producing a production and need top of the line AV equipment or just looking for the sound to bring the house down.

HB has retail stores in both Grand Forks and Fargo fully stocked with quality products, from speakers to batteries, microphones to custom cables, gaff tape to fog juice, and much more.

For logo information: hbconnects.com/logo